



INDIA TRADE PROMOTION ORGANISATION

E-TENDER NOTICE

The General Manager (Fair Services-I Division), India Trade Promotion Organisation (ITPO), Pragati Maidan, New Delhi on behalf of CMD, ITPO invites E-Tenders from Specialized Agencies for “Publicity Work for the India Sourcing Fair, St. Petersburg, Russia, March 14-16, 2017”.

1. INTRODUCTION

- 1.1 India Trade Promotion Organization (ITPO) is the nodal agency of the Government of India (GoI) for promoting trade. To meet its objectives, ITPO organizes trade fairs, exhibitions and conventions in India and abroad including specialized trade fairs, India Shows, Buyer-Seller Meets, Market Surveys, etc. ITPO organises and participates in trade fairs and exhibitions at various locations throughout the world.
- 1.2 ITPO is inviting online bids through two-bid system from the interested companies/organizations for undertaking **Publicity Work for the India Sourcing Fair, St. Petersburg, Russia, March 14-16, 2017**. Manual bids shall not be accepted.
- 1.3 The tender documents are available on our website www.indiatradefair.com (for reference only) and <https://eprocure.gov.in/eprocure/app> and the same can be downloaded as per the schedule given in CRITICAL DATE SHEET. However, the documents required such as one DDs towards Earnest money (in favour of India Trade Promotion Organisation, payable at New Delhi) should be deposited in Room No. 218, Pragati Bhavan, Pragati Maidan, New Delhi before the close of time/date for submitting the e-tender.
- 1.4 Bidders are advised to follow the instructions provided in the -Instructions to the Contractors/Tenderers for the e-submission of the bids online through the Central Public Procurement Portal for e-Procurement at <https://eprocure.gov.in/eprocure/app>. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
- 1.5 Not more than one tender can be submitted by one contactor or contractors having business relationship. Under no circumstances, will father and his son(s) or other close relations who have business relationship with one another (i.e. when one or more partner(s)/director(s) are common) be allowed to tender for the same contract as separate competitors. A breach of this condition will render the tenders of both parties liable to rejection.
- 1.6 Bidders who have downloaded the tender from the ITPO's web site www.indiatradefair.com and Central Public Procurement Portal (CPPP) website <https://eprocure.gov.in/eprocure/app>, shall not modify the tender form including

downloaded price bid template in any manner. In case the same is found to be tampered/ modified in any manner, tender will be completely rejected and EMD would be forfeited and Bidder is liable to be banned from doing business with ITPO.

- 1.7 Intending Bidders are advised to re-visit ITPO website www.indiatradefair.com and CPPP website <https://eprocure.gov.in/eprocure/app> at least 3 days prior to the closing date of submission of tender for any corrigendum / addendum/ amendment.

INDICATIVE CRITICAL DATE SHEET

Published Date	4:30 PM on 09.01.2017
Bid Document Download Start Date	04:45 PM on 09.01.2017
Bid Submission Start Date	05:00 PM on 09.01.2017
Bid Submission End Date	11 AM on 23.01.2017
Technical Bid Opening Date	11 AM on 24.01.2017

2. OBJECTIVES

- 2.1 The objective of this exercise/publicity tender is to create more awareness amongst the general public and the buyers from various sectors from the length and breadth of Russia and from abroad. The publicity campaign should aim at generating their interest so that they visit the fair to source their requirements.
- 2.2 Getting adequate media coverage at all stages of the event, i.e. before, during and after the event. Besides getting coverage in the daily newspapers and FM radio, ITPO also desires adequate exposure in the electronic media and online social media.

3. SCOPE OF WORK

- 3.1 The Agency will prepare advertisement materials/design in Russian and English languages. The agency will arrange advertisements, as per specified size in colour in the Metro Newspaper. Agency may suggest scheduled date of advertisements in the said newspaper for approval of ITPO before releasing. Even the final artwork/matter will need the approval of ITPO.
- 3.2 The agency shall procure sufficient copies of the publication(s) of the date(s) in which the advertisement(s) will appear for distributing to the members of press and other government officials during ó i) Press Conference, ii) Inauguration on March 14, 2017 and also iii) for keeping in VIP Room for VIP visitors during the tenancy of the fair (March 14-16, 2017). However, while submitting the final bills, two more copies each of the publications shall have to be attached as evidence at the time of presentation of the final bill to ITPO, New Delhi.
- 3.3 Prepare design of promotional material to be uploaded on various Internet based media as per the details in Annexure I. A home/link page of this event may be hosted on the website of the agency. On the click of the advertisement banner, the query should reach the website/e-mail inbox of the agency.

- 3.4 Prepare the jingles for airing in various FM Radio channels listed in the Annexure I.
- 3.5 Prepare design of advertisement campaign to be aired on television channels as per the details in Annexure I.
- 3.6 Prepare the design of posters to be displayed at various locations within the city of St. Petersburg and the other districts.
- 3.7 It may be noted that the agency needs to seek approval of the designs, jingles, advertisements, Internet promotion content developed before execution of the campaign.
- 3.8 The scope of work must be read along with the details of work given in Annexure I.

4. ELIGIBILITY CRITERIA

Agencies having the following criteria shall be eligible for making the bids on turnkey basis.

- 4.1 Must be a registered business entity/service provider in Russia (directly or indirectly) or should have a Russian associate. Please attach proof of such collaboration. The Russian company/counterpart/associate must have an office in St. Petersburg region besides other cities of Russia. Documentary evidence to that effect will be required. Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc. as applicable in India/Russia may be quoted along with similar/applicable numbers/details of Russian associate in the format of technical bid. (Annexure I)
- 4.2 Minimum annual turnover Euro 400,000/INR 30 million for the last 3 years from the business of publicity related work/PR & promotion activities/road shows/market surveys/business development/manpower management in national/international events. Proof of annual turnover from the said business activities with certificate from auditor or any other empowered authority must be attached. In case it is joint offer, the turnover of Indian company & Russian associate will be considered separately.
- 4.3 A self-attested copy of the certificate/proof of the various documents to establish the above must be attached. Russian companies even if they do not have associate in India can directly participate in the bid. There is no condition to have an associate in India for Russian companies.
- 4.4 A minimum of 2 years experience in publicity, event management, promotion and PR work etc in trade fairs/ International events organized outside India and for Russian companies they should have experience preferably of an international event of an international client. List of major events undertaken and clients with whom they have worked in the past must be attached and be included in the envelope of technical bid. Please attach proof of the publicity work completed.
- 4.5 Earnest Money Deposit (EMD) of Euro 1,000/- or INR 100,000/- in the form of Wire Transfer/RTGS/NEFT or a demand draft drawn in favour of **“India Trade Promotion Organisation”** payable at New Delhi is essential and without EMD, the bid offer will be summarily rejected and the technical/financial bids will not be opened.

- 4.6 Any observation of Embassy/ CGI will be taken in to account while deciding the eligibility of tender applicants.

5. TERMS & CONDITIONS

- 5.1 The approved bidder will work under the directions and guidance of the ITPO and the Indian embassy in Russia. It shall be the sole responsibility of the Agency to ensure all activities undertaken by them for ITPO are in accordance with the law of land i.e. Russia.
- 5.2 Rates should be quoted in INR (in case of Indian Bidders) or Euros (in case of Overseas Bidders) inclusive of all taxes (if applicable), etc. Rates for services not included in the format may also be indicated, if required.
- 5.3 Interested eligible agency may submit their bids as per Annex-I & II with supporting documents including earnest money (EMD) of Euro 1,000/- or INR 100,000/- in the form of TT/RTGS/NEFT or a demand draft drawn in favour of India Trade Promotion Organisation payable at New Delhi. The EMD will be refunded to the un-successful bidder(s) after the selection of the vendor/agency. The EMD will be refunded to the successful bidder only after completion of the project satisfactorily. Misrepresentation of facts/withdrawals of bids will lead to forfeiture of EMD. (Please see 6.1 under the head Submission of Bids)
- 5.4 The agency will submit the bills along with documentary proof in original for the job relating to newspaper/magazines advertisements, printing, online promotion, etc. for releasing the payment.
- 5.5 All materials relating to design for printing, advertisement, online promotion has to be approved by ITPO team before use, wherever possible.
- 5.6 Agency will ensure that the manpower engaged for Event/jobs should be in line with the local laws. Further, submission of the bid implies that the Agency indemnifies ITPO against any claim whatsoever.
- 5.7 The Agency is required to numbering and sign each page of the bid document as well as other enclosures by the authorized signatory. Authorization letter is to be enclosed.
- 5.8 ITPO reserves the right to appoint different agencies for different services envisaged in the offer/bid.
- 5.9 ITPO requires that bidders under this contract to observe the highest standards of ethics during the period of agreement and should be free from any vigilance enquiry. The bidders have to bear the cost associated with the preparation and submission of bid documents at ITPO, New Delhi.
- 5.10 ITPO will reject a proposal for award of work if it is determined that the Applicant recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.

- 5.11 ITPO will declare an Applicant/Bidder ineligible, either indefinitely or for a stated period of time, to be awarded a contract/contracts, if at any time, it determines that the Applicant/Bidder has engaged in corrupt or fraudulent practices in competing for, or in executing the contract.
- 5.12 Agency will indemnify ITPO against any claims, loss, suit, liability or judgment suffered or likely to be suffered.
- 5.13 ITPO reserves the right to:
- i. To engage services of any other organization including Air India, Tourism offices of Govt. of India or anyone else to sponsor or partly sponsor the market surveys or other activities for promoting the events.
 - ii. Make minor changes in the Publicity plan/Scope of work.
 - iii. Extend the deadline for the submission of applications/bid documents at its discretion.
 - iv. Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on ITPO.
 - v. Suspend the project; cancel the contract with the selected party in part or in the whole at any time if in the opinion of the ITPO it is necessary or expedient in the public interest. The decision of the ITPO shall be final and binding in this regard.
 - vi. ITPO shall also not be responsible for any damage or loss caused or arisen out of aforesaid action.
 - vii. Modify terms and conditions of the contract which shall be granted to the successful bidder after the bidding process, if in the opinion of the ITPO, it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the ITPO shall be final and binding in this regard.
- 5.14 For interpretation of any clause of this document, the decision of ITPO would be final and binding on the bidder.
- 5.15 At the conclusion of the contract/part of the contract for the 2017 edition, i.e. end of March 2017, the agency shall submit the bill along with all the documentary evidence, photographs, albums, press clippings, advertisements etc., including the sample copy of everything printed. Besides the bill, a certificate on the company's letterhead duly signed by the authorized signatory as per the specimen language enclosed at Annexure VII.

6. SUBMISSION OF BIDS AND EVALUATION

- 6.1 In case the bidder requires any clarifications or further information may contact ITPO, Mr. Praful S. Nair, Dy. Manager (Room No. 213) Tel. 91-11-23371667, e-mail: prafulnair@itpo.gov.in during office hours.

Earnest Money Deposit (EMD) amount of Euro 1,000/- or INR 100,000/- in the form of TT/RTGS/NEFT or a demand draft drawn in favour of **“India Trade Promotion Organisation”** payable at New Delhi. Without EMD, the Technical & Financial bids will

not be opened and summarily rejected. The bank details for remittance of EMD are given below:

For Indian Bidders:

Name of the Beneficiary	:	India Trade Promotion Organisation
Name of the Bank	:	HDFC Bank Ltd.
Branch Address	:	G-3/4, Surya Kiran Building 19, Kasturba Gandhi Marg New Delhi - 110001
Account No.	:	00031110005078
IFS Code	:	HDFC0000003

For Overseas Bidders:

Name of the Beneficiary	:	India Trade Promotion Organisation
Name of the Bank	:	Citibank
Branch Address	:	Jeevan Bharti Building, 4 th Floor, 124, Connaught Place, New Delhi -110001
Account No.	:	0002157012
SWIFT Code	:	CITI INBX

The Hard Copy of original instruments in respect of earnest money must be delivered to Mr. Praful S. Nair, Dy. Manager, Fair Services ó I Division, India Trade Promotion Organisation, Room No. 213, Pragati Bhawan, Pragati Maidan, New Delhi ó 110 001 on or before bid closing date/time as mentioned in critical date sheet.

- 6.2 a) The evaluation of bids will be made in three stages ó (i) Earnest Money Deposit (EMD), (ii) Technical and (iii) Financial. Those companies whose EMD will be found in order their Technical bids shall be opened on the same day in the presence of the bidders or their authorized representatives.
b) Financial bids of only those firms will be considered for opening who have fulfilled the technical requirement / evaluation. After opening of financial bids, financial evaluation will be made & financial ranking statement will be prepared and the selection of the vendor/agency will be done on the basis of L1 (lowest) criteria.
- 6.3 Bids received after the deadline of submission of application will not be considered or opened under any circumstances.
- 6.4 **It may be noted that conditional bids shall not be considered.**

- 6.5 The draft of Earnest Money Deposit (EMD) has to be physical and encashable at sight instrument. No guarantees or other bank authority letter shall be accepted.
- 6.6 Bids received through email shall not be considered.
- 6.7 No modification or substitution of the submitted application/bid shall be allowed. An applicant/bidder may withdraw his application after submission, provided that written notice of the withdrawal is received by ITPO before the due date. In case an applicant/bidder wants to resubmit his application/bid, he shall submit a fresh application/bid following all the applicable terms & conditions by the stipulated date.
- 6.8 Any document received after the closing date and time shall not be accepted.
- 6.9 Bidders are requested to refrain from any communication after submission of bid till the opening of the financial bid excepting at the time of opening of the technical bid by the ITPO committee.
- 6.10 The comparative statement of technical bids will be made indicating qualifying criteria mentioned in the bid document declaring the company qualifying or not qualifying.

7. FORCE-MAJEURE

If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, explosion, epidemic, quarantine restriction, strikes and lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of the CMD, ITPO as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract.

8. ARBITRATION

Both the party shall make all effort to resolve any dispute by way of conciliation. In the event of any question, dispute or difference arising under the agreement in connection therewith (except as to matters, the decision to which is specifically provided under this agreement) remains unresolved; the same shall be referred to the CMD, ITPO for appointment of sole arbitrator. The provisions of Indian Arbitration & Conciliation Act 1996, as amended from time to time shall apply on both the parties.

The venue of the arbitration proceeding shall be the office of ITPO or such other place as the CMD, ITPO may decide. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the sole arbitrator. All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi.

9. Terms of Payment

- Total payment would be released on completion of the event and satisfactory report of the officer/ITPO team deputed for the event subject to submission of soft and hard copies of evidences of all deliverables and report etc. as envisaged and elaborated in the previous pages. The complete bill along with all documents should be submitted by Agency within 30 days of completing the event.
- Performance assessment (quantifiable and measurable deliverables). The performance of the agency shall be evaluated on the various deliverables mentioned herein based on the evidences provided. Besides giving evidences as mentioned here above in case of measurable deliverables, attendance sheet of manpower needs to be provided. Allocation of work to the decorators is also to be provided.
- PERFORMANCE ASSURANCE: If performance of the agency is not found up to the mark or is less in any of the deliverances/the measurable outputs/agreed deliverables or otherwise less than envisaged as per the scope of work mentioned herein, then ITPO may deduct up to 10% of the total bid value as performance assurance at the time of making final payment. The deduction will be over and above the unit rate deduction for those particular shortfalls/reduction in the scope of work while awarding the work contract.

**INDIA TRADE PROMOTION ORGANISATION
FAIR SERVICES – I DIVISION**

**Details of Earnest Money Deposit for Bids (Publicity Work for India Sourcing Fair,
St. Petersburg, Russia, March 14-16, 2017)**

Sl. No.	Title	Details
1.	Name and address of the company	
EMD		
2.	<p>Details of interest free Earnest Money Deposit (EMD). The demand draft of Earnest Money Deposit (EMD) has to be physical and encashable. No guarantees or other bank authority letter shall be accepted.</p> <p>(Please refer Para 4.5 of Eligibility Criteria)</p>	<p>Amount :</p> <p>Wire Transfer/NEFT/RTGS Details/Demand Draft No. :</p> <p>Date of Remittance:</p> <p>Bank Name :</p>

DATE :

SIGNATURE OF AUTHORISED REPRESENTATIVE

Place :

NAME

COMPANY SEAL

(Please attach Authorization letter for signatory)

**INDIA TRADE PROMOTION ORGANISATION
FAIR SERVICES – I DIVISION**

**Technical Bids for Publicity Work for India Sourcing Fair,
St. Petersburg, Russia, March 14-16, 2017**

S.No	Title	Details		
Eligibility Criteria				
1.	Information no., license No./authority no. and other documents of information as applicable and copy of certificate/proof etc. must be attached. (Photocopies of TAN/Direct tax/Income tax/Trade Tax/VAT/GST/PAN, etc., as applicable, may be attached) PS: The name of the Bidder should be same as per registration certificate / PAN card and must be a legal registered entity in India	Registration no: PAN Number: VAT Number:		
2.	Annual Turnover (last three financial years) (Please attach certificate from Chartered Accountant and other documentary evidences to establish the turnover) Please refer clause 4.2 of Eligibility Criteria	Year I (2013-14)	Year II (2014-15)	Year III (2015-16)
3	Details of Past Experience of Publicity of exhibition Please refer clause 4.4 of Eligibility Criteria			
	Please mention the name of the event for which the publicity work was carried out for overseas event.			
	(Please attach list of three Projects/Clients/ Job orders with area/documentary evidences etc.) done in last three years			
4.	Must be a registered business entity/service provider in Russia (directly or indirectly) or should have a Russian associate. Please attach proof of such collaboration. The Russian company/counterpart/associate must have an office in St. Petersburg region besides other cities of Russia. Documentary evidence to that effect will be required. Please refer clause 4.1 of Eligibility Criteria			
Technical Criteria				
5.	Submission of Comprehensive Publicity Plan			
Company Profile				

6.	Name of the Company as per registration certificate & PAN Card/VAT copy attached with tender	
7.	Address	
8.	Telephone	
9.	Fax	
10.	E-mail	
11.	Name of CEO & Title	
12.	Name of the nodal contact person with designation, e-mail id and telephone No.	
	Local contact in India, if any	
13.	Bankers details with A/c No.	
14.	Year of Establishment	
15.	No. of employees	
16.	List of enclosures attached	
17.	Any other additional information, which you like to give	
18.	(A) Details of company/Associate/Counterpart in the foreign country concerned Attach a duly self certified signed and stamped copy of the letter of cooperation of counterpart in the foreign country concerned.	
	Name & designation of Associate/ counterpart in the foreign country concerned. Name : Designation: E-mail: Telephone No. Mobile:	

It is certified that all the above information is correct and valid on the date of submission of tender. We have numbered all the pages in this envelope. The name of the Bidder is same as mentioned in the registration certificate & PAN card and is a registered legal entity in India. All the information furnished above is true & correct. The total number of pages including those of enclosures are 1 1 1 1 1 1 1 ..

Date:
Place:

SIGNATURE OF AUTHORISED REPRESENTATIVE
NAME
COMPANY SEAL
(Please attach Authorization letter, if required)

Note: 1) Please number and sign each page of this tender document and enclose it in this envelope of Annexure II.

(2) Each document as shall be enclosed has to be signed/stamped.

India Trade Promotion Organization

Publicity Work for India Sourcing Fair, St. Petersburg, Russia, March 14-16, 2017 Per Unit Details/Break-up of Financial Bid

1. Internet Promotion:

S. No.	Name of the site	Clicks	Shows	Size	Quantity	Amount (in INR) for Indian Bidders (Lump sum)	Amount (in Euros) for Overseas Bidders (Lump sum)
1.	Advertisements in social media (vk.com)	10,000	11,000,000	180 x 130 px	Service		
2.	Context Advertisements (Yandex.direct)	700	500 000	Text	Service		
3.	Real Time Bidding advertisements on branch portals	-	-	-	Service		
4.	Prototyping of the landing page	-	-	-	Service		
5.	Landing page	-	-	-	Service		
Total Amount							

2. FM Radio:

The campaign will start from March 5 to 15, 2017 (for 11 days) for 10 sec. each spot (Radio prime 90%) The details are as follows:

S. No.	Name of the Channel/Station	No. of spots daily	Rate per 10 sec. (in INR)	Rate per 10 sec. (in Euro)	Total No. of spots	Amount (in INR) for Indian Bidders	Amount (in Euros) for Overseas Bidders
1.	Dorozhnoe Radio	05			55		
2.	Europa Plus	05			55		
3.	Retro FM	05			55		
4.	Producing of a clip for radio				01		
Total amount							

3. Advertisement through TV:

The campaign will be aired through TV channels from March 5 to 15, 2017 (for 11 days) 06 spots per day on each channel for 10 seconds each spot in the size of 16:9 (TV Prime 70%):

S. No.	Name of the Channel	Duration	Rate for per 10 seconds (in INR)	Rate for per 10 seconds (in Euro)	No. of spots per day	Total No. of spots	Amount (in INR)	Amount (in Euro)
1.	Poccus 1	10 seconds			05	55		
2.	CaHKT-IIeTepoypr (öSt. Petersburgö)	10 seconds			05	55		
3.	öTHTö (öTNTö)	10 seconds			05	55		
4.	Producing of a movie clip for TV	10 seconds			-	01		
Total amount								

4. Outdoor Promotion through Posters:

S. No.	Location	Size	Quantity	Duration	Rate per Poster (in INR)	Rate per Poster (in Euro)	Total Cost (in INR)	Total Cost (in Euro)
1.	South districts of the City	6.0x3.0m	4	One month				
2.	Whole territory of the city	3.0x1.8m	15	Three weeks				
Total amount								

5. Promotion on Subway Resources: No. of Trains ó 240, No. of Wagons ó 800, No. of Subway Line - 05

S. No.	Location	Size	Quantity	Duration	Rate per Sticker (in INR)	Rate per Sticker (in Euro)	Total Cost (in INR)	Total Cost (in Euro)
1.	Metro wagons (The Glass of the Door)	0.420x0.135m (Horizontal Orientation)	520	For one month				
Total amount								

6. Promotion in Print Mass-Media: Dates of publication - March 13 and 14, 2017

S. No.	Name of the Newspaper, Circulation	Size	Rate per sq. cm. (in INR)	Rate per sq. cm. (in Euro)	Quantity	Total Cost (in INR)	Total Cost (in Euro)
1.	Metro Newspaper (Circulation is free)	174.5x176.5cm (1/3 of the printed page)			2		
Total amount							

7. Interpreter (English to Russian & Vice-versa) – Rate Per person per day - _____

Note: Please note that ITPO reserves the right to vary the actual quantity of each item above.

S. No.	Name and Address of the Agency	Quote
1.	Publicity Work for the India Sourcing Fair, St. Petersburg, Russia, March 14-16, 2017	<p>Total Quoted Rate including all taxes (if any),</p> <p>Rate:</p> <p>In INDIAN RUPEES: _____</p> <p>_____</p> <p>INR (in words) : _____</p> <p>_____</p> <p>In Euro: _____</p> <p>_____</p> <p>(For Foreign Entities)</p> <p>Euro (in words) : _____</p> <p>_____</p>

We undertake to abide by all the terms & conditions of the bid document. We will clear the dues of fair organizers if any services are availed from while executing the work awarded. We will keep the drawings and other information as made available safe and secret.

We indemnify ITPO against any claims, loss, suit, liability or judgment suffered or likely to be suffered on account of execution of the contract before, during and after the event.

Date:

Signature of Authorized Representative
Name
Company Seal

Note: Please note in case of shortfalls either because of reduced scope of work by ITPO or for other genuine reasons the proportionate deductions will be made as per the unit rates provided in Annexure III. ITPO will give sufficient notice in advance of such cancellation or reduction in scope of work.

PROFORMA FOR PERFORMANCE BANK GUARANTEE

(To be given only if the agency wants to avail of advance of 25% amount of the bid. This can be given subsequently after the award of work/contract)

To

The General Manager
Fair Services ó I Division
India Trade Promotion Organisation,
Pragati Bhawan,
Pragati Maidan,
New Delhi - 110001

In consideration of the President of India acting through the India Trade Promotion Organisation (hereinafter referred to as 'the ITPO') having agreed to grant a licensee to M/s/í í í í í í í í ..of í í í í í í í í . (hereinafter called the "LICENSEE") for carrying out the work of **Publicity Work for the India Sourcing Fair, St. Petersburg, Russia, March 14-16, 2017** on the terms and conditions contained in the said Bid Document, which, inter-alia, provides for production of a Bank Guarantee to the extent of INR í í í í í í í í í í .í í í í í í í í (í í í í í í í í í í í í í í í í í í í in words) for the service by way of security for the due observance and performance of the terms and conditions of the said license weí í í í í í í í ..(indicate the name and address and other particulars of the bank) (hereinafter referred to as 'the Bank') at the request of the LICENSEE hereby irrevocably and unconditionally guarantee to the ITPO that the Licensee shall render all necessary and efficient services which may be require to be rendered by the LICENSEE in connection with and /or for performance of the said LICENSEE and further guarantees that the service which shall be provided by the LICENSEE under the said Bid Document, shall be actually performed in accordance with terms and conditions of the Bid Document to the satisfaction of the ITPO.

2. We, the bank hereby undertake to pay to the ITPO an amount not exceeding Rupees í í í í í ..(Rupeeí í í í í .í í í í í í í í í í .only) against any loss or damage caused to or suffered or would be caused to or suffered by the Authority by reason of any breach by the said LICENSEE of any of the terms and conditions contained in the said license.

3. We, the bank hereby, in pursuance of the terms of the said license, absolutely, irrevocably and unconditionally guarantee as primary oblige and not merely as surety the payment of an amount of Rupees í í í í í í í í í í . í í í í í í í í .. (Rupees í .only) to the Authority to secure due and faithful performance by the LICENSEE of all his/their obligations under the said License.

4. We, the bank hereby also undertake to pay the amounts due and payable under this guarantee without any demur, merely on a demand from the ITPO stating that the amount claimed is due by way of loss or damage caused or would be caused to or suffered by the ITPO by reason of breach by the said LICENSEE of any of the terms or conditions contained in the said Bid Document or by reason of the LICENCEE's failure to perform any of its obligations under the said License.

5. We, the bank, do hereby agree that the decision of the ITPO as to whether the licensee has failed to or neglected to perform or discharge his duties and obligations as aforesaid and/or whether the service is free from deficiencies and defects and is in accordance with or not of the terms & conditions of the said License and as to the amount payable to the Authority by the Bank hereunder shall be final and binding on the Bank.

6. WE, THE BANK, DO HEREBY DECLARE AND AGREE that:

(a) the Guarantee herein contained shall remain in full force and effect for a period of three years from the date hereof and that it shall continue to be enforceable till all the dues of the Authority/ITPO and by virtue of the said License have been fully paid and its claims satisfied or discharged or till ITPO satisfies that the terms and conditions of the said license have been fully and properly carried out by the said LICENSEE and accordingly discharged this guarantee.

(b) the ITPO shall have the fullest liberty without our consent and without affecting in any manner our obligations hereunder to vary any of the term and conditions of the said License or to extend time of performance of any obligations by the said LICENSEE from time to time or to postpone for any time or from time to time any of the powers exercisable by the ITPO against the said LICENSEE and to forbear or to enforce any of the terms and conditions relating to the said License and we shall not be relieved from our liability by reason of any variation or extension being granted to the said LICENSEE or forbearance act or omission on the part of the ITPO or any indulgence by the ITPO to the said LICENSEE or to give such matter or thing whatsoever which under the law relating to sureties would but for this provision, have effect of so relieving us.

(c) any claim which we have against the LICENSEE shall be subject and subordinate to the prior payment and performance in full of all the obligations of us hereunder we will not without prior written consent of the ITPO exercise any legal right or remedy of any kind in respect of any such payment or performance so long as the obligations of us hereunder remains owing and outstanding.

(d) This guarantee shall be irrevocable and the obligations of us herein shall not be conditional of any prior notice by us or by the LICENSEE.

7. We the BANK undertake not to revoke this Guarantee during its currency except with the previous consent of the Authority in writing.

Date _____ .day _____ . for _____ (name of the bank)

Witness:

(On company's letterhead)

**Publicity Work for the India Sourcing Fair, St. Petersburg, Russia,
March 14-16, 2017**

I/We have read and understood the notice inviting tender, specifications applicable, Drawings & Designs, General Rules and Directions, Conditions of Contract, clauses of contract, Special conditions, Schedule of Rate & other documents and Rules referred to in the conditions of contract and all other contents in the tender document for the work.

I/We hereby tender for the execution of the work specified to the CMD, ITPO within the time specified, schedule of quantities and in accordance in all respects with the specifications, designs, drawings and instructions in writing referred to in General Terms & Conditions and Conditions of contract and with such materials as are provided and in respects in accordance with, such conditions so far as applicable.

We agree to keep the tender open till September 5th, 2016 from the due date of its opening and not to make any modifications in its terms and conditions.

A sum of Rs.....has been deposited in cash/demand draft of a scheduled bank as earnest money. I/we agree that the CMD, ITPO or his successors in office shall without prejudice to any other right or remedy, be at liberty to forfeit the said earnest money absolutely. Further, if I/we fail to commence work as specified, I/we agree that CMD, ITPO or his successors in office shall without prejudice to any other right or remedy available in law, be at liberty to forfeit the said earnest money, otherwise the said earnest money shall be retained by him towards security deposit to execute all the works referred to in the tender documents upon ordered, up to maximum of the percentage mentioned and those in excess of that limit at the rates to be determined in accordance with the provision contained in tender form.

Further, I/We agree that in case of forfeiture of earnest money as aforesaid, I/We shall be debarred for participation in the re-tendering process of the work.

I/We hereby declare that I/we shall treat the tender documents drawings and other records connected with the work as secret/confidential documents and shall not communicate information derived there from to any person other than a person to whom I/we am/are authorized to communicate the same or use the information in any manner prejudicial to the safety of the State.

Dated

Signature of Contractor

Postal Address:

Witness:

Address:

Occupation:

(On company's letterhead)

Dated: _____

The Manager
Fair Services & I Divison
India Trade Promotion Organisation,
New Delhi-110001

Sub: **Certificate of Authenticity/Genuineness**

(To be given along with the final report/bill while submitting hard evidences of deliverables)

Dear Sir,

We are pleased to enclose herewith our bill/invoice No. _____ .. dated _____ . for an amount of Indian Rupees _____ . as per the job order received vide letter/e-mail dated _____ .. from ITPO on the acceptance of our offer vide tender bid dated _____

This is to certify that all the enclosures being given herewith as documentary evidence in the hard copy version/soft version are correct to the best of our knowledge/belief. All the information provided in the CD/Pen drive is also correct and reflects the legitimate work performed by us.

The payment to the manpower engaged for carrying out the work or any other payment due for the services rendered by any agencies, under this contract/arrangement has been paid their necessary remunerations as per our arrangement with them. Their particulars, names, addresses, telephone numbers etc. along with their attendance record and details of the work performed, are also enclosed. We indemnify ITPO for any claim whatsoever from any of the person engaged by us for executing the contract/work order.

Thanking you,

Yours sincerely,

Date:

Place:

Authorized Signatory

On-line Bids for Publicity Work for the India Sourcing Fair, St. Petersburg, Russia, March 14-16, 2017

Check list:

- 1 Earnest Money Deposit (EMD) of **INR 1,00,000/- (Rupees One Lac Only) or Euro 1,000/- (One Thousand Euros Only) through RTGS/NEFT/Wire Transfer or by demand draft drawn in favour of India Trade Promotion Organisation payable at New Delhi**
- 2 Documentary evidence of having attached scanned copies of Information no. license No/authority no. and other documents of information as applicable and copy of certificate/proof etc. The original letter/certificate from the Foreign Associates/counterpart.
- 3 Acceptable documentary evidence of annual turnover 400,000 Euros or Indian Rupees Thirty Million for the last 3 years from the business of advertising/publicity/PR in national/international exhibitions/events with certificate from auditor or any other empowered authority (legal/government) must be attached.
- 4 Documentary evidence towards minimum of 3 (Three) years experience. The company must have successfully executed the publicity work of a comparable event in overseas location. The documentary evidence must be attached with the Technical bid.
- 5 Duly filled-in form of bid documents ó All Annexure, duly filled
6. The Agency is required to do numbering and sign each page of the bid document as well as other enclosures by the authorized signatory. Authorization letter is to be enclosed.

8. Submission of bid:

Technical Bid -

Proof of payment of Earnest Money Deposit (EMD) amount **Rs. 1,00,000/- (Rupees One Lac Only) or Euros 1,000/- (One Thousand Euros Only) through RTGS/NEFT/Wire Transfer or demand draft in favour of India Trade Promotion Organisation, New Delhi payable at New Delhi.**

Technical Bid (**Annexure-II**) duly filled- in with supporting documents

Financial Bid contained in **Annexure – III (Four pages in total)** duly filled in.

The name of the bidder should be clearly written with full address, Tel. nos., E-mail.

9 **Bid schedule:**

Last date of submission of Bids : 23/01/2017 at 11 AM

Date of opening of Technical Bids : 24/01/2017 at 11 AM

Note:

- A. The above check list is for your reference and guidance only. Please go through the complete tender document for confirmation.**
- B. All the documents submitted in the bid, should be in English so that evaluation committee can understand easily.**

Instructions for Online Bid Submission:

The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.

More information useful for submitting online bids on the CPP Portal may be obtained at: <https://eprocure.gov.in/eprocure/app>.

REGISTRATION

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link **“Online Bidder Enrollment”** on the CPP Portal which is free of charge.
- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / nCode / eMudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSCs to others which may lead to misuse.
- 6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

SEARCHING FOR TENDER DOCUMENTS

- 1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.

- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.
- 3) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

PREPARATION OF BIDS

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- 2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
- 3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
- 4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use 'My Space' or 'Other Important Documents' area available to them to upload such documents. These documents may be directly submitted from the 'My Space' area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

SUBMISSION OF BIDS

- 1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- 2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- 3) Bidder has to select the payment option as 'offline' to pay the tender fee / EMD as applicable and enter details of the instrument.

- 4) Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be posted/couriered/given in person to the concerned official, latest by before bid opening date/time as mentioned in critical date sheet or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.
- 5) The server time (which is displayed on the biddersø dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
 - 6) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openersø public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
 - 7) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
 - 8) Upon the successful and timely submission of bids (ie after Clicking öFreeze Bid Submissionö in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
 - 9) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

ASSISTANCE TO BIDDERS

- 1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.
- 2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The contact number for the helpdesk is 1800 3070 2232, 91-7878007972 and 91-7878007973.