



MUMBAI DISTRICTS AIDS CONTROL SOCIETY

Established by

MUNICIPAL CORPORATION OF GREATER MUMBAI



Regd. No. 891/980

MDACS / Quo / 13 / PO – IEC

Date: 02nd Sept., 2021

To,

Dear Sir,

Sub: Invitation of Quotation for 1 month digital media campaign to raise awareness about HIV/AIDS testing and treatment.

You are invited to submit your most competitive quotation for 1 month digital media campaign to raise awareness about HIV/AIDS testing and treatment.

Sr. No.	Medium	Type of Advertise/ Specifications	Total expected impression	Contract Period
1	YouTube	Skippable Ad. 20 Sec. – 60 Sec.	150000	1 month
2	Facebook	Post Promotion Video up to 60 sec.	100000	
3	Google, Online dating sites, online Night chatting app etc.	GIF/JPG Banner – 8 Sizes	500000	

1. Bid Price

- The contract shall be for the full quantity as described above. Corrections, if any, shall be made by crossing out
- All duties, taxes and other levies payable on the raw materials and components shall be included in the total price.
- GST in connection with the sale shall be shown separately.
- The rates quoted by the bidder shall be fixed for the duration of the contract and shall not be subject to adjustment on any account.
- The Prices shall be quoted in Indian Rupees only.

2. Each bidder shall submit only one quotation.

3. Validity of Quotation

Quotation shall remain valid for a period not less than 45 days after the deadline date specified for submission. The withdrawal of the offer before validity period will entail forfeiture of EMD.

Acworth Complex, R. A. Kidwai Marg, Wadala (West), Mumbai – 400 031.
Tel No. 24100246/47 Telefax: 24100250 Email: mumbaimacs@gmail.com,



Life is precious Stop HIV/AIDS
Keep the Promise

4. **Evaluation of Quotations**

The Purchaser will evaluate and compare the quotations determined to be substantially responsive i.e. which

- a) are properly signed; and
- b) confirm to the terms and conditions and specifications

The quotations would be evaluated for each item separately.

GST in connection with sale of goods shall be taken into account in evaluation.

5. **Award of Contract**

The Purchaser will award the contract to the bidder whose quotation has been determined to be substantially responsive and who has offered the lowest evaluated quotation price.

5.1. Notwithstanding the above, the Purchaser reserves the right to accept or reject any quotations and to cancel the bidding process and reject all quotations at any time prior to the award of contract.

5.2. The bidder whose bid is accepted will be notified of the award of contract by the Purchaser prior to expiration of the quotation validity period. The terms of the accepted offer shall be incorporated in the purchase order.

6. Payment shall be made within 30 days from the receipt of bill in duplicate along with stamp and signature of authorized person as acknowledgement.

7. As per prevailing rules TDS / SGST / CGST will deducted at source towards income tax / SGST / CGST from all the bills submitted to the department. The TDS / SGST / CGST certificate shall be generated on line by Finance section of Mumbai Districts AIDS Control Society.

8. Purchaser reserves the right at the time of contract award to increase or decrease the quantities indicated above by 25% without any change in the unit price or any other terms and conditions.

9. **The quotation shall be enclosed in sealed envelope sealed with sealing wax only Male pasting on envelope will not suffice and such quotations will not be accepted.**

10. **Incomplete, irregular, unsealed, unsigned and quotations received after the due date and time will not be considered.**

11. The Quotationer must submit the **EMD of Rs. 13,490/- by Demand Draft or Banker's cheque or bank guarantee from any bank payment online in on acceptable form. The Demand Draft should be drawn in favor of Mumbai Districts AIDS Control Society.** The withdrawal of the offer before validity period will entail forfeiture of EMD. The EMD should be paid up to 3.00 p.m. one day prior to the opening of the Quotation. A copy the EMD Receipt should be kept along with quotation. EMD Receipt no. should be mentioned on the Envelope.

12. The quotationer must fill up the rates in the format given along with the quotations notice. **If it is filled up in any other format, the same shall be rejected outright.**

13. Copy of GST Certificate should be submitted.

14. Copy of PAN card with photographs should be submitted.
15. The Quotationers must paginate the quotation properly.
16. **Performance Security:**
The successful bidder will have to pay 3% as Security Deposit by Demand Draft, Banker's cheque or bank guarantee from any bank or payment online in on acceptable form only within 15 days on receipt of the purchase order. If they fail to pay the Security Deposit within stipulated period, the contractor will be charged extra Rs. 100/- as a penalty.
Security Deposit will be refunded after 2 months after completion of satisfactory period of work order.
17. The agency team should have their office in Mumbai & a team of graphic designer, Web designer, content writer & Creative artist.
18. The agency team should submit documentary evidence that they have requisite qualification, experience and capacity to complete the job successfully on time for the offered quotation.
19. **Penalty**
- For delay submission – ½ % per week or part thereof after the expiry of the delivery period subject to maximum 10%.
 - Failure of the digital media campaign art work– contract deposit will be forfeited and the designing / Art work will be purchased at the risk and cost of the suppliers.
 - Variation in specification – designing / Art work will be rejected and cost of the said designing / Art work will be recovered from the supplier.
20. **Last Date and time of receipt of quotations:**
Quotationers should submit their sealed quotation duly super-scribed on the envelope as "**Quotation for 1 month digital media campaign to raise awareness about HIV/AIDS testing and treatment.**" due on 21 . 09 .2021 latest by 1.00 p.m. which will be opened on the due date at 3.00 p.m.
21. Quotations will be opened in the presence of the bidders or their representative who choose to attend at 3.00 pm on 21 . 09 .2021 in the office of the Mumbai Districts AIDS Control Society, Wadala, Mumbai – 400 031
22. We look forward to receiving your quotations and thank you for your interest in this project.


30/8/21
Dy. Director (IEC)
MDACS


30/8/2021
Dy. Director (Proc.)
MDACS


30/8/21
Addl. Project Director
MDACS

Specifications & Terms and Conditions

Specifications

Sr. No.	Medium	Type of Advertise/ Specifications	Total expected impression
1	YouTube	Skippable Ad. 20 Sec. – 60 Sec. for 1 month	1,50,000
2	Facebook	Post Promotion Video up to 60 sec. for 1 month	1,00,000
3	Google, Online dating sites, online Night chatting app etc.	GIF/JPG Banner – 8 Sizes for 1 month	5,00,000

Instructions for quotationers (Creative Agency):-

1. 1 month digital media campaign to raise awareness about HIV/AIDS testing and treatment.
2. Contents for the designing of art work will be provided by MDACS and the adaptation will made by agency as per their requirement.
3. Agency should make minimum 3 creatives & get finalize from MDACS officials.
4. Agency should send final Art work to MDACS for approval & upload on selected digital mediums.
5. The mediums for the promotion of HIV/AIDS related messages will be selected by agency & finalize with MDACS officials.
6. The agency should have a team of Graphic designer; Web designer, content writer & Creative artist.
7. The agency team should submit documentary evidence that they have requisite qualification, experience and capacity to complete the job successfully on time for the offered quotation.
8. The agency has to assign a Project Leader of sufficient seniority to take decisions on behalf of the Agency, who shall be a single point contact to MDACS.
9. Representative from the AGENCY should meet the subject experts in MDACS, regularly, at different stages of development.


30/8/21
Dy. Director (IEC)
MDACS

FORMAT OF QUOTATION

Sr. No.	Medium	Type of Advertise/ Specifications	Total Qty	Unit rate in Rs.	Total Amount	Total In Words
1	YouTube	Skippable Ad. 20 Sec. – 60 Sec. for 1 month	150000			
2	Facebook	Post Promotion Video up to 60 sec. for 1 month	100000			
3	Google, Online dating sites, online Night chatting app etc.	GIF/JPG Banner – 8 Sizes for 1 month	500000			
	Total....					
	GST & HSN Code:					
	Gross Total ...					

We agree to provide the above service in accordance with the technical specifications for a total contract price of Rs. _____ (amount in figures) Rs. _____ (amount in words) within the period specified in the invitation for Quotations.

We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in bribery.

Signature of Supplier

INFORMATION TO BE FILLED IN BY THE QUOTATIONER / TENDERER

Sr. No.	Particulars	To be filled by Quotationer / Tenderer
1	Quotation / Tender No and Date	
2	EMD Amount, Receipt no. and date	
3	Quotationer / Tenderer Firm Name	
4	Quotationer / Tenderer Address	
5	Name of Contact Person and Contact No.	
6	E-mail ID	
6	If is proprietary concern if so name of the owner	
7	If it partnership concern Name of Each partner	
8	Partnership deed and copy of registration certificate	
9	If it is company if so the documentary proof to show that the company is registered Name of the Director	
10	Details of the bank	
	1) Name of the bank	
	2) Name of the Branch	
	3) Address of the branch	
	4) Type of bank Account	
	5) Bank account No.	
	6) IFC Code	
	7) MICR Code	
11	Registration under GST Act	Yes / No
12	GST Registration No.	
13	GST Registration Certificate	
14	The Certificate of PAN documents and Photograph	Self-attested

Signature of authorized person of concern Company / Quotationer / Tenderer

Bank Details for online EMD/SD Payment
MUMBAI DISTRICTS AIDS CONTROL SOCIETY
Ackworth Complex, R.A. Kidwai Marg,
Wadala (W), Mumbai 400031

Name of the A/c .	:	MUMBAI DISTRICTS AIDS CONTROL SOCIETY DBS
Name of the Bank	:	BANK OF BARODA
Name of the Branch	:	WADALA
RTGS Code no.	:	BARBOWADALA (5th Character is Zero)
NEFT Code no.	:	BARBOWADALA (5th Character is Zero)
Saving Bank A/C No.	:	04210100016262

*** Note:**

Kindly submit the details of Transaction ID to mdacs.procurement@gmail.com & mdacsfinance@gmail.com after online transfer of EMD/SD amount for further action.

