



MDACS / Quo / 615 / PO – IEC

Date: 13, Nov, 2020

To,

Dear Sirs,

**Sub: Invitation of Quotation for Designing of Creative and Artwork for Advertising through Bus Branding and Bus Shelter**

You are invited to submit your most competitive quotation for Designing of Creative and Artwork for Advertising through Bus Branding and Bus Shelter:

Sr. No.	Designing / Art Work	Specifications	Delivery Period	Place of Delivery
1	Designing of Creative and Artwork for Advertising through Bus Branding and Bus Shelter	Separate Sheet attached	Each design should be finalized within 07 days from date of approval of proof	MDACS Office

**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.

**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) conform 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 fill up the rates in the format given along with the Quotations notice. The quotation must be stamp and signed by authorized person. **If it is filled up in any other format, the same shall be rejected outright.**
12. The Quotationer must submit the **EMD of Rs. 2,020/- by Demand Draft. 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 upto 1.00 p.m. one day prior to the opening of the Quotation. A copy the EMD Receipt should be kept should along with Quotation. EMD Receipt no. should be mentioned on the Envelope.
13. 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.
14. Copy of shop and establishment certificate.

15. Copy of GST Certificate should be submitted.
16. Copy of PAN card with photographs should be submitted.
17. The Quotationers must paginate the quotation properly.
18. The contractor should have carried out maximum number of jobs in Govt., Semi Govt. not less than 1 lakh during last three years. Copies of relevant documents be allocated.
19. The turnover on an average not less than 1 Lakhs during last 3 financial years in support thereof. The contractor should furnish documentary proof.
20. **Performance Security:**  
The successful bidder will have to pay 5% as Security Deposit by Demand Draft on the cost of the purchase order within 30 days from the receipt of purchase order towards performance of contract. If 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 completion of two months from the satisfactory period of work order.
21. **Penalty**
  - a. For delay submission – ½ % per week or part thereof after the expiry of the delivery period subject to maximum 10%.
  - b. Failure of the preparing Creative and Art work – EMD cum contract deposit will be forfeited and the Creative and Art work will be get done at the risk and cost of the suppliers.
  - c. Variation in specification – Creative and Art work will be rejected and cost of the said Creative and Art work will be recovered from the supplier.
22. **Last Date and time of receipt of quotations:**  
The Quotationer must fill up the rates in the format given along with the Quotations notice. Quotationer should submit their sealed Quotation in sealed envelope sealed with sealing wax only duly super-scribed on the envelope as “Quotation for Designing of Creative and Artwork for Advertising through Bus Branding and Bus Shelter” due on 26 .11 .2020 latest by 1.00 p.m. which will be opened on the due date at 3.00 p.m.
23. We look forward to receiving your quotations and thank you for your interest in this project.

  
21/10/2020  
Dy. Director (IEC)  
MDACS

  
Addl. Project Director  
MDACS  


## Specifications & Terms and Conditions

### Specifications

Sr. No	Description	Quantity
1	Bus Branding Art Work Design Total printable area – 520 sq.ft. Size Left & Right Panel – 105 inches (H) and 425 inches (W) Back Panel - 116 inches (H) and 104 inches (W)	03
2	Translation of sanctioned art work in any language (Hindi, Marathi and English) 2 per campaign X 3 campaign	06
3	Adaptation of approved above art work for Bus Shelter for 2 per campaign X 3 campaign Size – 19 X 4 sq.ft. and 12 X 4 sq.ft Backdrop	06

### Instructions for quotationers (Creative Agency):-

1. Creative as per campaign, event & as instructed by MDACS Officer.
2. Representative from the agency should meet the subject experts in MDACS, regularly, at different stages of development.
3. Agency has to provide the creative along with Art work in Printable form with high resolution.
4. Submission of the Art work files in CD form or through email as per requirement.
5. Submission of the print of every art work along with bill.
6. Agency should provide final ART work in HTML format / CDR open.
7. Strategy for the creative Eg: bus branding is there then it should have headline & some basic information. So what type of information, Prioritizing information & providing what is most important as per MDACS.
8. Correction in the creative i.e. Redesigning of the creative as per changes required.
9. Work will be completed within the time.

  
Dy. Director (IEC)  
MDACS

**FORMAT OF QUOTATION**

Sr. No.	Designing / Art Work	Specification	Qty	Unit rate in Rs.	Total Amount	Total In Words
1	Bus Branding Art Work Design Total printable area – 520 sq.ft. Size Left & Right Panel – 105 inches (H) and 425 inches (W) Back Panel - 116 inches (H) and 104 inches (W)	As per Sheet attached	03			
2	Translation of sanctioned art work in any language (Hindi, Marathi and English) 2 per campaign X 3 campaign		06			
3	Adaptation of approved above art work for Bus Shelter for 2 per campaign X 3 campaign Size – 19 X 4 sq.ft. and 12 X 4 sq.ft Backdrop		06			
	<b>Total ...</b>					
	<b>Add: GST (With HSN Code)</b>					
	<b>Gross Total ...</b>					

\*As per MDACS requirement the quantity may vary

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.

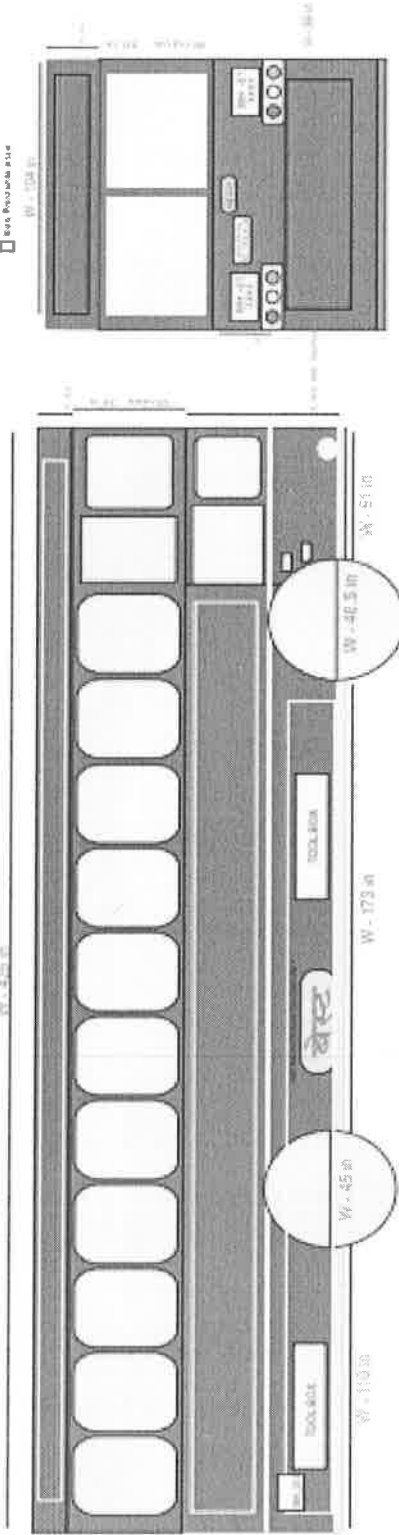
We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in bribery.

**Signature of Supplier**

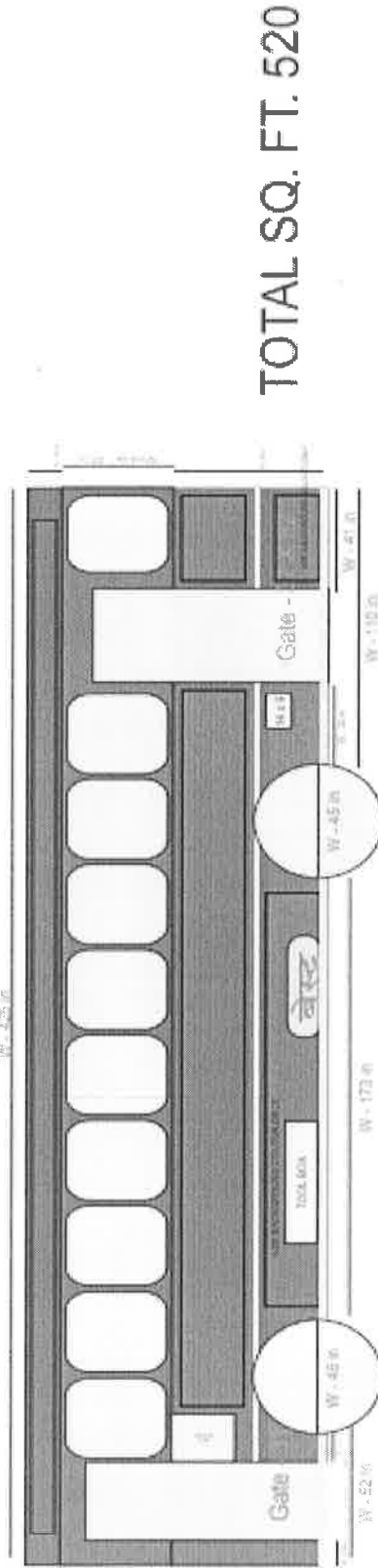


CODE - TATA\_New (Bach No - 5469)\_

**RHS**  Non Printable Area



**LHS**  Non Printable Area



Creative Should 2.5 inch Inside From all side

