

TENDER NO. NER/MKTG/156/21/48



**NORTH EASTERN REGIONAL AGRICULTURAL MARKETING CORPORATION LTD.
(NERAMAC)
(A GOVERNMENT OF INDIA ENTERPRISE)**

**BID DOCUMENT FOR
DESIGN DEVELOPMENT OF RETAIL PRODUCTS
AND VARIOUS INFORMATION MATERIAL FOR NORTH EASTERN REGIONAL
AGRICULTURAL MARKETING CORPORATION LTD. (NERAMAC)**

Registered Office:

9, RAJABARI PATH, G.S.ROAD, GANESHGURI, GUWAHATI- 781005, ASSAM, INDIA

SHORT NOTICE INVITING TENDER

North Eastern Regional Agricultural Marketing Corporation (NERAMAC) invites bids for Design Development of Retail Products and various Information Materials for NERAMAC. Interested party/Firm having relevant experience with sound financial condition may download the EOI document/Form from NERAMAC's Website i.e www.neramac.com

Important Dates:

Last date and time for the submission of Bid : 23rd Aug'2021 up to 14.00 hrs

Date of opening of Bids : 23rd Aug'2021 at 15.00 hrs

Place of submission and opening of Bids :NERAMAC HEAD OFFICE
9, Rajbari Path, Ganeshguri,
Guwahati- 781005, Assam

In case the date opening falls on a holiday, the bids shall be opened on next working day at the same time and it will be binding on the Bidders for acceptance.

1. INTRODUCTION

North Eastern Regional Agricultural Marketing Corporation (NERAMAC) is a Government of India Enterprise, under Ministry of Development of North Eastern Region (hereinafter referred to as DoNER), set up to support farmers/producers of north east in getting remunerative prices for their produce and thereby bridge the gap between the farmers and the market and also to enhance the agricultural, procurement, processing and marketing infrastructure of the North Eastern Region of India.

NERAMAC is involved in both backward & forward linkage, an array of activities relating to marketing of the North Eastern Region(NER) identified Agri -Horti Produces and Products. Product diversification & value addition, certifying & branding of products etc thereby supporting rural producers in improving their product quality. Facilitating bulk purchase of rural produces by establishing institutional / corporate tie-ups. Retail outlets, Government Organizations for marketing tie- up. Sales channel for identified rural products. Organizing exhibitions at National, State and District levels for display and sale of rural products

2. SCOPE OF WORK

NERAMAC is looking for association with reputed Agencies/ Companies to create a better visibility, brand identity of NERAMAC in activities related to marketing of the NER identified Agri -Horti Produces and Products. Product diversification , value addition, certifying & branding of products.

The bidder has to do creative designs for Packaging, Branding, labeling of the new product, Information Material Development- Brochure, Catalogues, Leaflets, Annual Report, Flex Design works for National & State Level Marketing ,Skill Development and Promotional Activities etc of NERAMAC .

Therefore, it has been planned to hire Agencies/ Company for Design Development in terms with the condition that the Agencies/ Company has to closely work with Marketing and Associated Division of NERAMAC.

3. GENERAL TERMS & CONDITIONS:

- a. Any bids received after the deadline shall not be entertained under any circumstances whatsoever. In case of postal delay this Institute will not be responsible. Unsealed bid shall be out rightly rejected.
- b. Bids must be in the enclosed prescribed Performa on the letter head of the firm duly signed by the Proprietor/ Partner/ Director or their authorized representative. In case of signing of bid by the authorized representative letter of authorization must be attached with the bid.

- c. Rates must be quoted in Indian rupees and as per the format specified , taxes extra if any must be written separately.
- d. No overwriting or scribing is permitted in the rate. If found, the quotation shall be summarily rejected.
- e. The rates quoted shall be valid for a period of 365 days from the date of opening of the quotation. If NERAMAC receives no communication/intimation in this regard from the bidder, this condition shall be deemed as agreed by the bidder.
- f. RTGS/NEFT details need to be furnished by the supplier with the bid on the letter head of firm/agency.
- g. The following conditions and self-attested copy of the same are to be attached with the bid:
- h. The Agency shall be Sole proprietor Firm, Registered Societies, Partnership Firms/ Limited Liability Partnership Firms/ Registered Companies. Copies of Articles of Association / Memorandum of Association (in case of registered companies), Bye laws and certificates of registration (in case of registered co-operative societies), Registered Partnership deed (in case of partnership firm), relevant Registration Certificates/ Deeds (in case of individuals/Proprietorship) should be furnished with the bid.
- i. Should have valid Registration Certificate / Trade License / /PAN Card /GST Registration.
- j. The bidding Company/Firm/Agency must have experience in Professional Design Development Services in the last 5 years. Copies of Work Orders & satisfactory working completion certificate are required to be enclosed with the bid.
- k. Preference will be given to Company/Firm/Agency having experience in providing Design Development Services for Government/PSU Sector.
- l. The bidding Company/Firm/Agency should have service facility in Guwahati and should be capable to render service within 24 hrs in all the 8 NE state either directly or have arrangement.

- m. The bidding Company/Firm/Agency should not be blacklisted by Central or State Government or Government Organizations/Agencies.
- n. The successful bidder shall be bound to supply the items at such agreed rate and terms during the aforesaid period.
- o. No Bidder shall be allowed at any time on any ground whatsoever to claim revision or modification in the rates quoted by him. Representation to make correction in the bid documents on the ground of clerical error, typographical error, etc., committed by the firm/agency in the bid shall not be entertained after submission of the bids.
- p. The Management of NERAMAC reserves the right to cancel the bid without assigning any reason whatsoever.
- q. In the event of any dispute or differences arises between the successful bidder and NERAMAC in relation to this bid, the construction of any provision thereof or duties or liabilities of the successful bidder, the parties shall make effort to negotiate and settle their disputes amicably. When the parties fails to arise at an amicable settlement, the dispute shall be referred to a sole Arbitrator be appointed by MD, NERAMAC. The venue of arbitration shall be at Guwahati.
- r. Successful Company/Firm/Agency shall have to execute an agreement as specified from the date of dispatch of letter of acceptance

4. OTHER TERMS & CONDITIONS

- a. The Successful Agency/ Firm has to work for any design development works, as required for the NERAMAC in the same approved rate.
- b. NERAMAC will award the contract to the Agency/Firm whose quotation has been determined to be substantially responsive and who has offered the lowest evaluated quotation price.
- c. Notwithstanding the above, the Authority reserves the right to accept or reject any bid and to cancel the bidding process and reject all quotations at any time prior to the award of contract.
- d. Payment shall be made immediately after submission of the design both (Hard & Soft Copy) along with invoice.

- e. The Successful Agency/ Firm has to submit 2/3 variety of design on each assignment and NERAMAC will finalize the suitable design.
- f. The Successful Agency/ Firm have to do the necessary changes in the design as per the instruction of NERAMAC till finalization.
- g. All the desired works should be completed and handed over to the NERAMAC before sufficient time for execution.
- h. The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified and unacceptable delay in delivery shall render the Agency/Firm liable for liquidated damages and thereafter NERAMAC holds the option for cancellation of the contract for pending activities and completes the same from any other Agency/Firm. NERAMAC shall fix suitable penalty in full or part from the payment against the assignment on the gravity of the lapses.
- i. NERAMAC is not bound to accept the lowest tender and reserves the right to reject any or all tenders without assigning any reasons thereof.
- j. The Agency/firm has to quote the rate as per the given format.
- k. Non-submission of any document required indicated in the Eligibility conditions will render the Bid to be rejected.
- l. NERAMAC shall reserves the right to terminate the contract at any point of time due to unsatisfactory performance.

5. INSTRUCTIONS TO BIDDERS

The Bidders shall be responsible for all of the costs associated with the preparation of their Bids and their participation in the Bidding Process. NERAMAC shall not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Bidding Process. It shall be deemed that by offering a Bid , the Bidder has:

- a. made a complete and careful examination of the bidding documents & offered site;
- b. received all relevant information from NERAMAC;

- c. Satisfied itself about all matters, things and information hereinabove necessary and required for bidding, execution of the agreement in accordance with the bidding documents and performance of all of its obligations there under;
- d. acknowledged and agreed that ignorance of any of the matters hereinabove shall not be a basis for any claim for compensation, damages, claim for performance of its obligations, loss of profits, etc. from NERAMAC;
- e. Agreed to be bound by the undertakings submitted by it under and in terms hereof.

Any corrigendum including extension of date or change of date for submission of the tender shall be published only on the website and that shall be deemed to have been seen by the bidders.

6. SUBMISSION OF TENDER:-

Part-I shall be named “Technical Bid” and shall comprise

- a. Signed Bid Document
- b. Annexure-A
- c. Bid Security in the form as specified .
- d. Qualification Information and supporting documents as specified.
- e. Annexure-C & Annexure-D

Part-II shall be named “Financial Bid “and shall comprise.

- a) Application for submission of financial proposal.
- b) Form for financial proposal: Annexure-B

Each part will be separately sealed and marked in accordance with the sealing and Marking Instructions. The bidder shall prepare Two Copies of the bid, marking them “Original “and “Copy “respectively.

7. **FEES PAYABLE:-** The following fees are payable at various stages of the bidding process:

The bidders registered with NSIC & MSME are exempted of Tender Fee & Earnest Money Deposit .

- a) **Tender Fee** : Tender document fee of Rs. 1,000/- (Non-refundable) should be submitted through RTGS/NEFT in favour of:

Name : NERAMAC LTD.

Bank Name: State Bank of India,

Branch Name: New Guwahati Branch, Bamunimaidam

Account No: 10566982782, IFSC Code: SBIN0000221.

Tenders not accompanying the tender fee shall be rejected out rightly and shall not be processed.

b) **Earnest Money: EMD** of Rs.25,000/-(Rupees Twenty Five Thousand)Only should be submitted through RTGS/NEFT in favour of:

Name : NERAMAC LTD.

Bank Name: State Bank of India,

Branch Name: New Guwahati Branch, Bamunimaidam

Account No: 10566982782, IFSC Code: SBIN0000221.

c) **Refund of Earnest Money:** The Earnest Money of unsuccessful Bidders shall be refunded soon after bidding process has been completed. No interest shall be payable on earnest money deposited with NERAMAC.

8. **PROCEDURE FOR SELECTION:-**All the applications received in response to the bid will be scrutinized by the Evaluation Committee to be formed by NERAMAC in two phase evaluation process.

Phase-I:-All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.

Phase II:-Technically qualified Bidder, who has quoted the lowest quoted price shall be selected.

9. **SUBMISSION & OPENING OF BID –**

Sealed Bids must be submitted and delivered to the following address:

TO,

THE MANAGING DIRECTOR

NERAMAC HEAD OFFICE

9, Rajbari Path, Ganeshguri,

Guwahati- 781005, Assam

On or before 1400 Hrs on 23rd Aug'2021and the Technical Bids will be opened on the same day at 1500 Hrs, in the presence of the bidders or their authorized representatives, who wish to attend. If the office happens to be closed on the date of receipt of the bids as specified, the bids will be opened on the next working date at the same time & venue.

NOTE: Bidder shall be solely responsible for submission of EOI documents and should ensure that all documents & PF and EMD are submitted. NERAMAC shall not be responsible for any loss of Documents or Fee before it is accepted and acknowledgment by NERAMAC.

Yours faithfully,

Date:

Seal & Signature
Authorized Signatory

Place:

BIDDER'S PROFILE

(To be submitted on the bidder's Letter-Head)

1. Name of the Organization and Address:
2. Status of the firm:
Whether Pvt. Ltd. company / Public Ltd. company/ Partnership Firm / Proprietorship Firm
3. Whether registered with the Registrar of Companies/Registrar of Firms in India. If so, mention number and date and enclose Registration Certificate copy.
4. Name and address of Bankers :
5. Turnover of the Company/Firm in:
2017-18:
2018-19:
2019-20:
(Please attach a copy of audited Balance Sheet and Profit & Loss Account certified by Chartered Account.
8. Whether registered for GST Certification. If so, mention number and date. Also furnish copies of certificate.
9. Whether an assessee of Income Tax. If so, mention Permanent Account Number.
10. Furnish the names of renowned organizations, where you have done Professional Design Development Services in the last 5 years. Copies of Work Orders & satisfactory working completion certificate are required to be enclosed with the bid.

Date :

Place :

Seal & Signature
Authorized Signatory

ANNEXURE ‘B’

PRICE BID :-

(To be submitted on bidder’s Letter-Head)

Sl.	Items (Specification)	Unit	Designing	Printing
			Rate per Unit (Incl. of Taxes)	Rate per Unit (Incl. of Taxes)
1	Product Development (Packaging & Branding)-Repetitive Job			
A	Product Labeling (sticker- one side)	Per Design		
B	Design of Poly Pouch (both side)			
C	Product Tag			
D	Leaflets (A4 size- multi colour)			
F	Product Catalogue (A4 size- multi colour)			
G	Dangler-Multi colour			
H	Hoarding [10 ft X 12 ft]			
I	Road Standee [5 X 3 ft]			
J	Auto Back [3 X 2]			
K	Welcome Standees [6 X 3 ft]			
L	Flex banner [6 x4 ft]			
2	Information Material Dev. [Glossy & mat lamination with multi colour design]-Non Repetitive Job			
A	Annual Report- (A4 size- multi colour)	Rate per page		
B	Brochure (A4 size- multi colour)	Rate per page		
C	Success Story Booklet- (A 4 Size multi colour)	Rate per page		
D	Table /Wall Calendar	Rate per page		
E	Dairy	Rate per page		
F	Concept/Theme Design	Rate per page		

The Agency/Firm may provide additional design development items not mentioned in the bid form.

Date :

Place :

Seal & Signature
Authorized Signatory

(ON STAMP PAPER OF Rs.10 DULY NOTARIZED)

DECLARATION BY THE FIRM/AGENCY

- 1) I _____(Name of the person), am authorized to declare on behalf of the agency / Organization / Society _____ (Name of the Agency/ Organization / Society) hereby declare that the agency has Full-fledged office establishment in India with needed manpower.
- 2) I also declare that all the statements made in this application are true, complete and correct to the best of my knowledge and brief. I understand that if at any stage, it is found that any information given in this application is false / incorrect or that our Agency/Organization/Society does not satisfy the eligibility criteria, our candidature/empanelment is liable to be cancelled/terminated.
- 3) I understand that the decision taken is final in all matters.
- 4) I hereby agree to work as per the terms and conditions rolled out by NERAMAC.
- 5) I understand that NERAMAC reserves the right to accept or reject and to cancel the empanelment process and reject all expression of interests at any time prior to the award of contract, without assigning any specified reasons whatsoever.

Date :

Place :

Seal & Signature
Authorized Signatory

ANNEXURE D

**UNDERTAKING FOR NOT BEING BANNED FOR BUSINESS BY ANY GOVT.
ORGANISATION/PSU/ETC. (DULY NOTARIZED)**

(TO BE GIVEN BY THE BIDDER ON A NON JUDICIAL STAMP PAPER OF RS. 10)

I / We _____ hereby declare that the firm/company namely M/s. _____ has not been blacklisted or debarred by any Government/State Government/Govt. Department and or Agencies such as UN/Bilateral/Multi –lateral funding partner/Agencies and Corporate Including CPSEs, at any time for services of any description.

In case the above information found false I/we are fully aware that the empanelment/ contract will be rejected and EMD/ Performance Security shall be forfeited.

Date :

Place :

Seal & Signature
Authorized Signatory