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THROUGH SPEED POST



राष्ट्रीय राजधानी क्षेत्र, दिल्ली सरकार

कार्यालय, मुख्य चुनाव अधिकारी, दिल्ली

GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI
OFFICE OF THE CHIEF ELECTORAL OFFICER, DELHI

पुराना सेंट स्टीफन कालेज भवन,
कश्मीरी गेट, दिल्ली-110006
दूरभाष नं : 3982711, 3982611, 3965176, 3933054

Old St. Stephen's College Building,
Kashmere Gate, Delhi-110006
Fax Nos. 3910683, 3963604, 3981513

No. PA/Spl.CEO/2011/

Dated:

To

Sub: **Invitation for submission through Limited tender for preparation of Communication Manual.**

Sir,

Please find enclosed here the notice inviting tender and tender document on the subject cited above. You are requested to attend pre bid conference regarding the above tender on 30/11/2011 at 5.00 p.m. in the Conference Hall, Office of Chief Electoral Officer, Old St. Stephen's College Building, Kashmere Gate, Delhi.

Yours faithfully,

Encls: as above

(J.K. Sharma)
Joint CEO
(T) 23970498
(Fax) 23963604



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Notice Inviting Tender (Limited)

Limited tenders are invited by Chief Electoral Officer, Govt. of NCT of Delhi from eligible Bidders for the work detailed below.

1. **Name and scope of work:** Request for Proposal (Limited tender) for preparation of Communication Manual, designs for graphic logo, caps, stickers etc.
2. **Minimum eligibility criteria:**
 - (a) Bidder/Firm/Agency should be an 'A' Category Advertising Agency empanelled with DIP, Govt. of NCT of Delhi
 - (b) Must be registered with the competent Authority for VAT/ Service Tax.
- (3) **Bid Security:** Rs.50,000/- (Rupees thousand only)
- (4) (a) The bid document complete in all respect should be submitted in the office of Election Officer (P&S), Room No. 02, Old St. Stephen's College Bldg., Kashmere Gate, Delhi latest by 22/12/2011 upto 10.00 a.m.
 - (b) The technical bid documents & bid security will be opened at 10.30 a.m. on 22/12/2011 by the duly constituted Committee at the Conference Hall of CEO, Delhi at Old St. Stephen's College

Building, Kashmere Gate, Delhi. Bidder's representative may attend the same

- (c) The Agencies who fulfill eligibility criteria are to give presentation before the Committee on 22/12/2011 at 10.30 a.m. before the constituted Committee at Conference Hall, Office of CEO Delhi. The presentation is part of technical bid.
- (d) Financial bids of the shortlisted Agencies will be opened on 22/12/2011 after the evaluation of technical bid.
- (e) Pre-bid conference will be held on 30/11/2011 at 5.00 p.m. in the Conference Hall, Office of Chief Electoral Officer, Old St. Stephen's College Bldg., Kashmere Gate, Delhi.
- (f) Chief Electoral Officer, Delhi reserves the right to accept or reject any tender or reject/cancel the tender at any time without assigning any reason. No correspondence in this regard shall be entertained.
- (g) The tender document is also available on the website of office of CEO Delhi (www.ceodelhi.nic.in).

(J.K. Sharma)
Joint CEO
On behalf of
Chief Electoral Officer, Delhi.



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TENDER DOCUMENT

Terms & Conditions/Guidelines for submission of proposals

Subject: Request for Proposal (Limited tender) for preparation of Communication Manual including designs for graphic logo, caps, stickers etc.

To

All Empanelled 'A' Category Advertising Agencies of Govt. of Delhi.

1. Office of Chief Electoral Officer, Delhi invites proposals from 'A' Category Advertising Agencies empanelled with DIP, Govt. of Delhi for preparation of a Communication Manual, designs for various items as per scope of work and deliverables shown in Paras 2 and 3 to be used for mainstreaming of social marketing in the voter education campaign pertaining to National Voters' Day, elections and other events related to electoral process by Election Commission of India and Offices of Chief Electoral Officers of various States/UTs.

2. Scope of Work

The Communication Manual will fulfill the following key brand objectives:

- a) Translate vision/ mission of the ECI into a powerful and relatable idea in its communication with key stakeholders and target audiences.
- b) Create a visual & word identity for the chosen idea.
- c) Extend the visual & the word identity in brand imagery to all communication touch points / materials.

- d) Provide formats for adaptation in multiple cultural settings and languages.
- e) Provide formats for adaptation in various media formats like press/news, television, outdoor. web, print, interpersonal etc.,
- f) Provide for guidelines when used in different regions/states and by different communication agencies.
- g) Provide for guidelines when used in co-events with other partners and civil society groups.

The outline of the proposed sections of the Manual are as under:-

Part I

- Introduction / Foreword
- Elections & Democracy
- Voter Education
- Social Marketing & Voter Education

Part II

- Developing a Social Marketing plan for SVEEP ('systematic voters' education and electoral participation)
- Research to identify voter behaviour and practices.
- Identifying interventions to overcome voter resistances
- Communication strategy and development
- Communications materials development
- Communication pre-testing

Part III

- Elements of communication
- The central theme
- Advertisement formats
- Radio / TV commercial formats
- All outdoor print communication material
- Websites
- E-newsletters / e-banners

Part IV

- Joint-events with stakeholders and partners
- Event hosting and sponsorships

3. Deliverables

- Enrollment forms (7)
- EPIC
- BLO – ID design + suggestions for dress.

- ❑ Communication materials in support of BLO e.g., press ads, posters, banners, hoardings etc.
- ❑ Communication/information materials related to educating first time EVM users.
- ❑ Booth sinage/s
- ❑ National Voters' Day
- ❑ Logo / slogan
- ❑ Flag
- ❑ Visual themes with logo / slogan
- ❑ Cap / T shirt design
- ❑ Press ad, poster, hoarding, banner
- ❑ Audio-visual communication formats viz., tv spots, radio spots, tv scrollers etc.,
- ❑ E screens, banners and other e communication formats
- ❑ Social media page formats
- ❑ Voter Education Campaigns – (all items in NVD to be repeated)
 - Youth
 - Women
 - General
- ❑ Digital / Online
 - Web formats / templates
 - Web banners
 - Social Media page formats
 - Blog formats and others.

These should be submitted in EPS & PDF files for printing and Coreldraw open file of the same with font for editing and with two hard copies of the Manual with spiral binding, A4 size.

The CDs should be ready for sending to the printer in all respects be it front cover, back cover, page numbering, etc. The CDs should also be enabled for upload on the website.

4. Minimum eligibility criteria:

The following conditions have to be fulfilled for applying alongwith documentary proof for each item and the same be attached with the tender application (Annexure-I)

- (a) Bidder/Firm/Agency should be an 'A' Category Advertising Agency empanelled with DIP, Govt. of NCT of Delhi
- (b) Must be registered with the competent Authority for VAT/ Service Tax.

5. General Guidelines for bidder:

1. It will be two bids system i.e. Technical and Financial.

(a) Technical Bid: It should contain the following:-

i. Packet 1 (sealed and superscribed "Technical Bid")

It should contain the designs, drawings creative ideas, the concept and proposed treatment of Communication Manual etc.

The details of contracts/jobs of similar nature executed earlier (documentary proof and CDs, if any to be attached).

ii. Earnest money deposit of Rs.50,000/- in the form of Demand Draft from a scheduled Commercial Bank drawn in favour of Chief Electoral Officer, Delhi and should be valid for a period of 45 days beyond the final bid validity period.

All the above should be placed in different sealed covers and the name of the Agency, address and telephone No. should be printed on each packet. The sealed packet should be put in a big cover superscribed "Technical Packet for preparation of Communication Manual, designs etc". It should carry full name, address, telephone No. etc. of the tenderer. This cover containing the above packets should be sealed and addressed to the Chief Electoral Officer, Old St. Stephen's College Building, Kashmere Gate, Delhi and submitted on or before 22/12/2011 upto 10.00 a.m. to the Election Officer (P&S), Room No. 02, Old St. Stephen's College Bldg., Kashmere Gate, Delhi.

(b) Financial Bid:

The Agency will quote the rates only for design and concept component as per scope of work and deliverables not for release and printing. The Agency will quote the consolidated cost for whole work/items, not for individual/item-wise. The rates should be quoted inclusive of all taxes, charges, expenses whatsoever (Annexure-II).

Bid Security:

- i) A bid security/EMD of Rs.50,000/- in the form of Demand Draft from a scheduled Commercial Bank drawn in favour of Chief Electoral Officer, Delhi and should be valid for a period of 45 days beyond the final bid validity period.
- ii) Demand draft should be sealed in an envelope. Envelope should clearly show the name & address of the Agency.
- iii) Non submission of bid security/EMD, bid shall be rejected as non-responsive.

Bid security/EMD will be forfeited in the following cases:-

- a) If bidder withdraws its bid during the period of bid validity.
- b) In case of successful bidder, if the bidder fails to sign the contract.

Technical bid will be opened by the Committee Constituted for it on 22/12/2011 at 10.30 a.m. at the Conference Hall, Office of Chief Electoral Office, Old St. Stephen College Building, Kashmere Gate, Delhi.

The financial bids of the shortlisted agencies will be opened by the Committee Constituted for it on 22/12/2011 after evaluation of technical bid in the Conference Hall, Office of Chief Electoral Office, Old St. Stephen College Building, Kashmere Gate, Delhi

6. Selection Process:

A nominated Committee will evaluate the technical bids received. Technical evaluation will be on an aggregate of 70% marks. Technical assessment will be based on creative ideas, treatment of subject, proposed treatment of Communication Manual etc. On the basis of technical assessment, four Agencies will be shortlisted. The criterion for Technical Evaluation is as below:

Creative Work, design, concept and its Treatment, aesthetics and value addition. The agency shall give a Presentation Which shall be a part of the Technical Bid.	Maximum (70 Marks)
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The financial bids of the four shortlisted Agencies only will be opened. Financial evaluation will carry a weightage of 30% marks.

The aggregated of marks, after adding the scores from the technical and financial evaluation will determine the outcome and the contract for production of creatives will be awarded to the Agency which gets the highest aggregate mark.

7. Evaluation Criteria

Composite Score of the Bidders shall be worked out as under:

Bidders's Score	Weight	Weighted Score
Technical Score	70%	X
Financial Score for these found eligible in Technical Bid	30%	Y
Composite Score of the Bidder		(X+Y)

The Bidder who has secured the highest Composite Score shall be declared the Preferred Bidder.

Special Conditions for Evaluation:-

The Preferred Bidder would be selected as per criteria mentioned. However, in the event that two or more Bidders secure exactly the same Composite Score, then CEO, Delhi reserves the right to:

- a. Declare as Preferred Bidder, whose Technical Score is highest among such Bidders who have secured exactly the same Composite Score.
- b. Invite fresh Proposals from these Bidders, or take any such measure as may be deemed fit in its discretion, including annulment of the bidding process.

The final selection will be on aggregate of the technical and financial assessments.

8. Terms of Payment:

No advance payments shall be considered. The Agency will submit bills after completion of the work for settlement. Pre- receipt bills in triplicate to be submitted for settlement. TDS/Tax as applicable will be deducted as per rule. PAN is mandatory to submit.

9. Delivery Period/timeline

The Agency should have executed the complete job in all respect within 90 days from the issue of work order. The Agency has to submit its first draft of the designs, drawings and the Communication Manual etc. within 30 days of receiving the work order to the Committee. Thereafter, the Agency will submit the work done every fortnight for review by the CEO.

10. Other important information

- a) The ownership of the Creatives, Designs etc. will at all times vest with Office of CEO, Delhi and Election Commission of India. The Agency will have no proprietary or other rights in respect of the same.
- b) The selected Agency will handover the entire stock of designs, drawings etc. to the Office of CEO, Delhi. This shall be the property of Office of CEO Delhi and the agency shall not use it for any other Agency/Department without written permission of CEO, Delhi.
- c) The selected Agency will be responsible for any copy right issues/plagiarism resorted to by the Agency. Office of CEO, Delhi will not be a party to any dispute arising out of copyright violation/plagiarism by the Agency.
- d) Period of validity of the Tender is six months from the closing date of the proposal.
- e) CEO, Delhi is not bound to accept the lowest or any tender or to assign any reason for non-acceptance. CEO, Delhi reserves its right to accept the tender either in full or in part.
- f) Conditional Bids will be rejected outright. Successful agency (ies) will execute a performance Guarantee for 10% of the total value of the contract in the form of Account Payee Demand Draft, Fixed Deposit Receipt from a Nationalized Bank, Bank Guarantee from the Commercial Bank in an acceptable form. The performance should remain valid for a period of 60 days beyond the date of all contractual obligation of the supplier.
- g) Office of Chief Electoral Office, Delhi reserves the right not to accept bid(s) from agency (ies) resorting to unethical practices or on whom investigation/enquiry proceedings has been initiated by Government investigating Agencies/Vigilance Cell.
- h) CEO, Delhi reserves the right to summarily reject an offer received from any agency (ies), without assigning any reason and intimation to the bidder(s).
- i) CEO, Delhi has the right to withdraw/cancel the bid document at any stage.
- j) The selected agency who would be awarded the work order would be imposed penalty of 1% of the cost of the total work order for any delay of one week in executing the job within the stipulated time period. This would extend to 5% of the total work order for the next week with a maximum penalty of 10%. After issue of the contract the performance Guarantee will be forfeited in case of undue delays etc. in the performance of the agency.

11. Termination by default:

CEO, Delhi reserve the right to accept or reject any proposal, and to anal the bidding process and reject all proposals at any time prior to award of contract, without there by incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidder of the grounds for CEO's action.

12. Arbitration:

In case of any dispute CEO, Delhi may appoint an arbitrator, which would be accepted by the agency/firm. The decision of the arbitrator would be final and binding on both the parties. The jurisdiction of the court would be New Delhi.

13. Indemnification Clause

"That the selected agency shall keep Office of CEO, Delhi indemnified and harmless against all claims, damages, dues, payments fines, penalties compensations liabilities and other losses etc. which may incur on account of non-compliance or violation by the selected agency or otherwise".

14. Jurisdiction:

The contract shall be governed by laws of India and all Government rules on purchase matters issued from time and in focus for the time being are applicable to this contract.

Agency has to enter in an agreement with the Department on awarding the work on stamp paper of Rs.100/- (non-judicial)

Chief Electoral Officer, Delhi

ANNEXURE-I**TENDER DOCUMENT FOR PREPARATION OF COMMUNICATION
MANUAL, DESIGNS, DRAWINGS, GRAPHIC LOGO ETC.**

S.No.	Particulars	Details/Remarks/ whether copy of desired certificate/ documents are enclosed
1.	Name of the Agency	
2.	Address Phone No. E-Mail ID: Website Contact Person Mobile No.	
3.	Status of the applicant (proprietorship/partnership firm/Pvt. Ltd. firm.	
4.	Name & Address of Prop./Partner/Authorized signatory (in case of Pvt. Ltd. Firm)	
5.	Details of Directors/Partners	
6.	Particulars of the latest PAN No./TIN No. (copy to be attached)	
7.	Particulars of VAT Regn./Service Tax Regn.(copies to be attached)	
8.	Demand Draft for Rs.50,000/- in favour of DDO, Office of the Chief electoral Officer, Delhi as Earnest Money	
9.	Copy of empanelment with DIP, Govt. of NCT Delhi as 'A Category Agency'	
10.	Letter of Authorized signatory	
11.	Other relevant document/information, if any	

**Signature of the Agency
(Rubber seal)**

ANNEXURE-II

**TENDER DOCUMENT FOR PREPARATION OF COMMUNICATION
MANUAL, DESIGNS FOR GRAPHIC LOGO, CAPS, STICKERS ETC.**

FINANCIAL BID

S.No.	Particulars	Amount
1.	Total cost as per scope of work & deliverables as given in the tender document including all charges and applicable taxes.	

Signature & Seal of the Bidder

Date: