

Bid Document

Bid Details	
Bid End Date/Time	19-01-2022 20:00:00
Bid Opening Date/Time	19-01-2022 20:30:00
Bid Life Cycle (From Publish Date)	90 (Days)
Bid Offer Validity (From End Date)	75 (Days)
Ministry/State Name	Ministry Of Ports, Shipping And Waterways
Department Name	Na
Organisation Name	Indian Maritime University
Office Name	Chennai
Item Category	Hiring of Creative Agency - Category A,B or C; Print Ads; ATC; ATC; ATC; ATC; ATC; ATC; English , Hiring of Creative Agency - Category A,B or C; TV and other video related; ATC; Documentary Video (5-15 mins); ATC; ATC; ATC; ATC; English , Hiring of Creative Agency - Category A,B or C; Web related including web banners; ATC; ATC; ATC; ATC; ATC; ATC; English , Hiring of Creative Agency - Category A,B or C; Radio; ATC; ATC; ATC; Radio spot 31-60 sec; ATC; ATC; English , Hiring of Creative Agency - Category A,B or C; Outdoor campaign - banners, hoardings, signages; ATC; ATC; ATC; ATC; ATC; English , Hiring of Creative Agency - Category A,B or C; Other Creatives; ATC; ATC; ATC; ATC; ATC; English
Contract Period	1 Year(s)
Minimum Average Annual Turnover of the Bidder	45 Lakh (s)
Past Experience of Similar Services required	Yes
MSE Exemption for Turnover	Yes
Startup Exemption for Turnover	Yes
SHG Exemption for Turnover	Yes
Document required from seller	Experience Criteria,Bidder Turnover,Certificate (Requested in ATC) *In case any bidder is seeking exemption from Experience / Turnover Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer
Bid to RA enabled	No
Time allowed for Technical Clarifications during technical evaluation	2 Days
Estimated Bid Value	9040000
Evaluation Method	Total value wise evaluation

EMD Detail

Required	No
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ePBG Detail

Advisory Bank	State Bank of India
ePBG Percentage(%)	3.00
Duration of ePBG required (Months).	12

(a). EMD & Performance security should be in favour of Beneficiary, wherever it is applicable.

Beneficiary:

Registrar
Chennai, Indian Maritime University, Ministry of Ports, Shipping and Waterways
(K Saravanan)

Splitting

Bid splitting not applied.

MSE Purchase Preference

MSE Purchase Preference	Yes
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1. If the bidder is a Micro or Small Enterprise as per latest definitions under MSME rules, the bidder shall be exempted from the requirement of "Bidder Turnover" criteria and "Experience Criteria". If the bidder is OEM of the offered products, it would also be exempted from the "OEM Average Turnover" criteria. In case any bidder is seeking exemption from Turnover / Experience Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer.
2. If the bidder is a Startup, the bidder shall be exempted from the requirement of "Bidder Turnover" criteria and "Experience Criteria". If the bidder is OEM of the offered products, it would also be exempted from the "OEM Average Turnover" criteria. In case any bidder is seeking exemption from Turnover / Experience Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer.
3. The minimum average annual financial turnover of the bidder during the last three years, ending on 31st March of the previous financial year, should be as indicated above in the bid document. Documentary evidence in the form of certified Audited Balance Sheets of relevant periods or a certificate from the Chartered Accountant / Cost Accountant indicating the turnover details for the relevant period shall be uploaded with the bid. In case the date of constitution / incorporation of the bidder is less than 3-year-old, the average turnover in respect of the completed financial years after the date of constitution shall be taken into account for this criteria.
4. Purchase preference to Micro and Small Enterprises (MSEs): Purchase preference will be given to MSEs as defined in Public Procurement Policy for Micro and Small Enterprises (MSEs) Order, 2012 dated 23.03.2012 issued by Ministry of Micro, Small and Medium Enterprises and its subsequent Orders/Notifications issued by concerned Ministry. If the bidder wants to avail the Purchase preference for services, the bidder must be the Service provider of the offered Service. Relevant documentary evidence in this regard shall be uploaded along with the bid in respect of the offered service. If L-1 is not an MSE and MSE Service Provider (s) has/have quoted price within L-1+ 15% of margin of purchase preference /price band defined in relevant policy, then 100% order quantity will be awarded to such MSE bidder subject to acceptance of L1 bid price.
5. Estimated Bid Value indicated above is being declared solely for the purpose of guidance on EMD amount and for determining the Eligibility Criteria related to Turn Over, Past Performance and Project / Past Experience etc. This has no relevance or bearing on the price to be quoted by the bidders and is also not going to have any impact on bid participation. Also this is not going to be used as a criteria in determining reasonableness of

quoted prices which would be determined by the buyer based on its own assessment of reasonableness and based on competitive prices received in Bid / RA process.

6. Past Experience of Similar Services: The Bidder must have successfully executed / completed at least one single order of 80 % of the Estimated Bid Value or 2 orders each of 50 % of the Estimated Bid Value or 3 orders each of 40 % of the Estimated Bid Value for similar service(s) in last three years to any Central / State Govt Organization / PSU / Public Listed Company. Copies of contracts / work orders and documentary evidence of successful execution / completion in support of Past Experience of Similar Services along with names, address and contact details of clients shall be uploaded with the bid for verification by the Buyer.

Additional Qualification/Data Required

Geographic Presence Required. Also specify the documents to be uploaded by Service Provider in Compliance of this condition:Officer in Chennai is compulsory. Rent Agreement valid as on last date of submission of bid or GST certificate clearly specifying Chennai Address.

Scope of Work/Creative Brief:[1641304891.pdf](#)

NDA Format:[1641304887.pdf](#)

Any other criteria required for eligibility/pre-qualification may be uploaded here. Also specify the documents to be uploaded by Service Provider in Compliance of this condition:[1641304896.pdf](#)

Payment terms:[1641304900.pdf](#)

Pre Bid Detail(s)

Pre-Bid Date and Time	Pre-Bid Venue
10-01-2022 11:00:00	Through Video Conference. Prospective Bidders can register at Tenders page at IMU-HQ's website.

Hiring Of Creative Agency - Category A,B Or C; Print Ads; ATC; ATC; ATC; ATC; ATC; ATC; English (4)

Technical Specifications

Specification	Values
Core	
DAVP Vendors required	Category A,B or C
Type of Services	Print Ads
Print Ads	ATC
TV	ATC
Web	ATC
Radio	ATC
Outdoor	ATC
Other Creatives	ATC
Language Versions	English
State	NA
Addon(s)	
Additional Details	
Number of Pages (In case of other creatives)	6

Specification	Values
Please provide concept/theme/location or any other qualitative description of scope of services required for the deliverable selected	Admissions/ Recruitment/ University events
Specify language of master version	English/ Hindi

Additional Specification Documents

Consignees/Reporting Officer and Quantity

S.No.	Consignee/Reporting Officer	Address	Number of deliverable	Additional Requirement
1	Sini Manchala	600119,INDIAN MARITIME UNIVERSITY-HEADQUARTERS, East Coast Road, Semmencherry, Shollinganallur Post, Chennai 600119	4	N/A

Hiring Of Creative Agency - Category A,B Or C; TV And Other Video Related; ATC; Documentary Video (5-15 Mins); ATC; ATC; ATC; ATC; English (1)

Technical Specifications

Specification	Values
Core	
DAVP Vendors required	Category A,B or C
Type of Services	TV and other video related
Print Ads	ATC
TV	Documentary Video (5-15 mins)
Web	ATC
Radio	ATC
Outdoor	ATC
Other Creatives	ATC
Language Versions	English
State	NA
Addon(s)	
Additional Details	
Specify language of master version	English/ Hindi
Please provide concept/theme/location or any other qualitative description of scope of services required for the deliverable selected	Admissions/ Recruitment/ University events
Number of Pages (In case of other creatives)	6

Additional Specification Documents**Consignees/Reporting Officer and Quantity**

S.No.	Consignee/Reporting Officer	Address	Number of deliverable	Additional Requirement
1	Sini Manchala	600119,INDIAN MARITIME UNIVERSITY-HEADQUARTERS, East Coast Road, Semmencherry, Shollinganallur Post, Chennai 600119	1	N/A

Hiring Of Creative Agency - Category A,B Or C; Web Related Including Web Banners; ATC; ATC; ATC; ATC; ATC; ATC; English (4)**Technical Specifications**

Specification	Values
Core	
DAVP Vendors required	Category A,B or C
Type of Services	Web related including web banners
Print Ads	ATC
TV	ATC
Web	ATC
Radio	ATC
Outdoor	ATC
Other Creatives	ATC
Language Versions	English
State	NA
Addon(s)	
Additional Details	
Number of Pages (In case of other creatives)	6
Specify language of master version	English/ Hindi
Please provide concept/theme/location or any other qualitative description of scope of services required for the deliverable selected	Admissions/ Recruitment/ University events

Additional Specification Documents**Consignees/Reporting Officer and Quantity**

S.No.	Consignee/Reporting Officer	Address	Number of deliverable	Additional Requirement
1	Sini Manchala	600119,INDIAN MARITIME UNIVERSITY-HEADQUARTERS, East Coast Road, Semmencherry, Shollinganallur Post, Chennai 600119	4	N/A

Hiring Of Creative Agency - Category A,B Or C; Radio; ATC; ATC; ATC; Radio Spot 31-60 Sec; ATC; ATC; English (1)

Technical Specifications

Specification	Values
Core	
DAVP Vendors required	Category A,B or C
Type of Services	Radio
Print Ads	ATC
TV	ATC
Web	ATC
Radio	Radio spot 31-60 sec
Outdoor	ATC
Other Creatives	ATC
Language Versions	English
State	NA
Addon(s)	
Additional Details	
Number of Pages (In case of other creatives)	6
Specify language of master version	English/ Hindi
Please provide concept/theme/location or any other qualitative description of scope of services required for the deliverable selected	Admissions/ Recruitment/ University events

Additional Specification Documents

Consignees/Reporting Officer and Quantity

S.No.	Consignee/Reporting Officer	Address	Number of deliverable	Additional Requirement
1	Sini Manchala	600119,INDIAN MARITIME UNIVERSITY-HEADQUARTERS, East Coast Road, Semmencherry, Shollinganallur Post, Chennai 600119	1	N/A

Hiring Of Creative Agency - Category A,B Or C; Outdoor Campaign - Banners, Hoardings, Signages; ATC; ATC; ATC; ATC; ATC; ATC; English (2)

Technical Specifications

Specification	Values
Core	
DAVP Vendors required	Category A,B or C
Type of Services	Outdoor campaign - banners, hoardings, signages
Print Ads	ATC
TV	ATC
Web	ATC
Radio	ATC
Outdoor	ATC
Other Creatives	ATC
Language Versions	English
State	NA
Addon(s)	
Additional Details	
Specify language of master version	English/ Hindi
Number of Pages (In case of other creatives)	6
Please provide concept/theme/location or any other qualitative description of scope of services required for the deliverable selected	Admissions/ Recruitment/ University events

Additional Specification Documents

Consignees/Reporting Officer and Quantity

S.No.	Consignee/Reporting Officer	Address	Number of deliverable	Additional Requirement
1	Sini Manchala	600119,INDIAN MARITIME UNIVERSITY-HEADQUARTERS, East Coast Road, Semmencherry, Shollinganallur Post, Chennai 600119	2	N/A

Hiring Of Creative Agency - Category A,B Or C; Other Creatives; ATC; ATC; ATC; ATC; ATC; ATC; English (6)

Technical Specifications

Specification	Values

Specification	Values
Core	
DAVP Vendors required	Category A,B or C
Type of Services	Other Creatives
Print Ads	ATC
TV	ATC
Web	ATC
Radio	ATC
Outdoor	ATC
Other Creatives	ATC
Language Versions	English
State	NA
Addon(s)	
Additional Details	
Please provide concept/theme/location or any other qualitative description of scope of services required for the deliverable selected	Admissions/ Recruitment/ University events
Specify language of master version	English/ Hindi
Number of Pages (In case of other creatives)	6

Additional Specification Documents

Consignees/Reporting Officer and Quantity

S.No.	Consignee/Reporting Officer	Address	Number of deliverable	Additional Requirement
1	Sini Manchala	600119,INDIAN MARITIME UNIVERSITY-HEADQUARTERS, East Coast Road, Semmencherry, Shollinganallur Post, Chennai 600119	6	N/A

Buyer Added Bid Specific Terms and Conditions

1. Generic

Without prejudice to Buyer's right to price adjustment by way of discount or any other right or remedy available to Buyer, Buyer may terminate the Contract or any part thereof by a written notice to the Seller, if:

- i) The Seller fails to comply with any material term of the Contract.
- ii) The Seller informs Buyer of its inability to deliver the Material(s) or any part thereof within the stipulated Delivery Period or such inability otherwise becomes apparent.
- iii) The Seller fails to deliver the Material(s) or any part thereof within the stipulated Delivery Period

and/or to replace/rectify any rejected or defective Material(s) promptly.

iv) The Seller becomes bankrupt or goes into liquidation.

v) The Seller makes a general assignment for the benefit of creditors.

vi) A receiver is appointed for any substantial property owned by the Seller.

vii) The Seller has misrepresented to Buyer, acting on which misrepresentation Buyer has placed the Purchase Order on the Seller.

2. **Generic**

While generating invoice in GeM portal, the seller must upload scanned copy of GST invoice and the screenshot of GST portal confirming payment of GST.

3. **Forms of EMD and PBG**

Successful Bidder can submit the Performance Security in the form of Payment online through RTGS / internet banking also (besides PBG which is allowed as per GeM GTC). On-line payment shall be in Beneficiary name INDIAN MARITIME UNIVERSITY- HEAD QUARTERS Account No. 000 000 3512 7394 242 IFSC Code SBIN0011771 Bank Name State Bank of India Branch address Uthandi. Successful Bidder to indicate Contract number and name of Seller entity in the transaction details field at the time of on-line transfer. Bidder has to upload scanned copy / proof of the Online Payment Transfer in place of PBG within 15 days of award of contract.

4. **Financial Criteria**

NET WORTH: Net Worth of the OEM should be positive as per the last audited financial statement.

5. **Buyer Added Bid Specific Scope Of Work(SOW)**

File Attachment [Click here to view the file.](#)

6. **Certificates**

Bidder's offer is liable to be rejected if they don't upload any of the certificates / documents sought in the Bid document, ATC and Corrigendum if any.

7. **Past Project Experience**

For fulfilling the experience criteria any one of the following documents may be considered as valid proof for meeting the experience criteria:

a. Purchase Order copy along with Invoice(s) with self-certification by the bidder that supplies against the invoices have been executed.

b. Execution certificate by client with order value.

c. Any other document in support of order execution like Third Party Inspection release note, etc.

8. **Buyer Added Bid Specific SLA**

File Attachment [Click here to view the file.](#)

Disclaimer

The additional terms and conditions have been incorporated by the Buyer after approval of the Competent Authority in Buyer Organization. Buyer organization is solely responsible for the impact of these clauses on the bidding process, its outcome and consequences thereof including any eccentricity / restriction arising in the bidding process due to these ATCs and due to modification of technical specification and / or terms and conditions governing the bid. Any clause incorporated by the Buyer such as demanding Tender Sample, incorporating any clause against the MSME policy and Preference to make in India Policy, mandating any Brand names or Foreign Certification, changing the default time period for Acceptance of material or payment timeline governed by OM of Department of Expenditure shall be null and void and would not be considered part of bid. Further any reference of conditions published on any external site or reference to external documents / clauses shall also be null and void. If any seller has any objection / grievance against these additional clauses or otherwise on any aspect of this bid, they can raise their representation against the same by using the

Representation window provided in the bid details field in Seller dashboard after logging in as a seller within 4 days of bid publication on GeM. Buyer is duty bound to reply to all such representations and would not be allowed to open bids if he fails to reply to such representations.

This Bid is governed by the [General Terms and Conditions](#), conditons stipulated in Bid and [Service Level Agreement](#) specific to this Service as provided in the Marketplace. However in case if any condition specified in General Terms and Conditions is contradicted by the conditions stipulated in Service Level Agreement, then it will over ride the conditions in the General Terms and Conditions.

In terms of GeM GTC clause 26 regarding Restrictions on procurement from a bidder of a country which shares a land border with India, any bidder from a country which shares a land border with India will be eligible to bid in this tender only if the bidder is registered with the Competent Authority. While participating in bid, Bidder has to undertake compliance of this and any false declaration and non-compliance of this would be a ground for immediate termination of the contract and further legal action in accordance with the laws.

---Thank You---