

**HINDUSTAN LATEX FAMILY PLANNING PROMOTION TRUST**  
**Merrygold Health Network (MGHN-BIHAR)**

**Request for Proposal**

**About the RFP:** *The RFP is for Hospital branding work under Merrygold Health Network.* Branding is one of the major components of Franchisee development plan under which branding is key indicator for brand equity. The branding work will be based on conceptual theme, logo, and color. The Hospital branding consists of creative and graphics that will be used in doing the branding work of outside and inside premises of respectable hospital. The inside branding creative will include the messages on Family Planning, Ante Natal & Post Natal care and other related messages on infection prevention along with brand images, while outside branding will have some boards indicating the name of the particular hospital along with brand logo.

**Area for Branding Work: Merrygold Hospitals in the state of Bihar**

**Terms and Conditions**

(To be enclosed with technical bid)

1. The bidders shall furnish an Earnest Money Deposit (EMD) of Rs 25,000/- (Rupees Twenty Five Thousand only) in the form of Demand Draft in favour of "Hindustan Latex Family Planning Promotion Trust", payable at New Delhi. It should be attached with technical bid.
  - a. Non-payment of EMD will make the bidders liable for disqualifications.
  - b. The bidders cannot withdraw after bidding; the EMD will be forfeited if bidder denies entering into agreement for Branding work of Merrygold Health Network.
  - c. EMD of unsuccessful bidders will be returned within the period of 45 days after the award of contract without any interest.
  - d. EMD will be returned to the awarded party on receipt of the performance security deposit.
2. The bidder should have an annual minimum turnover of Rs. 20 lac per annum as average of last three financial years.
3. The applying firm must have PAN (Permanent Account Number) and registered with the Sales Tax / Value Added Tax and the documents for the same is to be attached.
4. Proof of certificate for turnover is required to be submitted with the technical bid (CA certificate or a copy of the CA certified Balance Sheet, Profit & Loss account of last three years).

**Name & Signature of Authorised Signatory**

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5. Bidders should provide brief profile of their work experience for the last three years along with the photographs of branding work done earlier with the client list. Certificate/ documents evidencing past major related work, year wise for the last 3 years should be enclosed.
6. The bidder should be able to work in any of the cluster of districts or for all districts in the state of Bihar.
7. The dispatch/execution/implementation plan will be provided by HLPPT at the beginning of the work. In case of delay/ disruption of the activity implementation/execution the penalty will be levied.
8. HLPPT reserves the right to accept /reject/ select one or more agency and to annul the bidding process any or all bids at any time prior to award of contract without thereby incurring any liability to the affected bidders.
9. The tender will be appraised by internal committee formed by HLPPT management.
10. In case of delay on the part of HLPPT in providing the approvals the time of execution will be extended by equal number of days.
11. HLPPT also reserve the right to carryout inspection/visit of the product/activity at any point of time during the period of contract.
12. Design, Artwork etc shall be provided by HLPPT on Award of Contract.
13. In the event of award of contract the bidder shall be able to start the work within 20 days of award of contract as per the supply schedule provided by HLPPT. If work will not be started within specified timeline penalty clause will be applicable.
14. After completing the branding work, bill will be submitted in two copies along with site photographs and measurement (wherever applicable) and accordingly payment will be released.
15. In the case of delaying the assignment amount will be deducted as per the financial norms of HLPPT

**Documents required releasing the payment:**

- a. Bill / Invoice mentioning Permanent Account Number of Income Tax.
  - b. Documentary proof of the deliverables as per work order.
  - c. Other required details as required for the activities.
16. Selection of agencies would be done by the committee on the basis of Evaluation for Technical 70% marks & Financial 30% marks.
  17. Agencies who will obtain 70% marks of more in technical evaluation would only be considered for opening of financial bids.

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18. Technical Evaluation of the agencies would be done on the following basis-

- Past Experience with HLPPT / Govt Agency / NGO / Development Sector in Bihar with supporting documents like copy of work order or performance certificate from the client.
- Past Experience in undertaking the applied tender activities.
- Work Experience in Branding work.
- Company Profile & infrastructure suitable for implementing the applied activities.
- Turn over Financial Status

19. Final Selection of the agencies would be done on the basis of total marks obtained in the Technical & Financial Evaluation.

20. The agencies not qualified in the technical evaluation by the committee will not be considered for opening of financial bid.

21. HLPPT reserves the right for extending or curtailing any activity at any point of time (if required) as per programme requirement.

22. Management Reserves the Right to award the work to more than one Agency as per requirement.

23. Management reserves the right to issue multiple work order from time to time for any activity to the selected agencies (as per requirement).

24. The agency needs to submit 'Technical Bid' & 'Financial Bid' separately in sealed envelopes by super scribing as '**Technical Proposal for Hospital Branding under MGHN- Bihar**' and '**Financial Proposal for Hospital Branding under MGHN-Bihar**'.

25. **Branding bid needs to reach by 26<sup>th</sup> December 2016 and addressed to:**

**The Finance Manager  
Hindustan Latex family Planning Promotion Trust,  
B-14A, II Floor, Sec-62, Noida-201307, Distt- Gautam Budh Nagar (U.P.)  
Tel #- 0120- 4231060/61/62**

26. **Agencies would not** be allowed to further subcontract, partial/full of the work will be assigned to them.

27. The rate quoted will be inclusive of all Taxes/Levies/Postal/Courier charges etc.

28. The rate quoted by the agency needs to valid for a period of one year from the date of financial bids.

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29. HLPPT reserves the right to award the work order to the second highest scoring agency in the event the first highest scoring agency backs out after final discussions. Management reserves the right to award the work to more than one agency (on the basis of quality consideration/experience of the agency) in addition to rates parameters.
30. HLPPT will open only the technical bids as per the given schedule in the IFB and inform the technically qualified bidders before opening their financial bids..
31. Any RFP with inadequate information and those which do not meet the eligible criteria or received after the closing date will not be considered.
32. The RFP should send with capability statement with company profile & infrastructure suitable for implementing the applied activities.
33. The bidder has to submit along with his technical bid a copy of the terms and Conditions (all pages) and the technical bidding format duly filled, signed by the authority and stamped on all pages indicating their unqualified acceptance.
34. The Agencies should also submit an undertaking (Annexure-3) duly signed & Stamped.

We agree and abide by all terms and conditions as mentioned above including the validity of the offer

**Utmost confidentiality of the data provided shall be maintained.**

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**HINDUSTAN LATEX FAMILY PLANNING PROMOTION TRUST  
SOCIAL PROGRAMMES (BIHAR)**

**Hospital Branding under Merrygold Health Network**

**Annexure- 1: Technical Bid Format**

**Area for Branding Work: Merrygold Hospitals in the state of Bihar**

	<b>SPECIFICATION (TECHNICAL)</b>	<b>AGENCY'S REPOSE</b>
1	Branding will be done as per the graphical design provided.	
2	There should be no deviation in lettering or colour scheme than the approved format.	
3	Branding will be done as per the approved size.	
4	For installation of branding material, list of hospitals will be provided by us	
5	Photograph of each graphic after installation to be submitted as proof along with the receipt from Hospital authority and representation of our team member will be required.	
6	The work has to execute within the specified time as agreed upon otherwise penalty clause will be invoked.	
7	Whether agency is geared up to complete the work within specified time please give details of infrastructure available	
8	Past experience of the agency in the branding work would be given preference. Please give details	

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10	Details of the major clients.	
11	Management reserves the right to award the work to more than one agency (on the basis of quality consideration/experience of the agency) in addition to rates parameters.	
12	Management reserves the right to award the quantity of work as per programme requirement/ hospital infrastructure available.	
13	Constitution of the agency whether Proprietor ship/Partnership/Company. Give details of Proprietor/ Partner/Directors.	
14	For how many years the agency is engaged in similar line of activities.	
15	Registration certificate with Service Tax Department need to be submitted along with the technical quotation.	
16	Penalty clauses will apply as per the company's policy, as per terms of the work order: the decision of the HLPPT/Project Management shall be final and binding in this regard.	
17	Name of firms engaged in similar line of activity wherein party/ proprietor/partner/ Director are having business interest	

**Please Note:-**

- 1. Form must be complete in all respects, incomplete forms are liable to be rejected.**
- 2. The form must be duly signed and sealed.**
- 3. The work quantity of branding may vary as per program requirement.**
- 4. The form must be submitted on or before due date and time.**
- 5. If applying for more than one activity then the form for each activity must be submitted separately.**

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**Annexure-2: Financial Bid Format**

I am submitting below the lowest quotation for the above after understanding completely the technical specifications and other terms and conditions relating to time frame, quality explained to me by the project committee.

	<b>SPECIFICATIONS (FINANCIAL)</b>	<b>AGENCY'S RESPONSE</b>
1	The payment will be done through Local account payee Cheque / NEFT/ RTGS.	
2	Payment shall be made after completion of the job.	
3	Agency will quote the rates.	
4	TDS as applicable will be deduced as per I.T. rules.	
5	The rates quoted will be inclusive of all taxes/ levy /transportation/installation / any other cost for completion of work etc.	
6	Penalty clauses will apply as per the company's policy, as per terms of the work order: the decision of the HLPPT/Project Management shall be final and binding in this regard.	

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### Hospital Branding Quotation Format

Sl. No.	Particular	Graphic	Specification	Size	Qty (Approx)	Rate per Unit(Inclusive of all taxes) (Rs)	Amount (Inclusive of all taxes & Charges) (Rs)
<b>External Branding</b>							
1	Front Board One backlit	Front Board One backlit	18 Ounce Star Flex with solvent printing to be mounted on 1”(Inch) sq ms double pipe framing covered with 28 gauge GI Sheet on back & border with all electric fittings of Wipro/Crompton Greaves or LED lights.	8x3	1		
2	Front Board One Frontlet	Front Board One Frontlet	Solvent Printing on Frontlet Flex with Complete Heavy Metal Framing	8x3	1		
<b>Entrance &amp; Reception area</b>							
3	Reception	Swagtam	Solvent printing on vinyl with mounting on 3 mm sun board	10x3	1		
4	Reception Back wall	Back Drop	Solvent printing on vinyl with mounting on 3 mm sun board	6x3	1		
5	Rate List	Rate List	Solvent printing on vinyl with mounting on 3 mm sun board	2.5x4	1		

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6	Message Posters	PNDT,Khatre ke laxchan,FP Poster,Garbhkal mei kya kare,Garbhkal mei kya na kare,	Solvent printing on vinyl with mounting on 3 mm sun board	2.5x2	4		
<b>OPD Gyne (Inside)</b>							
7	Message Posters	New Family Planning Poster & Garbhavastha Mai khatre ke laxchan	Solvent printing on vinyl with mounting on 3 mm sun board	2.5x2	2		
<b>FP Counseling Room</b>							
8	FP Poster New One	FP Poster	Solvent printing on vinyl with mounting on 3 mm sun board	4x2	1		
<b>General Ward</b>							
9	Inclinic poster	Breastfeeding/Garbhawastha mei khatre ke laxchan,New FP, Garbhawasth Me kaya Karein, Kya Na Karein	Solvent printing on vinyl with mounting on 3 mm sun board	2.5x2	5		
<b>Private Ward</b>							
10	Message Posters	Breast feeding	Solvent printing on vinyl with mounting on 3 mm sun board	2.5x2	3		
<b>Hospital Ramps or premises</b>							
11	Brand Posters	Lady with pink sari & Doctor doing counseling of client	Solvent printing on vinyl with mounting on 3 mm sun board	3x2	2		
12	Flex Banner	Normal Flex Banner	Solvent Printing on normal flex wit 4 ilets in the corner	4x2	1		
13	Roll Up Standee	As per design provided	3ft x 6ft rollup with foldable stand including printed on normal flex	3x6	1		
14	One Way Vision	As per design provided	Printing on One-way vision film (Korean) (3M)	3x2	1		
15	OT Complex	Graphics-Kachre ka nistaran,Auzaro ko tayyar karna,Ragar kar hath dhona,bleaching powder banane ka tareeqa	Solvent printing on vinyl with mounting on 3 mm sun board	2.5x2	4		
16	Section Names including bed numbers	Based on hospital requirement	Solvent printing on vinyl with mounting on 3 mm sun board	1.5x1	25		
<b>Grand Total (Incl. all Taxes)</b>							

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**Annexure -3**  
**Undertaking from Vendors.**

This has reference to the RFP submitting for Hospital Branding under Merrygold Health Network at HLPPT, We hereby declare as under:-

- i- That we are neither related to any of your Trustees, Officers and other employees nor do we have any financial, commercial or other interests with any of the above persons in any capacity whatsoever.
- ii- That we have submitted the bids in the name of M/S.....and declare that no other bids have been submitted by us in the name of any other firms/companies/proprietors/individuals which comes under the same management and related parties.
- iii- We hereby undertakes that in case of any violations to the above declarations at any stage of the contract , HLPPT reserves the sole right to cancel the contract and recover the full value of the contract from us.

For and on behalf of .....  
**(Authorized Signatory with company seal /Stamp.)**

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