

Hindustan Latex Family Planning Promotion Trust

Tender Notice for Radio Advertisement under Merrygold Health Network- UP

IFB No. HLPPT/Noida/ April. 16-17

Dated: 22nd April 2016

Hindustan Latex Family Planning Promotion Trust is a trust promoted by HLL Lifecare Ltd; A Government of India Enterprise invites bids for the following.

1. Requirement of release of Radio spots for promotion of Merrygold Health Network in all districts of UP.

The sealed bids for the above will be received in the office of the Hindustan Latex Family Planning Promotion Trust, B-14/A, Sector 62, Noida, Uttar Pradesh-201307 Telephone Nos.: 0120-4673600, 4231060/1/2

Last Date & Time of accepting of Bid	2nd May 2016 till 5.00 pm
Date & Time of opening of Financial Bid	will be intimated later to Technically qualified agencies
Venue of opening of bid	: Hindustan Latex Family Planning Promotion Trust, B-14/ A, Sector 62, Noida-201307, Uttar Pradesh. Telephone Nos.: 0120-4673600, 4231060/1/2

Bid need to be addressed to :
Finance Manager
Hindustan Latex Family Planning Promotion Trust,
B-14/A, Sector 62, Noida,
Uttar Pradesh-201307
Telephone Nos.: 0120- 4673600, 4231060/1/2

Name & Signature of Authorised Signatory
Name & Seal of the Firm/ Agency
Address:
Telephone/ Fax

HINDUSTAN LATEX FAMILY PLANNING PROMOTION TRUST

HLFPPT\MGHN \ UP\2016-17\04

Date: 22nd April 2016

To,

Request for Proposal**Scope of work: Radio Advertisement for promotion of Merrygold Health Network.**

HLFPPT is implementing Merrygold Health Network for reduction of Maternal Mortality Ratio in high focus districts of UP. Promotion through Radio Spots is one important area for creating brands image in hospital environment. We require advertisement in local radio channels under Merrygold Hospitals in all Districts of UP.

Location: All Districts of UP,**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 Radio/TV/ Cable Ad 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 must have an average annual turnover of Rs. 50 Lacs per annum. The audited financial statements along with turnover certificate of last 3 years duly certified by Chartered Accountant should be provided along with the technical bid.
3. The applying firm must have PAN (Permanent Account Number) and registered with the VAT/CST/Service Tax, etc. and the documents for the same is to be attached.

Name & Signature of Authorised Signatory**Name & Seal of the Firm/ Agency****Address:****Telephone/ Fax**

4. Bidders should provide brief profile of their work experience for the last three years along with the evidences of work done earlier with the client list. Certificate/ documents evidencing past work for the last 3 years should be enclosed.
5. 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.
6. 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.
7. The tender will be appraised by internal committee formed by HLPPT management.
8. HLPPT shall without prejudice to its other remedies under the contract, deduct from the Contract Price, as Liquidated Damages a sum equivalent to 2.5% of the price of agreed unperformed Services or for delay of each day until actual delivery or performance, up to a maximum deduction of 20% of the contract Price. Once the maximum is reached, HLPPT may consider termination of the contract and can forfeit the security amount.
9. In case of delay on the part of HLPPT in providing the approvals the time of service delivery will be extended by equal number of days.
10. Radio Spots shall be provided by HLPPT or empanel agency may be asked to develop radio spots as per script provided by HLPPT on Award of Contract.
11. **Documents required to release the payment:**
 - a. Bill / Invoice mentioning Permanent Account Number and Service Tax Registration No.
 - b. Documentary proof of the deliverables as per work order.
 - c. Any other detail as required by the activity, as mentioned in the work order.
12. Selection of agencies would be done by the committee on the basis of Evaluation for Technical 70% marks & Financial 30% marks.
13. Agencies who will obtain 70% marks or more in Technical evaluation would be considered for opening of financial bids.
14. Technical Evaluation of the agencies would be done on the following basis-
 - i. Past Experience with HLPPT / Govt. Agency / NGO / Development Sector with supporting documents like copy of work order or performance certificate from the client.
 - ii. Past experience in undertaking the applied tender activities.
 - iii. List of clientele.
 - iv. Company Profile & infrastructure suitable for implementing the applied activities.
 - v. Turn over Financial Status.
15. The RFP shall be evaluated strictly based on the substantive information/credentials/documentary evidences submitted by the agencies.
16. Final Selection of the agencies would be done on the basis of total marks obtained in the Technical & Financial Evaluation.
17. HLPPT reserves the right for extending or curtailing any activity at any point of time (if required) as per programme requirement.

Name & Signature of Authorised Signatory
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18. Management Reserves the Right to award the work to more than one Agency as per requirement.
19. Management reserves the right to issue multiple work order from time to time for any activity to the selected agencies (as per requirement).
20. HLPPT management reserves the right to change (*increase or reduce*) the numbers/units as per its sole discretion and requirement.
21. The agency needs to submit 'Technical Bid' & 'Financial Bid' separately in sealed envelopes by super scribing as 'Technical Proposal for _____ (Activity Name) and 'Financial Proposal for _____ (Activity Name).
22. Bids received after the specified date and time for receipt of bids should not be considered.
23. Agencies would not be allowed to further subcontract, partial/full of the work will be assigned to them.
24. The rate quoted will be inclusive of all Taxes/Levies/other charges etc.
25. The rate quoted by the agency needs to valid for a period of one year from the date of financial bids.
26. 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.
27. The successful bidder/bidders is/are required to execute a Performance security in the form of Bank Guarantee for an amount of 5% of the Purchase Order. This bank guarantee shall be valid up to 60 days after the completion of contract period. The Bank Guarantee shall be assigned in favour of Hindustan Latex Family Planning Promotion Trust. If the successful bidder does not provide the performance security deposit, the bidder will stand disqualified and the EMD may be forfeited.
28. Any RFP with inadequate information and those which do not meet the eligible criteria or received after the closing date will not be considered.
29. The RFP should be sent with capability statement with company profile & infrastructure suitable for implementing the applied activities.
30. 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.
31. 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

Radio Advertisement

Annexure- 1: Technical Bid Format

Location- Uttar Pradesh

	SPECIFICATION (TECHNICAL)	AGENCY'S REPOSE
1	Local Radio Advertisement to be done according to the Advertisement provided/approved.	
2	There should be no deviation in Advertisement as per approved.	
3	Approved Local Radio or other as agreed mutually.	
4	Radio Spots will be provided by us or Agency may be asked to prepare Radio Spots as per script provided by HLPPT without any extra cost.	
5	Name of FM radio will be provided by us.	
6	Radio Advertisement Broadcasting Certificate to be submitted as a proof at our office.	
7	The work has to execute within the specified time as agreed upon otherwise penalty clause will be invoked.	
8	Whether agency is geared up to complete the work within specified time please give details of infrastructure available.	
9	Past experience of the agency in the work of Rural advertisement/Media Implementation in UP would be given preference. Please give details	
10	Details of the major clients. (Annexure may be attached)	

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Address:
Telephone/ Fax

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	Constitution of the agency whether Proprietor ship/Partnership/Company. Give details of Proprietor/ Partner/Directors.	
13	For how many years the agency is engaged in similar line of activities.	
14	Registration certificate with Service Tax Department need to be submitted along with the technical quotation.	
15	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.	
16	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 form must be submitted on or before due date and time.**
- 4. If applying for more than one activity then the form for each activity must be submitted separately.**

HINDUSTAN LATEX FAMILY PLANNING PROMOTION TRUST

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Radio Advertisement

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 as spelled out in the Bid document.

	SPECIFICATIONS (FINANCIAL)	AGENCY'S RESPONSE
1	Agency will quote the rates as per following- <ul style="list-style-type: none"> • Media quote / cost • Agency discount • FOC benefits/ extra etc. 	
2	The rates quoted will be inclusive of all taxes/ Levies/ Octroies etc.	
3	TDS as applicable will be deduced as per I.T. rules.	
4	Payment shall be made after completion of the job & submission of proper bills.	
5	The payment will be done through Local Cheque / NEFT/ RTGS.	
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.	

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 form must be submitted on or before due date and time.**
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FM Advertisement

FM Radio Station Names	Location	Total Slot (Approx.)	Average duration of one spot	Period	Rate per 10 Sec (Rs.)	Tax	Amount (incl tax)
BIG FM	Kanpur	2000	20 Sec	3 Months			
	Agra	2000	20 Sec	3 Months			
	Allahabad	2000	20 Sec	3 Months			
	Bareilly	2000	20 Sec	3 Months			
	Aligarh	2000	20 Sec	3 Months			
	Jhansi	2000	20 Sec	3 Months			
Radio Mirchi	Lucknow	2000	20 Sec	3 Months			
	Kanpur	2000	20 Sec	3 Months			
	Varanasi	2000	20 Sec	3 Months			
Radio City	Lucknow	2000	20 Sec	3 Months			

Important Note-

- Radio Spots will be done as per Advertisement given by us.
- The rates quoted shall be valid for 1 year from issue of work order.
- Duration, Period and Spots may be vary as per requirement
- Cost of Advertisement should include all kind of processing, transportation & broadcasting charges along with taxes.
- Envelop should mention Quotation for “ **Radio Advertisement**”

It is requested to quote your lowest rates for the same in prescribed time limit.

Name & Signature of Authorised Signatory
Name & Seal of the Firm/ Agency
Address:
Telephone/ Fax

Annexure -3

Undertaking from Vendors

This has reference to the EOI / RFP published in News Paper and website of HLPPT on 23rd April 2016. In response to the RFP, we have submitted our technical & financial bids on..... at your office In connection with the above bids, 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.)

Name & Signature of Authorised Signatory
Name & Seal of the Firm/ Agency
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Telephone/ Fax