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| Tender Notice for Branding of Ujjwal-Merrygold Health Network IFB No. HLFPPT\UJJWAL-MGHN\BIHAR\2015-16\01 Dated: 16th MAY 2015  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. We require branding of Ujjwal-Merrygold Health Network in all districts of Bihar.   **For Tender details, please visit our site** [www.hlfppt.org/tender.html](http://www.hlfppt.org/tender.html) The sealed bids for the above will be received in the office of Hindustan Latex Family Planning Promotion Trust, B-14/A, 2nd Floor, Sector 62, Noida, Uttar Pradesh-201307 Telephone Nos.: 0120-4673600, 4231060/1/2 **Last Date & Time of accepting of Bid 03.06.2015 till 5.00 pm**  **Date & Time of opening of Technical Bid 04.06.2015 at 3.00 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, 2nd Floor, Sector 62, Noida-201307, Uttar Pradesh.**  **Telephone Nos.: 0120-4673600, 4231060/1/2** |
| **Bid need to be addressed to :**  **Finance Manager- Project UJJWAL** Hindustan Latex Family Planning Promotion Trust,B-14/A, 2nd Floor, Sector 62, Noida,Uttar Pradesh-201307Telephone Nos.: 0120- 4673600, 4231060/1/2 |

HINDUSTAN LATEX FAMILY PLANNING PROMOTION TRUST

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HLFPPT\UJJWAL-MGHN\BIHAR\2015-16\01 Date: 16/05/2015

**Request for Proposal**

**Scope of work: Branding of Ujjwal-Merrygold Hospitals**

HLFPPT is implementing Ujjwal-Merrygold Health Network for reduction of Maternal Mortality Ratio in high focus districts of Bihar from March, 2013. Branding is one of the important area for creating brands image and visibility in hospital environment. We require branding of our Ujjwal-Merrygold Hospitals in all Districts of Bihar.

**Location: All Districts 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.
   1. Non-payment of EMD will make the bidders liable for disqualifications.
   2. The bidders cannot withdraw after bidding; the EMD will be forfeited if successful bidder denies entering into agreement for branding of Ujjwal-Merrygold Hospitals.
   3. EMD of unsuccessful bidders will be returned within the period of 45 days after the award of contract without any interest.
   4. EMD will be returned to the awarded party on receipt of the performance security deposit.
2. The bidder must have an annual minimum turnover of Rs. 30 Lac per annum as average of immediately preceding last 3 financial years. 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.
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 / Work Order evidencing past work for the last 3 years should be enclosed.
5. Execution/implementation plan will be provided by HLFPPT at the beginning of the work. In case of delay/ disruption of the activity implementation/execution the penalty will be levied.
6. HLFPPT 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 HLFFPT management.
8. HLFPPT 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, HLFPPT may consider termination of the contractand can forfeit the security amount.
9. In case of delay on the part of HLFPPT in providing the approvals the time of service delivery will be extended by equal number of days.
10. Design, Artwork etc. shall be provided by HLFPPT on Award of Contract.
11. **Documents required to release the payment:**
    1. Bill / Invoice mentioning Permanent Account Number and Service Tax Registration No.
    2. Documentary proof of the deliverables as per work order.
    3. Copy of Work Order / Award of Contract
    4. 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 combined Evaluation of Technical (70% marks) & Financial Bid (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-
    1. Past Experience with HLFPPT / Govt. Agency / NGO / Development Sector with supporting documents like copy of work order or performance certificate from the client.
    2. Past experience in undertaking the applied tender activities.
    3. List of clientele. Work experience especially in rural areas.
    4. Company Profile & infrastructure suitable for implementing the applied activities.
    5. 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. HLFPPT reserves the right for extending or curtailing any activity at any point of time (if required) as per programme requirement.
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. HLFPPT 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 Branding of Ujjwal – Merrygold Health Network in Bihar’ and ‘Financial Proposal for Branding of Ujjwal – Merrygold Health Network in Bihar’ .**
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. HLFPPT 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.**

HINDUSTAN LATEX FAMILY PLANNING PROMOTION TRUST

B 14 A, Second Floor, Sector 62, Gautam Budh Nagar, NOIDA- 201307, U.P. Tel: 0120-4231060, Fax: 0120-4231065,

E-mail: info@hlfppt.org

Website [www.hlfppt.org](http://www.hlfppt.org/)

# Branding of Ujjwal-Merrygold Hospitals

##### Annexure- 1: Technical Bid Format

##### Location (Bihar – All districts): Urban/ Semi Urban/ Tehsil/ Block

|  |  |  |  |
| --- | --- | --- | --- |
|  | **SPECIFICATION (TECHNICAL)** | **AGENCY’S REPONSE** | |
| 1 | Branding to be done according to the graphical design provided. |  | |
| 2 | There should be no deviation in lettering or colour scheme than the approved format. |  | |
| 3 | Approved size of the branding or other sizes as agreed mutually. |  | |
| 4 | Board and other branding will be made as per the specifications provided by HLFPPT. |  | |
| 5 | For installation of the board, list of outlets will be provided by us. |  | |
| 6 | Photograph of installation to be submitted as proof along with the receipt from outlet owner and final certification from our representative. |  | |
| 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 Branding /Advertisement/Media Implementation in Bihar would be given preference. Please give details |  | |
| 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 | 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 HLFPPT/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

B 14 A, Second Floor, Sector 62, Gautam Budh Nagar, NOIDA- 201307, U.P. Tel: 0120-4231060, Fax: 0120-4231065,

E-mail: [info@hlfppt.org](mailto:info@hlfppt.org), Website: www.hlfppt.org

# Branding of Ujjwal-Merrygold Hospitals

##### 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.

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| --- | --- | --- |
|  | **SPECIFICATIONS (FINANCIAL)** | **AGENCY’S RESPONSE** |
| 1 | Agency will quote the rates as per following-   * Delivery FOR at different destination in Bihar. |  |
| 2 | The rates quoted will be inclusive of all taxes/ Levies / Octroies / Packing / Installation / Freight / Courier / etc. |  |
| 3 | TDS as applicable will be deduced as per I.T. Act, 1961. |  |
| 4 | Payment shall be made after completion of the branding job & delivery of items related to it |  |
| 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 HLFPPT/Project Management shall be final and binding in this regard. |  |

Please Note:-

**1. Form must be completed in all respects, incomplete forms are liable to be rejected.**

**2. The form must be duly signed and sealed.**

**3. If applying for more than one activity then the form for each activity must be submitted separately.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Particulars** | **Details/ Specifications** | **Rate per sq ft** | **Installation Charges** | **Tax / Service Tax** | **Other charges** | **Total Amount** |
| **Translation & Adaptation Charge for approx 30-35 designs. *(Please quote rate per design)*** | |  |  | | |  |
| **Inkjet Printing** | On Vinyl with Lamination |  |  |  |  |  |
|  | On Vinyl with Lamination to be mounted on 3mm sunboard |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Soljet printing** | On Vinyl with Lamination |  |  |  |  |  |
|  | Printing on Front Lit Flex |  |  |  |  |  |
|  | Printing on Backlit Flex |  |  |  |  |  |
|  | Printing on One-way vision film (Korean) |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Solvent Printing** | On Vinyl with Lamination |  |  |  |  |  |
|  | Printing on Front Lit Flex |  |  |  |  |  |
|  | Printing on Backlit Flex |  |  |  |  |  |
|  | Printing on One-way vision film (Korean) |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Sunboard** | 3mm |  |  |  |  |  |
|  | 5mm |  |  |  |  |  |
| **Flex** | Retro Flex Printing |  |  |  |  |  |
|  | Normal Flex Printing |  |  |  |  |  |
| **Poly sheet** | Vinyl pasted on 3mm Polycarbonate sheet |  |  |  |  |  |
| **Flex** | Normal Flex with mounting in heavy metal framing. |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Glowsign** | Box of GI sheet 28 gauge and square pipe frame with printed **Back Lit flex** with all electric fittings of Wipro/Crompton Greaves, 1X1.5 inch wooden support on all 4 edges with two vertical wooden supports in between in case of Tin Board, Board shall be fitted with Aluminum beading of 1 inch each on all four sides, in case of Tin Boards |  |  |  |  |  |
|  | Box of GI sheet 28 gauge and **back Lit Vinyl pasted on 2mm Polycarbonate sheet** with all electric fittings of Wipro/Crompton Greaves, 1X1.5 inch wooden support on all 4 edges with two vertical wooden supports in between in case of Tin Board, Board shall be fitted with Aluminum beading of 1 inch each on all four sides, in case of Tin Boards |  |  |  |  |  |
| **Standee** | 3ft x 6ft rollup with foldable stand including printed flex  Packing :- Standard and Fragile packing |  |  |  |  |  |

Important Note-

* Branding will be done as per approved art work given by us.
* The rates quoted shall be valid for 1 year from issue of work order.
* Size of Building front board backlit, Building non lit , Reception and Reception back wall may vary and in piece as per requirement
* Quantity may be very +/- 10% as per requirement.
* Cost of material should include all kind of printed related processing & transportation & installation charges along with taxes.

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

**Annexure -3**

**Undertaking from Vendors**

This has reference to the RFP published in the website of HLFPPT on 16th May 2015. 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 herby undertakes that in case of any violations to the above declarations at any stage of the contract, HLFPPT 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)