

Tender for Empanelment of Advertising Agencies for SPIC

Society for Promotion of IT in Chandigarh (SPIC) invites e-Tender (Physical Copy of the same tender should also be deposited along with online submission of the e-Tender document) in two bid system from registered/ reputed Advt. Agencies for empanelment of agency for running digital marketing campaign as and WHEN REQUIRED basis FOR A PERIOD OF ONE YEAR from the date of empanelment. Submission of e-Tender as well as submission of Physical Copy is mandatory and in absence of any of the tender (e-Tender & Physical Copy) will leads to disqualification of the tender.

Physical Copy of the e-Tender - Technical bid and Commercial bid - filled in the specified proforma along with envelope of Earnest Money Deposit (EMD) shall be sealed in two separate envelopes and these two envelopes shall be contained in a large envelope Super scribed Tender of Annual Contract for releasing the Advertisements through the Advertising Agencies addressed to Chief Executive Officer, SPIC Office, EDC Building, Plot No: 20, Rajiv Gandhi Chandigarh Technology Park (RGCTP), Chandigarh – 160101 shall reach latest **31st January'2022, 12:00 hrs** , Specified proforma along with all terms and conditions may be downloaded from e-tendering website of Chandigarh Administration <https://etenders.chd.nic.in> and from the website of SPIC <http://www.spicindia.com>.

The Tender shall be in Two Bid Systems i.e. 1) Technical Bid and 2) Commercial Bid. The Technical Bids shall be opened on **31st January, 2022, 12:30 hrs** at the above address by the Tendering Committee authorized by this office and in the presence of such tenderers or their authorized representative who may wish to be present. The Competent Authority reserves the rights to cancel any or all the tenders without assigning any reason.

Annexure I

Subject: Notice Inviting Tender for Empanelment of Advertising Agency

1. Parties: The parties to the Contract will be IT companies having digital marketing team doing digital marketing projects who will be providing the services and the Society for Promotion of IT in Chandigarh (SPIC) who would be availing the services.
2. Addresses: For all purposes of the contract including arbitration there under, the address of the contractor mentioned in the tender shall be final unless the contractor notifies a change of address and contact number(s) by a separate letter sent by Speed post/registered post with acknowledgement due to the Society for Promotion of IT in Chandigarh (SPIC), The contractor shall be solely responsible for the consequences of any omission or error to notify change of address and/or contact number(s) in the aforesaid manner.
3. Performance Security Deposit: Security Deposit of Rs. 25000/- (Rupees Forty Thousand only) in the name of Society for Promotion of IT in Chandigarh (SPIC) payable at Chandigarh, in the form of Demand Draft/bank Guarantee of any nationalized bank must be deposited by the successful bidder.
4. Preparation and submission of Tender: The tender must be submitted online in the form of e-Tender through e-tendering website of Chandigarh Administration (<https://etenders.chd.nic.in>) and physical copy of the same tender should be submitted in two parts namely, Technical Bid (in form given in Annexure-III) and Commercial Bid (in form given in Annexure-IV) and each should be kept in a separate adequately sealed cover. Both the bids should be kept in another sealed cover addressed to Chief Executive Officer, SPIC Office, EDC Building, Plot No: 20, Rajiv Gandhi Chandigarh Technology Park (RGCTP), Chandigarh – 160101. The sealed envelope containing both i.e. Technical & Commercial bids should bear the address, Tender Number and date, subject of the tender. The inner envelopes should superscripted with - Technical Bid for Digital Marketing for SPIC and Commercial Bid for Digital Marketing for SPIC.
5. Signing of Tender: The individual signing the tender or other documents connected with contract must specify whether he signs as:-
 - (a) A sole proprietor of the concern or constituted attorney of such sole proprietor.
 - (b) A partner of the firm, if it is a partnership firm, in which case he must have authority to execute the document.
 - (c) Director(s) or Principal Officer of the Company duly authorized by the Board of Directors of the Company, if it is a Company.

6. Technical Bid: The Technical bid should be submitted in form given in Annexure-III along with registration of particulars service provider, copy of PAN Number issued in favour of the firm, Service Tax Registration number, Experience Certificate. IT Clearance Certificate, Certificate of turnover of Rs.20 lacs and other information sought in Annexure-II.
7. Commercial Bid: The Commercial Bid should be submitted in the form given in Annexure IV in a separate sealed cover kept inside the main cover. The Commercial Bids of those tenderers, who are found technically competent/eligible, will be opened on a specified date and time.
 - 7.1 Terms of payment as stated in the Tender Documents shall be final. The taxes liable would be deducted at source as per Government rules and guidelines, if any, will be prevailing at the time of payment.
8. Validity of the Bids: The bids shall be valid for a period of one year from the date of opening of the tender.
9. The physical copy of e-Tender received through post: In case any tender is received after the stipulated date and time, the same will not be accepted and rejected the same without any further intimation to the bidder. The responsibility for timely submission of the tender by the stipulated date and time shall lie on the bidder.
10. Opening of Tender: The technical and commercial bids will be opened by the Tender opening & evaluation Committee of SPIC Office at **31st January, 2022, 12:30 hrs** at this office. The e-tender will be opened first along with sealed envelope containing both technical and financial bids will be opened in the presence of tenderers who may wish to be present at the time of receiving and opening of the technical bids. The unsealed envelope containing the bids will not be opened and rejected. The bidder is at liberty either himself or authorizes, not more than one representative to be present at the time of opening of the tender. The representative attending during opening of the tender on behalf of the bidder should bring with him a Letter of Authority from the tenderer and proof of identification.
11. Criterion for Evaluation of Tender: After the opening of the technical bid, the same will be evaluated by a committee. In case the committee decided for seeking further information/clarification, the same shall be provided by the bidder. Those bids which meet the technical requirements, the financial bid of such qualified bidders will be opened on a specified date and time by the committee. The bidder is at liberty to be either present himself or authorize, not more than one representative to be present at the time of opening of the financial bid. The Bids will be opened by a committee in the presence of the representative of the bidders who may wish to be present on that day.
 - 11.1 The contract will be awarded to the lowest eligible tenderer (L1) and will commence from the date of signing of the Agreement indicated in the terms and conditions. The contract will be for a period of 12 months that may be further extendable up to one year (or maximum of

three years from award of contract/signing of agreement), if the performance/service is found satisfactory.

12. Right of Acceptance: The SPIC reserve all rights to reject any tender including of those tenderers who fail to comply with the instructions without assigning any reason whatsoever and does not bind it to accept the lowest or any specific tender. The decision of the Competent Authority of SPIC in this regard shall be final and binding. Any failure on the part of the bidders to observe the prescribed procedure and any attempt to canvas for the work will prejudice the tender submitted by the tenderer.

12.1 Tenders not in conformity with the prescribed terms and conditions will stand disqualified.

13. Communication of Acceptance: Successful bidders will be informed of the acceptance of his bid.

14. Signing of the Agreement by the successful bidder who have been awarded the Contract for running the digital marketing campaign for SPIC by the Competent Authority of SPIC:

He/She shall have to sign the contract agreement on a non-judicial stamped paper. Any failure on the part of the bidder for not signing the contract agreement or fulfilling the conditions as provided in the tender contract will be dealt as per Clause 15 of the Tender Agreement. After signing of the Agreement the bidder will be addressed as Contractor.

In case the bidder after awarding of the contract fail to sign the contract agreement within a period of 30 days, the offer of the award of contract will be cancelled without any extension.

15. Penalty: In case of breach of any conditions of the contract as losses caused including excess cost due to failure on the part of the Agency to provide the required services at desired time, the SPIC shall make deductions at double the rate on pro rata from the pending/upcoming bills of the agency.

16. Breach of Terms and Conditions: In case of breach of any of the terms and conditions mentioned above, the SPIC will have the right to cancel the work order without assigning any reason thereof, and nothing will be payable by this SPIC in that event and the security deposit will be forfeited.

17. Sub-letting of Work: The firm shall not assign or sublet the work or any part of it to any other person or party.

18. The tender will not be transferable.

19. Termination of the Contract:

Either the party can terminate the contract by giving 30 days' notice.

20. Terms of Payment: No payment shall be made in advance

Annexure-II

ELIGIBILITY CRITERIA AND TECHNICAL PARAMETER

Subject : Notice Inviting Tender for Bid for releasing the Advertisements through the Advertising Agencies for SPIC.

PART-I

ELIGIBILITY CRITERIA

1. Experience of minimum of two years for running digital marketing campaign.
2. Copy of GST and PAN No.
3. Proof of turnover of Rs.20 lacs per annum for the last two years for advertising works supported with CA certificate.
4. At least 3 Work Orders/Proofs of running successful digital marketing campaign on platforms like; FB, Instagram, LinkedIn, Google ads, twitter, youtube etc.
5. Date of inception of the company with complete details of address, name of contact person along with telephone numbers along with Certificate of Incorporation.
6. Details of availability of latest infrastructures, resources, facilities, staff deployed for digital marketing and Management etc
7. Certificate of acceptance of all the terms and conditions & scope of work.
8. The Company should have full set up/office in the tri-city i.e. Chandigarh, Mohali & Panchkula.

TECHNICAL PARAMETER/SCOPE OF WORK

1. The empanelled agency/company will have to prepare the design/layout of the digital advertisement/campaigns free of cost
2. The empanelled agency/company will coordinate with SPIC office regarding designing digital advertisement and running campaign on platforms on Facebook, Instragram, linkedin, google, youtube, quora etc.
3. The empanelled agency/company shall have the expertise in running successful campaign on social media platform like; Facebook, Instragram, linkedin, google, youtube, quora etc.
4. The empanelled agency/company have to manage the social media handles of SPIC office used for running digital marketing campaign as when required as per the guidelines & instructions issued by SPIC office and in case any misuse of any social media handle by bidder will be liable for legal action and penalty as decided by competent authority.
5. The proof of the social media campaign is required to be submitted before publication/live.
6. Payments will be made after completion of job on submission of digital campaign statement along with proofs of social media campaign and online invoice generated for payment for digital marketing
7. The empanelled agency/company shall inform about packages, which can bring benefits for SPIC on regular basis.
8. The empanelled agency/company shall keep SPIC updated about the changes in rates.
9. No guaranteed business shall be given to the empanelled agency/company. The work shall be allocated to the empanelled agency/company as and when there is requirement and per the decision and discretion of the SPIC.
10. More than one agency/company can be empanelled
11. Performance Security Deposit of Rs. 25,000/- (Rupees Twenty-Five Thousand only) in the name of Society for Promotion of IT in Chandigarh (SPIC) payable at Chandigarh, in the form of Demand Draft/bank Guarantee of any nationalized bank must be deposited by the successful bidder.

ANNEXURE- III

TECHNICAL INFORMATIONS

Subject : Notice Inviting Tender for Bid for releasing the Advertisements through the Advertising Agencies for SPIC

1. Name _____ of _____ the _____ Tenderer/Concern:

2. Address (with Tel & Mob No) : _____

3. Address of the Proprietor/ Partner with telephone number: _____

4. Nature of the concern _____ (Sole proprietor or Partnership firm or a Company or a Government Department or a Public Sector Organization) (Attach proof)).
5. Registration Number of the Firm _____ (attested photocopy of registration to be attached)
 - (i) PAN Number of Tenderer/Concern: _____
(attested copy should be attached)
 - (ii) GST Registration No. _____
6. Annual turnover of firm _____ (attach proof)
7. GST Registration Certificate (attach certified copy)
8. Whether each page of Tender and Annexures have been signed and stamped. Yes/No.
9. List of Important Organizations with address and Telephone number to whom services of Digital marketing have been provided during the last three years with period of contract to be enclosed.

Any other information important in the opinion of the tenderer.

Dated: _____

(Authorized Signature)
Seal of the firm

ANNEXURE IV

COMMERCIAL INFORMATION (FINANCIAL BID)

*Rate (all inclusive of taxes) for digital marketing as indicated below:

Sr. No	Particulars	Campaign Duration	Social Media Platforms	Charges per campaign(Rs)
1	Charges for running digital marketing campaign	One Week	Facebook/Instagram	
			Linkedin	
			Google/Youtube	
			Quora	
		One week total charges (A)		
2	Charges for running digital marketing campaign	Two Weeks	Facebook/Instagram	
			Linkedin	
			Google/Youtube	
			Quora	
		Two week total charges (B)		
3	Charges for running digital marketing campaign	Three Weeks	Facebook/Instagram	
			Linkedin	
			Google/Youtube	
			Quora	
		Three week total charges (C)		
4	Charges for running digital marketing campaign	One month	Facebook/Instagram	
			Linkedin	
			Google/Youtube	
			Quora	
		One month total charges (D)		
Gross total (A) + (B) + (C) + (D)				

Note: Financial bid to be submitted in separate sealed envelope. L1 amount will be decided by comparing Gross Total (A) + (B) + (C) + (D) amount.

Date:

Place:

Signature of Tenderer/Bidder

Name -----

Stamp -----