

Government of India
Ministry of Environment, Forest & Climate Change
SICOM
Ground Floor, B-4 Wing, Deendayal Antyodaya Bhavan,
CGO Complex, Lodhi Road, New Delhi- 110003

ONLINE TENDER

NOTICE INVITING TENDER (NIT) FOR HIRING OF PRINT AND MULTIMEDIA AGENCY

NIT No.: SICOM/2021-22/Non- Consultancy/04

Date of Publication: 07th January 2022

Tender Inviting Authority invites tender through online bid submission at <https://moefcc.euniwizarde.com> from interested eligible reputed, experienced and financially sound agencies for providing services as mentioned below. The Contract will be for a period of two years and may be extended based on satisfactory performance and mutual consent.

Summary Sheet

S. No.	Particulars	Description
1.	Name of Assignment	Hiring of Print and Multimedia Agency
2.	Requirement	a) Production of High Quality video films and photography; b) Photography; c) Video shooting of Program/Event/Project Area; d) Post- production Works; e) Creating and designing the content and Printing of Newsletters, Annual Reports, Coffee Table Book, Success stories etc.; and f) Designing the communication materials such as T-shirts, banners, certificates, standee, posters Detailed Terms of Reference (ToR) may be seen at Annexure- I
3.	Method for obtaining Bid Document	Bidders can view/download complete bid documents from https://moefcc.euniwizarde.com or from http://sicom.nic.in
4.	Address of Client	SICOM, Ground Floor, B-4 Wing, Pandit Deen Dayal Antyodaya Bhavan, CGO Complex, Lodhi Road, New Delhi- 110003
5.	Pre-Bid Meeting and Queries/clarifications	Pre- Bid meeting will be held online on 17 th January 2022 at 1500 hrs. The link for the meeting is https://societyof.webex.com/meet/sicommoef

		For any queries/ clarifications, the bidders can email at procurement.sicom@gov.in till 17 th January 2022 up to 1700 hrs.
6.	Amendments	In case of amendments, the same will be uploaded in https://moefcc.euniwizarde.com and http://sicom.nic.in
7.	Last date and time of receipt of Proposals	04 th February 2022 latest by 1500 hrs
8.	Submission of Proposal	Bidders must submit their Technical and Financial Proposals online at https://moefcc.euniwizarde.com Financial proposals of only those bidders will be opened who have been considered technically qualified i.e. scored minimum 70% score in technical parameters
9.	Date and time of opening of Technical Proposal	04 th February 2022 at 1530 hrs
10.	Opening of Financial Proposals	Will be advised after evaluation of Technical proposals
11.	Bid Validity period	90 days from the date of opening of Technical Proposals
12.	Tender Process	Please refer Annexure- II
13.	Minimum Eligibility Criterion	Please refer Annexure- III
14.	Supporting Documents	Please refer Annexure- IV
15.	Bid Security/Bid Security Declaration	The Bidders should sign and provide a Bid Security Declaration as per Annexure- V
16.	Terms & Conditions of the Contract	Please refer Annexure- XII

The proposals received unsigned/incomplete shall be summarily rejected.

The bidder submitting the proposals would be presumed to have read and fully understood all the terms and conditions and instructions contained in the tender documents and parts/ annexure thereof.

SICOM reserves the right to accept or reject any or all the proposals without assigning any reason thereof.

SICOM
New Delhi- 110003

Terms of Reference (ToRs)

Background

1. Society of Integrated Coastal Management (SICOM) has been established under the aegis of the Ministry of Environment, Forest and Climate Change (MoEFCC), Government of India with a vision for vibrant, healthy and resilient Coastal and Marine Environment for continuous and enhanced outflow of benefits to the Country and the Coastal Community. SICOM is the nodal agency for strategic planning, management, execution, monitoring and successful implementation of Integrated Coastal Zone Management (ICZM) practices across the country under National Coastal Management Program.

Objectives of the Assignment

2. SICOM intends to hire a reputed/ experienced Print and Multimedia Agency to carry out the following services:
 - a) Production of High Quality video films (approx. 4 minutes each and suitable for Broadcast) and photography;
 - b) Photography;
 - c) Video shooting of Program/Event/Project Area;
 - d) Post- production Works;
 - e) Creating and designing of content and Printing of Newsletters, Annual Reports, Coffee Table Book, Success Stories etc. ; and
 - f) Designing the communication materials such as T-shirts, banners, certificates, standee, posters

Scope of the assignment

3. The details of the major activities are as appended below:

a) **Production of High Quality Audio Video Film and Photographs**

The scope of this assignment is to create a short film of a duration of approximately 4 minutes in English that captures and promotes the Coastal areas. Further, the film will be to showcase the impact of interventions and the benefits to the Coastal Community. The target audience for this film will be decision makers at various levels in India and abroad.

The other details are as follows:

- Short Video Documentary – 4 Minutes +/- 1 Minute
- Visualization – Scripting – Video shooting – Voice-over – Non-linear digital editing – graphics, special effects, titling, etc.

- Format: full HD (1920×1080)
- Shooting Location – Delhi and all coastal States/UTs
- Language – English with English subtitle
- 2nd Language – Hindi or any other language (if required, at an extra cost of 20 per cent of the total cost of product/film)
- Deliverables – The final film along with all the raw and draft videos generated during the project period in hard disk.
- Capturing high resolution photograph including underwater photographs
- Photographs in FHD resolution – at least of 300 dpi
- Final Product – 100 selected photos in soft copy and all non- selected photos in a separate folder in a Pen Drive/ Hard disk.
- Location – Minimum one location. Further requirement of such location may increase on the instructions from SICOM.

The Agency will be responsible for procuring all the required and necessary shooting equipment for which no reimbursement will be made. However, the travelling, boarding and lodging facilities will be provided to the crew, to the extent of five crew (maximum). The Agency need to quote the price per movie considering the length of each movie as 4 minutes +/- 1 Minute. Further, the number of movies may increase or decrease as per the requirement of SICOM, which will be payable on pro- rata basis.

b) Photography

The scope of this assignment is to capture high resolution photographs including underwater photography at project sites and/ or as instructed by SICOM office.

- Capturing high resolution photograph including underwater photographs
- Photographs in FHD resolution – at least of 300 dpi
- Deliverables – 100 selected photos in soft copy and all non- selected photos in a separate folder in a Pen Drive/ Hard disk.
- Location – Minimum one location. Further requirement of such location may increase on the instructions from SICOM.

The Agency may quote their price per photograph considering that there will be an at least 100 photographs in a year. The cost should include manpower cost, equipment cost and other charges, if any. Further, the number of photographs may increase/decrease as per the requirement, which will be paid on pro- rata basis. The charges will be paid for all the selected photographs only which need to be submitted in soft copy to SICOM office. The photos not selected by SICOM will not be paid. They should be kept in a separate folder as instructed by SICOM. The Agency must ensure that the photographs taken under this project are not used for any other purpose without the prior approval of SICOM.

c) Video shooting of Program/Event/Project Area

The Agency will video shoot the events/programs on the instructions from SICOM as per the requirement.

- Engagement term – Any project area or as instructed by SICOM – minimum 2 days for each event.
- Deliverables – Raw footage and a final cut-to-cut product/program report in a Hard disk.

The Agency will be responsible for procuring of all the shooting equipment and no reimbursement as such will be made for that. However, the travelling, boarding and lodging facilities will be provided to the crew, for a maximum of 3 officials per event, as per the norms of SICOM.

The Agency may quote their rates per event which will include manpower cost, equipment cost and other charges, if any. Further, the number of events may increase/decrease as per the requirement and will be payable on pro- rata basis.

d) Post- Production Works

The Agency will do the post- production works of the events/programs as per the requirement stipulated by SICOM:

- Deliverables – Raw footage and a final cut-to-cut product in Hard disk.

The Agency may quote their price per event which will include all the costs. Further, the number of events may increase/decrease as per the requirement, which will be paid on pro- rata basis.

e) Creating and designing the content and Printing of Newsletters, Annual Reports, Coffee Table Book, Success Stories etc.

The Agency will create and design the content in consultation with SICOM and print the following items:

- Newsletter – Quarterly – approximately 8 Pages (including Cover page) – A4 size – 140GSM
 - Content Development and Design in consultation with technical team of SICOM
 - Matters (Photos and Information) will be provided by SICOM
 - Deliverables– Newsletter in Pen Drive and printed copy – approximately 100 Nos.
- Annual Report – Approximately 40 Pages (including Cover page) – A4 size – 80GSM

- Content development and Design in consultation with technical team of SICOM
- Matters (Photos and Information) will be provided by SICOM
- Deliverables – Annual Report in Pen Drive and printed copy – approximately 100 Nos.
- Coffee Table Book – Approximately 100 pages (Multi colour) – A4 size – 130 GSM
 - Content Development and Design in consultation with technical team of SICOM
 - Matters (Photos and Information) will be provided by SICOM
 - Deliverables – A Coffee Table Book in Pen Drive and printed copy – approximately 100 Nos.
- Success Stories – Approximately 3 Folds (Multi colour) – A5 size – 170 GSM
 - Content development and Design in consultation with technical team of SICOM
 - Matters (Photos and Information) will be provided by SICOM
 - Deliverables – Soft copy in Pen Drive and printed copy – approximately 100 Nos.

Expectations from Agency

4. The following expectations are desirable from Agency during the period of assignment:
- a) Designing the communication materials such as T-shirts, banners, certificates, standee, posters
 - b) Support in preparing the material for Press Notes, Dignitaries speech, Tweets for Social Media Platforms etc.

Note: The Client have the right to increase/decrease the no. of printed copies of the above documents. The Agency shall quote the rate on per copy basis. However, the required copies of each of the above documents are 100 Nos. approximately.

Deliverables

5. The deliverables are as under:

S. No	Activity	Duration/Units	Deliverables
a)	Production of Audio Video Film and Photographs	<ul style="list-style-type: none"> ✓ 4 Minutes (+/- 1 Minute) per video ✓ Approximately 100 photos in a year and may increase/decrease 	<ul style="list-style-type: none"> ✓ Approximately two Videos per year and may increase/decrease and the Cost will be paid on pro rata basis.

			✓ As per requirement indicated
b)	Photographs	✓ Approximately 100 photos in a year and may increase/decrease	✓ Quantity may increase/decrease and Cost will be paid on pro rata basis. ✓ As per requirement indicated
c)	Video shooting of Program/Event/Project Area	Upto 8 hours per day	✓ Quantity may increase/decrease and Cost will be paid on pro rata basis
d)	Post- Production works	5 minutes movie including voice over	As per requirement indicated
e)	Creating and designing the content and Printing of materials ✓ Newsletters ✓ Annual Report ✓ Coffee Table book ✓ Success Stories	✓ Quarterly ✓ Yearly ✓ Yearly ✓ As and when required	As per requirement indicated
f)	Designing the communication materials such as T-shirts, banners, certificates, standee, posters	Once in a quarter	As per requirement indicated

Please note that no equipment shall be purchased under this contract. A soft copy of all the raw videos, photographs, final videos etc. generated during the shooting shall be submitted to the Client in a PEN DRIVE/ HARD DISK once that activity is over.

Requirements from Agency

6. The requirement from Agency is as under:
 - a) Conceptualize and concretize the expectations of the project and develop the scenario, theme and the work schedule of film production in consultation with SICOM.
 - b) Review the progress of the activities at every step in consultation with SICOM.
 - c) The rough cut of every phase of the film should be provided to SICOM for their review and comments.

- d) Ownership and broadcasting rights of the work in entirety lies with SICOM, and no work shall be used by the Agency for any other purpose. Violation of the same will lead to disciplinary action as deemed fit by SICOM.
- e) The quality of the film must be up of minimum standards of high definition quality of broadcasting standards.
- f) The Agency shall provide full production and a ready-to-air product, i.e. film, produce, edit, and provide music, voiceover to the movie and script and subtitle writing and translation to SICOM.

Client's Role

7. The Client's Role is as under:

- a) To provide the concept of the film to the Agency.
- b) To provide inputs for the development of the script.
- c) To review the script, storyboard and rough cuts of the film and provide inputs at every stage.
- d) To facilitate the contact with the Government officials who will be interviewed for the film, if required.
- e) To coordinate with the State Government officials and District officials to facilitate the selection of the locations of the shoot, if required.
- f) To present at the location of the shoot for supervision and ensuring technical accuracy of the script, if needed.
- g) To reserve the right to monitor the field through planned or sudden visits, periodic field reporting and scrutiny of the collected data
- h) To provide the office space to agency professionals as on required basis.
- i) To reimburse the travel expenditure as under-
 - Travel tickets:- To be booked by SICOM/ will be reimbursed as per actuals.
 - TA/DA:- INR 1,000/- per day per crew member.
 - Accommodation:- INR 5,000/- excluding taxes on twin sharing basis for crew members and INR 5,000/- excluding taxes for Crew head and Female member or as per actuals whichever is less on submission of bills. No advance will be provided and the amount will be reimbursed at the time of payment of that particular activity.

Equipment/ Facilities/ Manpower required for the Assignment

8. The Agency should tentatively be equipped as well as have the following arrangements:
- a) Project Study.
 - b) Concept Development.
 - c) Script Writing.
 - d) Visualisation.
 - e) Story Board.
 - f) Photography/ Videography/ Aerial Videography in HD Format.
 - g) Video Editing.
 - h) Graphics & Animation.
 - i) Composition.

- j) Voice Recording.
- k) Music and SFX.
- l) Voice over & corrections, if any after approval.
- m) Any other instruments like drone etc requires to produce high class short films.

Timelines

9. The timelines for the assignment are as under:

S. No	Activity	Timelines
a)	Production of Audio Video Film and Photography	<ul style="list-style-type: none"> • Concept Note within 10 days from the date of Order • First draft of the film within 30 days of approval of Concept Note/Final Script. • Final Film within 30 days of approval of draft
b)	Photography	<ul style="list-style-type: none"> • Photographs should be submitted within 10 days of completion of event
c)	Video shooting of Program/Event/Project Area	<ul style="list-style-type: none"> • Draft Final Film should be submitted within 20 days of completion of the event. • Final Film after necessary changes to be submitted within 20 days from the date of approval.
d)	Post- Production Works	<ul style="list-style-type: none"> • Editing of already existing films with SICOM to be submitted within 20 days from the date of handover.
e)	Creating and designing of content and printing of materials <ul style="list-style-type: none"> • Newsletters • Annual Report • Coffee Table book • Success Stories 	<ul style="list-style-type: none"> • Draft printed materials shall be submitted within 15 days from the acceptance of assignment. • Final printed copy shall be submitted within 15 days from the approval of the draft by SICOM
f)	Designing the communication materials such as T-shirts, banners, certificates, standee, posters	<ul style="list-style-type: none"> • Sample design within 7 days from the date of acceptance of order. • Final design within 7 days from the date of approval.

Note: The Agency should be ready to deliver the assignment within a short time keeping in view the urgent requirement of SICOM.

Tender Process

The tender will be processed following the two bid system. The technical proposal and the financial proposal should be submitted simultaneously online by the bidder.

1. **Technical Proposal:** The Technical proposal will contain the following:

- a) Supporting Documents as per **Annexure- IV**.
- b) The Bidders should sign and provide a Bid Security Declaration as per **Annexure- V**.
- c) Undertaking by the Bidder regarding the suspension/blacklisting as per **Annexure- VI**.
- d) An authorized representative of the bidder shall sign the original submission letters in the required format and shall initial all pages. The authorization shall be in the form of a written power of attorney as per **Annexure- VII**.
- e) Declaration by the bidder as per **Annexure- VIII**.
- f) Conflict of Interest Declaration as per **Annexure- X**.

Price and other financial details must not be included in the technical proposal. In case the financial details are included in the technical proposal, the bid would be rejected.

Note: Proposals will be rejected if the bidder fails to submit the required Bid Security Declaration along with the above certificates and documents.

2. **Financial Proposal:** The Financial proposal will contain the following:

- a) The rate should be inclusive of all taxes payable and GST to be shown separately as per **Annexure- XI**.
- b) For evaluation purpose, the financial proposals including GST shall be considered.
- c) No deviation of conditions or for change of specifications or additional rate will be entertained at any stage.

EVALUATION OF PROPOSALS

The total score is calculated by weighing the Technical and Financial scores and adding them as per the formula mentioned below. The Bidder with the **Most Advantageous Proposal, which is the Proposal that achieves the highest combined technical and financial scores**, will be awarded the Contract.

The lowest evaluated Financial Proposal (Fm) is given the maximum financial score (Sf) of 100.

The formula for determining the financial scores (Sf) of all other Proposals is calculated as following:

$S_f = 100 \times F_m / F$, in which “ S_f ” is the financial score, “ F_m ” is the lowest price, and “ F ” the price of the proposal under consideration.

The weights given to the Technical (T) and Financial (P) Proposals are:

T = 70%, and

P = 30%

Proposals are ranked according to their combined technical (S_t) and financial (S_f) scores using the weights (T = the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; T + P = 1) as following: $S = S_t \times T\% + S_f \times P\%$.

No correspondence with others shall be made.

Eligibility Criterion

The following eligibility criterion is mandatory for shortlisting:

1. The bidder shall be a firm/entity incorporated/ registered under the Indian Companies Act 1956/ 2013; or established under the Indian Partnership Act; LLP Act, 2008; or established under Society Registration Act, 1860, State Owned Enterprises. In case of partnership firm, a copy of the partnership deed, or General Power of Attorney should be furnished by all the partners admitting execution of the partnership deed or the general power of attorney.
2. The bidder must have a valid PAN and should be registered for GST.
3. The bidder should have been in operation for at least for the last 10 years.
4. The Bidder should sign and provide a Bid Security Declaration as per **Annexure- V**.
5. The bidder or its subsidiary or its parent company should not have been suspended/ debarred/ blacklisted by any Central / State Government / Public Sector Undertaking in India on the date of opening of technical proposal. Undertaking as per **Annexure- VI** shall be submitted.
6. Submission of Power of Attorney as per **Annexure- VII**.
7. The bidder should have a minimum average annual turnover of INR 40 Lakh (Rupees Forty Lakhs only) during the last three financial years i.e., year ending 2017-18, 2018-19, 2019-20. Audited balance sheet and Income statements should be submitted accordingly for the last three financial years.
8. The bidder must have successfully completed **similar services** during the last 5 financial years i.e. 2016-17, 2017-18, 2018-19, 2019-20 & 2020-21, should be either of the following:
 - a) Three similar completed services costing not less than INR 10,00,000/- (Rupees Ten Lakhs only) each
OR
 - b) Two similar completed services costing not less than INR 12,00,000/- (Rupees Twelve Lakhs only) each
OR
 - c) One similar completed service costing not less than INR 20,00,000/- (Rupees Twenty Lakhs only)

9. Each responsive proposal, based on the above parameters, will be evaluated out of maximum of 100 marks as per following criteria:

S. No.	Criteria/sub-criteria	Maximum Marks (out of 100)
a)	<p>Multimedia Experience (Completed assignments for video film productions from Govt Bodies/ Reputed National or International organizations during the last 5 financial years i.e. 2016-17, 2017-18, 2018-19, 2019-20 & 2020-21)- 8 Marks per assignment</p> <p><i>Note: Copy of Work Orders and Satisfactory Completion Certificate shall be attached otherwise no number will be given</i></p>	48
b)	<p>Adequacy and quality of the proposed methodology, and work plan in responding to the Terms of Reference (ToRs)</p> <ul style="list-style-type: none"> • Understanding of ToR- 2 Marks • Acceptability and detailing of methodology- 4 Marks • Work Plan and any other innovation- 4 Marks 	10
c)	<p>i) Creativity, Design and Quality of Printed Copy as per ToR - 5 sets of Printed Booklet as per Annexure X- 16 Marks</p> <p>ii) Quality of Video Films submitted through Web link/ hyper link of works completed, related to events preferably in the field of Environment. The previous works should be for the last 5 financial years i.e. 2016-17, 2017-18, 2018-19, 2019-20 & 2020-21- 4 Marks per assignment and maximum upto 16</p> <p><i>Note: The interested bidders should request Client at procurement.sicom@gov.in to send the material in open file. Thereafter, the bidders will submit 5 sets of booklets (at Bidder's own cost) before the proposal submission date and time in HARD COPY through SPEED POST or BY HAND at the Client's address mentioned. Any delay in receipt or non-submission of such booklets will result in rejection of the proposal. SICOM will not be responsible for any delay. The bidder shall ensure and solely responsible for delivery of the materials.</i></p>	32
d)	<p>Overall Financial strength of the Firm in terms of Annual average turnover during the last 3 Financial Years i.e. 2017-18, 2018-19 & 2019-2020</p> <ul style="list-style-type: none"> • Average annual turnover INR 40 Lakhs- 50 Lakhs during the last 3 FY- 5 Marks • Average annual turnover of INR 50 Lakhs and above during the last 3 FY- 10 Marks 	10
Total Maximum Marks		100

10. Once the Firm meets the minimum criteria stipulated at paras 1 to 8 above, the proposals shall be evaluated strictly based on the substantive information/credentials/documentary evidence submitted by the Bidders in support of the information as indicated at para 9 above. The Bidder who secures a minimum of 70 marks out of 100 will be shortlisted for the next stage i.e. financial proposals. The Bidder with the **Most Advantageous Proposal i.e. the Proposal that achieves the highest combined technical and financial scores**, will be awarded the Contract.
11. The prior experience and prior turnover are exempted for Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy and Start-ups as defined by Department of Industrial Policy and Promotion. The eligibility criteria of 'Experience of firm' and 'prior turnover' as mentioned at Paras 3, 7 & 9 d) above are exempted for Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy and start-ups as defined by Department of Industrial Policy and Promotion. These firms will be given full marks for the above two parameters. In case of MSE/Start-ups, the bidder shall submit the requisite documents along with the Undertaking as per **Annexure- IX**.
12. Joint Ventures/ Consortiums are not allowed to participate under this assignment.
13. In case any abnormally Low Bid is received, SICOM may reject the Proposal.

Supporting Documents

S. No.	Technical Eligibility Criteria	Supporting Documents	Page No.
1.	The bidder shall be a firm/entity must be incorporated/ registered under the Indian Companies Act 1956/ 2013; or established under the Indian Partnership Act; LLP Act, 2008; or established under Society Registration Act,1860, State Owned Enterprises	Certificate of Incorporation / Certificate of registration. In case of partnership firm, a copy of the partnership deed or General Power of Attorney should be furnished by all the partners admitting execution of the partnership deed or the general power of attorney	
2.	Name of the Organization/ Firms with full address with pin code, Phone No, Fax No, email etc. along with the name of the Proprietor/ Partners / Directors	Details as stated should be submitted on the bidders letter head.	
3.	PAN Card	Self- Attested copy	
4.	Bidder should be registered with GST	Certified copy of the registration	
5.	The bidder should have been in operation for at least 10 years	Certificate of Incorporation In case of MSE & startups, a copy of valid registration certificate/Udyog Aadhaar Memorandum and other mandatory documents as per GFR 2017 shall be enclosed, failing which their tender will be liable to be ignored/rejected. Also Undertaking as per Annexure- IX shall be submitted	
6.	The bidder or its subsidiary or its parent company should not have been suspended/ debarred/ blacklisted by any Central / State Government / Public Sector Undertaking in India on the date of opening of technical bid	Undertaking as per Annexure- VI	
7.	Power of Attorney	As per Annexure- VII	
8.	The bidder should have a minimum average annual turnover of INR 40 Lakh (Rupees	Audited balance sheet and Income statements should be	

	Forty Lakhs only) during the last three financial years i.e. year ending 2017-18, 2018-19, 2019-20	submitted accordingly for the three financial years, as required In case of MSE & startups, a copy of valid registration certificate/Udyog Aadhaar Memorandum and other mandatory documents as per GFR 2017 shall be enclosed, failing which their tender will be liable to be ignored/rejected. Also Undertaking as per Annexure- IX shall be submitted	
9.	The bidder must have successfully completed similar services during the last 5 financial years i.e. 2016-17, 2017-18, 2018-19, 2019-20 & 2020-21, should be either of the following: Three similar completed services costing not less than INR 10,00,000/- (Rupees Ten Lakhs only) each OR Two similar completed services costing not less than INR 12,00,000/- (Rupees Twelve Lakhs only) each OR One similar completed service costing not less than INR 20,00,000/- (Rupees Twenty Lakhs only)	Copy of Work orders and Completion Certificates shall be submitted	
10.	Bidders should provide Bid Security Declaration	Declaration as per Annexure-V	
11.	Undertaking by the Bidder	Declaration as per Annexure-VIII	
12.	Conflict of Interest Declaration	Declaration as per Annexure-X	
13.	Print and Multimedia Experience (Completed assignments for video film productions from Govt Bodies/ Reputed National or International organizations during the last 5	Copy of Work Orders and Satisfactory Completion Certificate shall be submitted	

	financial years i.e. 2016-17, 2017-18, 2018-19, 2019-20 & 2020-21)		
14.	<p>Adequacy and quality of the proposed methodology, and work plan in responding to the Terms of Reference (ToRs)</p> <ul style="list-style-type: none"> • Understanding of ToR • Acceptability and detailing of methodology • Work Plan and any other innovation 	<p>The agency will submit the following documents:</p> <ul style="list-style-type: none"> - Agency's understanding of TOR and Approach for the work - Methodology to carry out the assignment - Work Plan & Tentative Schedule for the assignment - Any innovation suggested by the agency 	
15.	5 sets of printed booklet	<p>Hard Copy to be submitted at Office address through SPEED POST/hand before the last date of submission of proposals. The interested bidder shall request the material by sending a mail on procurement.sicom@gov.in</p>	
16.	<p>The bidder should provide a web link/ hyper link of their previous works related to video films of events preferably in the Environment. The previous works should be since 2016 till date</p>	Indicate web link/ hyper link	

Bid Security Declaration
(on Letter Head)

Ref. No.: *[insert: title and ref. number]*

To: *[insert: name and address of Client]*

We, the undersigned, declare that:

We understand that, according to your conditions, bids must be supported by a Bid Security Declaration.

We accept that we, and in the case of a Joint Venture all partners to it, will automatically be suspended from being eligible for participating in bidding for any contract with you for the period of time of 24 months, in case of, and starting from the date of, breaching our obligation(s) under the bidding conditions due to:

- (a) withdrawing our bid, or any part of our bid, during the period of bid validity of 90 days or any extension of the period of bid validity which we subsequently agreed to; or
- (b) having been notified of the acceptance of our bid by you during the period of bid validity, (i) failing or refusing to execute the Contract Agreement, or (ii) failing or refusing to furnish the performance security, if required, in accordance with the Instructions to Bidders.

We understand this Bid Security Declaration shall expire if we are not the successful Bidder, upon the earlier of (i) our receipt of your notification to us of the name of the successful Bidder; or (ii) twenty-eight days after the expiration of the period of bid validity.

If the submission of alternative bids was permitted, and in case we did submit one or more alternative bids, this Bid Security Declaration applies to these parts of our bid as well.

Signed: *[insert: signature of person whose name and capacity are shown below]*

Name: *[insert: name of person signing the Bid Security Declaration]*, in the capacity of *[insert: legal capacity of person signing the Bid Security Declaration]*

Duly authorized to sign the bid for and on behalf of: *[insert: name of Bidder]*

Dated on _____ day of _____, 2021

[add Corporate Seal (where appropriate)]

Undertaking
(on Letter Head)

I _____ son/daughter of _____ resident of _____
solemnly undertake that I am an authorized signatory of M/s _____ (*insert
name of the company with full address*) and I hereby undertake that we, our subsidiary/ our
parent company, have not been suspended/ debarred/ blacklisted by any
Ministry/Department/Organization/PSUs on the date of opening of technical proposal.

Name: _____

Signature: _____

Mobile Number: _____

**Power of Attorney
(On Letter Head)**

We (name of the company and address of the registered office) do hereby appoint and authorize Mr./ Ms. (full name and residential address) who is presently employed with us and holding the position of _____, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our bid document for _____, including signing and submission of all documents and providing information/ responses to SICOM in all matters in connection with our bid.

We hereby agree to ratify all acts, deeds and things lawfully done by our said ----- pursuant to this Power of Attorney and that all acts, deeds and things done by him/her shall and shall always be deemed to have been done by us.

Dated _____ day of 2021

For

(Signature)

(Name, Designation and Address) Accepted

(Signature)

(Name, Title and Address of the Authorized Person) Date

Note: The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants and when it is so required the same should be under common seal affixed in accordance with the required procedure. In addition, wherever required, the bidder should submit for verification the extract of the charter documents and documents such as a resolution / power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the bidder.

In case the bid is signed by an authorized Director / Partner or Proprietor of the bidder, a certified copy of the appropriate resolution / document conveying such authority may be enclosed in lieu of the Power of Attorney.

Declaration by Bidder
(On Letter Head)

- a) I/ We read and understood all the conditions and requirements in the tender document for Hiring of Print and Multimedia Agency.
- b) I/ We hereby certify that all the information furnished above are true to my knowledge. I have no objection to SICOM verifying any or all the information furnished in this document with the concerned authorities, if necessary.
- c) In the event of any information or statement being found to be incorrect in any way and at any time, the same be construed to be a misrepresentation, enabling SICOM to avoid/ cancel any resultant contract and forfeit the Performance Security.
- d) I / we further undertake that as and when called upon by the SICOM for inspection, to produce original (s) of the documents of which copies have been attached hereto.
- e) The bid is valid till 90 days from the date of opening of Technical proposal.
- f) It is certified that I/ we have not been debarred or blacklisted from participation in Government tenders at the time of submission of this tender.
- g) I/ We also certify that, I/ We have understood all the terms and conditions indicated in the tender document and hereby accept the same completely and unconditionally.

Date

Signature of Bidder/Authorized signatory

Name of the Bidder

Seal of the Bidder

**Undertaking by MSE/Startups
(on Letter Head)**

- a) I/ We have read and understood all the conditions and requirements in the tender document.
- b) I/ We are applying in this tender in the capacity of MSME/Startup and comply with all the laid down provisions as per General Financial Rules 2017 and as amended from time to time.
- c) The following documents, to substantiate my claim as MSME/Startup as required under GFR 2017, are enclosed:
 - -----
 - -----
 - -----
 - -----
- d) I/ We hereby certify that all the information furnished above are true to my knowledge. I have no objection to SICOM verifying any or all the information furnished in this document with the concerned authorities, if necessary.
- e) In case I/ We haven't submitted any of the requisite/ mandatory documents as per GFR 2017 then SICOM reserves the right to accept or reject the proposal without assigning any reason thereof.
- f) In the event of any information or statement being found to be incorrect in any way and at any time, the same be construed to be a misrepresentation, enabling SICOM to cancel the proposal at any point of time.
- g) I/ We also certify that, I/ We have understood all the terms and conditions indicated in the tender document and hereby accept the same completely and unconditionally.

Date

Signature of Bidder/Authorized signatory

Name of the Bidder

Seal of the Bidder

Conflict of Interest Declaration
(On Letter Head)

Ref. No.: *[insert title and ref. number]*

To: *[insert: name and address of Client]*

We, the undersigned, declare that as per the given terms and conditions in the tender document, there shall be no Conflict of Interest.

A bidder in this Tender process shall be considered to have a conflict of interest if the bidder:

- directly or indirectly control, are controlled by or are under common control with another Bidder; or
- receive or have received any direct or indirect subsidy/ financial stake from another bidder; or
- have the same legal representative/ agent as another bidder for purposes of this bid. A Principal can authorize only one agent, and an agent also should not represent or quote on behalf of more than one Principals. However, this shall not debar more than one Authorized distributor from quoting equipment manufactured by an Original Equipment Manufacturer (OEM), in procurements under Proprietary Article Certificate; or
- have a relationship with another bidder, directly or through common third parties, that put it in a position to have access to information about or influence the bid of another Bidder or influence the decisions of the Procuring Entity regarding this Tender process; or
- participate in more than one bid in this tender process. Participation in any capacity by a Bidder (including the participation of a Bidder as sub-contractor in another bid or vice-versa) in more than one bid shall result in the disqualification of all bids in which he is a party. However, this does not limit the participation of a non-bidder firm as a sub-contractor in more than one bid; or
- would provide goods, works, or non-consulting services resulting from or directly related to consulting services (or were provided by any affiliate that directly or indirectly controls, is controlled by, or is under common control with that firm), for the procurement planning (inter-alia preparation of feasibility/ cost estimates/ Detailed Project Report (DPR), design/ technical specifications, terms of reference (ToR)/ Activity Schedule/ schedule of requirements or the Tender Document etc.) of this Tender process; or

- have a close business or family relationship with a staff of the Procuring Organization who: (i) are directly or indirectly involved in the preparation of the Tender document or specifications of the Tender Process, and/or the evaluation of bids; or (ii) would be involved in the implementation or supervision of resulting Contract unless the conflict stemming from such relationship has been resolved in a manner acceptable to the Procuring Entity throughout the Tender process and execution of the Contract.

I/we have read and understood the above conditions and declare that there is no Conflict of Interest with regards to this assignment.

In case of any Conflict of Interest found during the tendering process or during contract period/implementation, we and in the case of a Joint Venture all partners to it, will automatically be suspended/ debarred/ blacklisted from being eligible for participating in bidding and further legal action as deemed fit may be initiated in this regard. The decision taken by Client will be final.

Signed: *[insert signature of person whose name and capacity are shown below]*

Name: *[insert: name of person signing the Conflict of Interest Declaration]*, in the capacity of *[insert: legal capacity of person signing the Conflict of Interest Declaration]*

Duly authorized to sign the bid for and on behalf of: *[insert name of Bidder]*

Dated on _____ day of _____, 2021

[add Corporate Seal (where appropriate)]

Financial Bid
(On Letter Head)

The financial bid should be submitted in the following proforma:

S. No	Activity	No. of Units	Rates per Unit			Total Rates per Unit (including GST)	Total Rates for the item (including GST)	HSN Code
			Excluding GST (INR)	GST (%)	GST (INR)			
A	B	C	D	E	F	G=D+F	H=C*G	I
1.	Production of Audio Video Film and Photographs	1						
2.	Photography of event	1						
3.	Video shooting of Program/Event/ Project Area	1						
4.	Post- production Works	1						
5.	a) News Letter							
	i. Creating and Designing the content	1						
	ii. Printing after designing	100						
	b) Annual Report							
	i. Creating and Designing the content	1						
	ii. Printing after designing	100						
	c) Coffee Table Book							
	i. Creating and Designing the content	1						
	ii. Printing after designing	100						
	d) Success Stories							
	i. Creating and Designing the content	1						
	ii. Printing after designing	100						

6.	Designing the communication materials such as T-shirts, banners, certificates, standee, posters	1						
Total								

Total amount in words: Rupees ----- only (including GST).

Important Notes:

- The above quoted rates will be valid for two years.
- Statutory dues, as applicable, is the liability of the bidder.
- In case of any increase/ decrease of GST, the Bidder will inform the same (with proof) to Client and thereafter, the Client will decide accordingly.
- The above rates are per unit basis. In case of any increase/decrease, the payment will be made on pro-rata basis.
- **The bidder must provide the respective HSN Code for the services.**

Signature of Authorized person with date: _____

Name & full address: _____

Telephone No: Office: Fax No: _____

Email: _____

Seal: _____

Terms & Conditions of the Contract

A. General:

1. The contract will be for a period of two years i.e., till _____. The Contract may further be extended on the satisfactory performance of the agency and mutual acceptance of the terms and conditions by both the parties.
2. SICOM reserves the right to terminate/ curtail the contract at any time after giving 30 days' notice without assigning any reason.
3. Charges quoted shall be fixed during the period of the contract including any extended period and not subject to variation on any account.
4. In case of breach of any term and condition of the contract, SICOM reserves the right to forfeit the Performance Security Deposit apart from annulment of the contract, in whole or in part, at any time by giving one month notice.
5. The agency shall furnish, a Performance security for an amount equal to 3% (three percent) of annual contract price in the form of Bank Guarantee/ Demand Draft from any scheduled Bank in favour of the "Society of Integrated Coastal Management," payable at New Delhi at the time of execution of contract which should remain valid for a period of sixty days beyond the date of completion of all contractual obligations by the agency. In case the contract is further extended beyond the initial period, the performance security will have to be accordingly renewed by the successful agency.
6. No interest will be accrued and paid on the security deposits.
7. The Performance Security may be forfeited by order of the Competent Authority in the event of any breach or negligence or non-observance of any terms / conditions of contract of for unsatisfactory performance or for non-acceptance of the work order.
8. The agency shall not further assign this agreement to a third party. If the same is found out at any stage, the contract may be terminated by SICOM and Performance Bank Guarantee may be revoked.
9. All Govt. Taxes/Levies/Duties except GST shall be borne by the agency. GST will be paid as per actual basis.
10. All information/data processed, stored, or transmitted by agency belongs to SICOM. By having the responsibility, the agency does not acquire implicit access rights to the information or rights to redistribute the information. The agency understands that civil, criminal, or administrative penalties may apply for failure to protect information appropriately.
11. The Agency must take all necessary measures to assure that all data generated and maintained during the course of this contract has been migrated exclusively to SICOM.

12. SICOM will own the copyright in all deliverable materials created under this Agreement by agency. The Intellectual Property Rights (IPR) of any product which has been developed/enhanced/ modified/ configured by the agency shall be transferred to SICOM.
13. Ownership of all Intellectual Property Rights for any functional and technical process of SICOM or Information or materials or SICOM Supplied assets provided to agency by the SICOM shall remain vested in the SICOM.
14. Materials- including but not limited to software, tools, processes, policies and documentation (presentations)- developed by the agency will be considered exclusively for SICOM.

B. Terms of Payment:

1. No payment shall be made in advance
2. The payment schedule is as under:

S. No	Activity	Payment Terms
a)	Production of Audio Video Film and Photography	<ul style="list-style-type: none"> • 20% on Finalisation of Concept Note • 30% on submission of first draft of the film • 50% on submission of final Film
b)	Photography	<ul style="list-style-type: none"> • 100% will be released after the satisfactory completion of the services and submission of bills and requisite reports
c)	Video shooting of Program/Event/Project Area	<ul style="list-style-type: none"> • 100% will be released after the satisfactory completion of the services and submission of bills and requisite reports
d)	Post-Production Works	<ul style="list-style-type: none"> • 50% on submission of first draft of the film • 50% on submission of final Film
e)	Developing and Printing of materials Creating and Designing of content Printing of: <ul style="list-style-type: none"> • Newsletters • Annual Report • Coffee Table book • Success Stories 	<ul style="list-style-type: none"> • 100% will be released after the satisfactory completion of the services and submission of bills and requisite reports

3. Payments, subject to Tax Deduction at Source (TDS) shall be processed within 21 days of the submission of the complete documents.

C. Liquidated Damages/ Penalty:

1. Any wilful delay on part of the agency in completing the services within the stipulated period as per the timelines of the contract, will render the agency to pay liquidated damages @ 0.5% of that particular activity (**Please refer Para 9 Timelines of ToRs- Annexure-I**) price per week of delay subject to a maximum of 10% of contract value.
2. If the above default continues on regular basis, SICOM reserves the right to cancel the contract without giving notice and performance security of the agency will be forfeited.

D. Conditions in case of dispute:

1. In case of any dispute and differences of opinion arising out of this contract, both parties shall try to resolve the same amicably by mutual consultation duly recorded.
2. If the parties fails to resolve the dispute by such mutual consultation within 21 days, then either of the party (depending on the position of the case) shall give notice to other party of its intention to commence arbitration as per Indian Arbitration and Conciliation Act 1996.
3. All the disputes will be subject to the jurisdiction of Court situated at New Delhi only.