

### Bid Document/ बिड दस्तावेज़

Bid Details/बिड विवरण	
<b>Bid End Date/Time/बिड बंद होने की तारीख/समय</b>	15-03-2025 19:00:00
<b>Bid Opening Date/Time/बिड खुलने की तारीख/समय</b>	15-03-2025 19:30:00
<b>Bid Offer Validity (From End Date)/बिड पेशकश वैधता (बंद होने की तारीख से)</b>	120 (Days)
<b>Ministry/State Name/मंत्रालय/राज्य का नाम</b>	Ministry Of Commerce And Industry
<b>Department Name/विभाग का नाम</b>	Department For Promotion Of Industry & Internal Trade
<b>Organisation Name/संगठन का नाम</b>	Quality Council Of India
<b>Office Name/कार्यालय का नाम</b>	Delhi
<b>क्रेता ईमेल/Buyer Email</b>	buyer1.qcin.dl@gembuyer.in
<b>Item Category/मद केटेगरी</b>	Hiring of Creative Agency - None of the above; As per the given scope of work; NA; NA; NA; NA; NA; As per the scope of work; English
<b>Contract Period/अनुबंध अवधि</b>	3 Month(s) 1 Day(s)
<b>Minimum Average Annual Turnover of the bidder (For 3 Years)/बिडर का व्यूनतम औसत वार्षिक टर्नओवर (3 वर्षों का)</b>	60 Lakh (s)
<b>Years of Past Experience Required for same/similar service/उन्हीं/समान सेवाओं के लिए अपेक्षित विगत अनुभव के वर्ष</b>	3 Year (s)
<b>MSE Exemption for Years of Experience and Turnover/ अनुभव के वर्ष से एमएसई छूट</b>	No
<b>Startup Exemption for Years of Experience and Turnover/ अनुभव के वर्ष से स्टार्टअप छूट</b>	No
<b>Document required from seller/विक्रेता से मांगे गए दस्तावेज़</b>	Experience Criteria,Bidder Turnover,Certificate (Requested in ATC),Additional Doc 1 (Requested in ATC),Additional Doc 2 (Requested in ATC),Additional Doc 3 (Requested in ATC),Additional Doc 4 (Requested in ATC) *In case any bidder is seeking exemption from Experience / Turnover Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer

Bid Details/बिड विवरण	
<b>Do you want to show documents uploaded by bidders to all bidders participated in bid?/</b>	No
<b>Bid to RA enabled/बिड से रिवर्स नीलामी सक्रिय किया</b>	No
<b>Type of Bid/बिड का प्रकार</b>	Two Packet Bid
<b>Time allowed for Technical Clarifications during technical evaluation/तकनीकी मूल्यांकन के दौरान तकनीकी स्पष्टीकरण हेतु अनुमति समय</b>	2 Days
<b>Evaluation Method/मूल्यांकन पद्धति</b>	Total value wise evaluation
<b>Financial Document Indicating Price Breakup Required/मूल्य दर्शाने वाला वित्तीय दस्तावेज ब्रेकअप आवश्यक है</b>	Yes

#### EMD Detail/ईएमडी विवरण

Advisory Bank/एडवाइजरी बैंक	ICICI
EMD Amount/ईएमडी राशि	30000

#### ePBG Detail/ईपीबीजी विवरण

Advisory Bank/एडवाइजरी बैंक	ICICI
ePBG Percentage(%)/ईपीबीजी प्रतिशत (%)	5.00
Duration of ePBG required (Months)/ईपीबीजी की अपेक्षित अवधि (महीने).	6

(a). EMD EXEMPTION: The bidder seeking EMD exemption, must submit the valid supporting document for the relevant category as per GEM GTC with the bid. Under MSE category, only manufacturers for goods and Service Providers for Services are eligible for exemption from EMD. Traders are excluded from the purview of this Policy./जेम की शर्तों के अनुसार ईएमडी छूट के इच्छुक बिडर को संबंधित केटेगरी के लिए बिड के साथ वैध समर्थित दस्तावेज प्रस्तुत करने हैं। एमएसई केटेगरी के अंतर्गत केवल वस्तुओं के लिए विनिर्माता तथा सेवाओं के लिए सेवा प्रदाता ईएमडी से छूट के पात्र हैं। व्यापारियों को इस नीति के दायरे से बाहर रखा गया है।

(b). EMD & Performance security should be in favour of Beneficiary, wherever it is applicable./ईएमडी और संपादन जमानत राशि, जहां यह लागू होती है, लाभार्थी के पक्ष में होनी चाहिए।

#### Beneficiary/लाभार्थी :

Secretary General  
2nd Floor, Institution of Engineers Building, 2, Bahadur Shah Zafar Marg, New Delhi – 110002  
(Chakravarthy T Kannan)

#### MII Compliance/एमआईआई अनुपालन

1. The minimum average annual financial turnover of the bidder during the last three years, ending on 31st March of the previous financial year, should be as indicated above in the bid document. Documentary evidence in the form of certified Audited Balance Sheets of relevant periods or a certificate from the Chartered Accountant / Cost Accountant indicating the turnover details for the relevant period shall be uploaded with the bid. In case the date of constitution / incorporation of the bidder is less than 3-year-old, the average turnover in respect of the completed financial years after the date of constitution shall be taken into account for this criteria.
2. Years of Past Experience required: The bidder must have experience for number of years as indicated above in bid document (ending month of March prior to the bid opening) of providing similar type of services to any Central / State Govt Organization / PSU. Copies of relevant contracts / orders to be uploaded along with bid in support of having provided services during each of the Financial year.
3. Estimated Bid Value indicated above is being declared solely for the purpose of guidance on EMD amount and for determining the Eligibility Criteria related to Turn Over, Past Performance and Project / Past Experience etc. This has no relevance or bearing on the price to be quoted by the bidders and is also not going to have any impact on bid participation. Also this is not going to be used as a criteria in determining reasonableness of quoted prices which would be determined by the buyer based on its own assessment of reasonableness and based on competitive prices received in Bid / RA process.

**Additional Qualification/Data Required/अतिरिक्त योग्यता /आवश्यक डेटा**

**Scope of Work/Creative Brief:**[1741178384.pdf](#)

**Payment terms:**[1741178391.pdf](#)

**Any other criteria required for eligibility/pre-qualification may be uploaded here. Also specify the documents to be uploaded by Service Provider in Compliance of this condition:**[1741178403.pdf](#)

**This Bid is based on Quality & Cost Based Selection (QCBS) . The technical qualification parameters are :-**

Parameter Name	Max Marks	Cutoff Marks	Qualification Methodology Document
Experience & Portfolio, Proposed Approach, Methodology & Implementation Plan, Four sample creatives , Team deployment plan	100	70	<a href="#">View File</a>

**Total Minimum Qualifying Marks for Technical Score:** 70

**QCBS Weightage(Technical:Financial):**70:30

**Presentation Venue:**The intimation for the technical presentation round shall be sent to the bidders qualifying pre-qualification criteria.

**Pre Bid Detail(s)**

Pre-Bid Date and Time	Pre-Bid Venue
11-03-2025 13:00:00	The bidders may submit their pre-bid queries in the prescribed format to <a href="mailto:procurement@qcin.org">procurement@qcin.org</a> . The pre-bid meeting will be conducted on Microsoft teams and link will be updated here and on QCI website.

**Hiring Of Creative Agency - None Of The Above; As Per The Given Scope Of Work; NA; NA; NA; NA; As Per The Scope Of Work; English ( 1 )**

## Technical Specifications/तकनीकी विशिष्टियाँ

Specification	Values
<b>Core</b>	
DAVP Vendors required	None of the above
Type of Services	As per the given scope of work
Print Ads	NA
TV	NA
Web	NA
Radio	NA
Outdoor	NA
Other Creatives	As per the scope of work
Language Versions	English
State	NA
<b>Addon(s)/एडऑन</b>	
<b>Additional Details/अतिरिक्त विवरण</b>	
Number of Pages (In case of other creatives)	0
Specify language of master version	English
Please provide concept/theme/location or any other qualitative description of scope of services required for the deliverable selected	The selected design agency will be responsible for refining and standardizing the logos and branding assets of QCI's boards and divisions while ensuring alignment with QCI's overall identity. * Logo Standardization * Branding Guidelines Development

## Additional Specification Documents/अतिरिक्त विशिष्टि दस्तावेज़

## Consignees/Reporting Officer/प्रेषिती/रिपोर्टिंग अधिकारी

S.No./क्र. सं.	Consignee Reporting/Officer/ प्रेषिती/रिपोर्टिंग अधिकारी	Address/पता	Number of deliverable	Additional Requirement/अतिरिक्त आवश्यकता
1	Fanish Chandra Srivastava	110002, 2nd floor, institution of engineers, bahadur shah zafar marg	1	N/A

## Buyer Added Bid Specific Terms and Conditions/क्रेता द्वारा जोड़ी गई बिड की विशेष शर्तें

## 1. Generic

**OPTION CLAUSE:** The buyer can increase or decrease the contract quantity or contract duration up to 25 percent at the time of issue of the contract. However, once the contract is issued, contract quantity or contract duration can only be increased up to 25 percent. Bidders are bound to accept the revised quantity or duration

## 2. Buyer Added Bid Specific ATC

Buyer Added text based ATC clauses

**Payment Terms:** QCI shall make payments to the selected agency based on the successful completion of work as per scope as per following:

(i) 10% of the total contract price will be paid upon QCI's written approval of the initial logo concept presentations, demonstrating a clear understanding of QCI's brand and objectives.

(ii) Refined Concept Presentation and Selection: 20% of the total contract price will be paid upon QCI's written approval of the refined logo concepts and the selection of the final concept for further development.

(iii) Final Logo Design and Style Guide Delivery: 30% of the total contract price will be paid upon QCI's written approval of the finalized logo design, including all variations, and the comprehensive style guide.

(iv) Delivery of Final Digital Assets: 40% of the total contract price will be paid upon QCI's receipt and verification of all final digital assets in the specified formats and resolutions, as outlined in the project specifications.

## 2. Performance Security:

The selected Bidder shall submit irrevocable Performance security, within 15 days from the Notification of award, for a value equivalent to 5% of the contract value. The Performance security submitted in the form of Bank Guarantee shall contain a claim period of three months from the last date of validity. The bank guarantee shall be valid for the period of contract duration plus three (03) months of claim period. The selected Bidder shall be responsible for extending the validity date and claim period of the Performance Bank Guarantee as and when it is due on account of non-completion of the delivery and Warranty period.

The selected vendor can submit e-PBG OR physical copy of Performance Guarantee should be submitted at QCI-HO within 15 days from the notification of award. The selected bidder would be required to send SFM S code while creation of PBG to the IFSC code provided by QCI.

In case the selected bidder fails to submit a Performance Guarantee within the time stipulated, QCI at its discretion may cancel the order placed on the selected bidder without giving any notice. QCI shall invoke the performance guarantee in case the selected bidder fails to discharge their contractual obligations during the period or QCI incurs any loss due to bidder's negligence in carrying out the project implementation as per the agreed terms & conditions.

## Deliverables

The selected agency must deliver the following:

- 1. Harmonized Logos for All QCI Divisions** (Multiple formats – JPEG, PNG, EPS, SVG, AI).
- 2. Brand Identity Manual (PDF & Digital Interactive Format).**
- 3. Standardized Design Templates** for marketing and communication materials.
- 4. Editable Design Files** for internal use.
- 5. Training Session / Workshop** for QCI's branding team.
- 6. The copyright and ownership** of all final design assets, including but not limited to logos, branding guidelines, templates, and any other deliverables, shall rest solely with **Quality Council of India (QCI)**.

7. The selected agency shall have **no rights** to use, reproduce, or distribute any part of the final assets without prior written approval from QCI.
8. All raw, editable design files (AI, PSD, EPS, SVG, etc.) must be submitted to QCI upon project completion.
9. Any third-party elements incorporated must be **free from copyright restrictions** or licensed exclusively for QCI's use.

The bidder should submit Final price as per Financial bid format given in clause VIII

### 3. **Buyer Added Bid Specific ATC**

Buyer uploaded ATC document [Click here to view the file.](#)

## **Disclaimer/अस्वीकरण**

The additional terms and conditions have been incorporated by the Buyer after approval of the Competent Authority in Buyer Organization, whereby Buyer organization is solely responsible for the impact of these clauses on the bidding process, its outcome, and consequences thereof including any eccentricity / restriction arising in the bidding process due to these ATCs and due to modification of technical specifications and / or terms and conditions governing the bid. If any clause(s) is / are incorporated by the Buyer regarding following, the bid and resultant contracts shall be treated as null and void and such bids may be cancelled by GeM at any stage of bidding process without any notice:-

1. Definition of Class I and Class II suppliers in the bid not in line with the extant Order / Office Memorandum issued by DPIIT in this regard.
2. Seeking EMD submission from bidder(s), including via Additional Terms & Conditions, in contravention to exemption provided to such sellers under GeM GTC.
3. Publishing Custom / BOQ bids for items for which regular GeM categories are available without any Category item bunched with it.
4. Creating BoQ bid for single item.
5. Mentioning specific Brand or Make or Model or Manufacturer or Dealer name.
6. Mandating submission of documents in physical form as a pre-requisite to qualify bidders.
7. Floating / creation of work contracts as Custom Bids in Services.
8. Seeking sample with bid or approval of samples during bid evaluation process. (However, in bids for [attached categories](#), trials are allowed as per approved procurement policy of the buyer nodal Ministries)
9. Mandating foreign / international certifications even in case of existence of Indian Standards without specifying equivalent Indian Certification / standards.
10. Seeking experience from specific organization / department / institute only or from foreign / export experience.
11. Creating bid for items from irrelevant categories.
12. Incorporating any clause against the MSME policy and Preference to Make in India Policy.
13. Reference of conditions published on any external site or reference to external documents/clauses.
14. Asking for any Tender fee / Bid Participation fee / Auction fee in case of Bids / Forward Auction, as the case may be.

Further, if any seller has any objection/grievance against these additional clauses or otherwise on any aspect of this bid, they can raise their representation against the same by using the Representation window provided in the bid details field in Seller dashboard after logging in as a seller within 4 days of bid publication on GeM. Buyer is duty bound to reply to all such representations and would not be allowed to open bids if he fails to reply to such representations.

**All GeM Sellers / Service Providers are mandated to ensure compliance with all the applicable laws / acts / rules including but not limited to all Labour Laws such as The Minimum Wages Act, 1948, The**

**Payment of Wages Act, 1936, The Payment of Bonus Act, 1965, The Equal Remuneration Act, 1976, The Payment of Gratuity Act, 1972 etc. Any non-compliance will be treated as breach of contract and Buyer may take suitable actions as per GeM Contract.**

This Bid is governed by the [General Terms and Conditions/सामान्य नियम और शर्तें](#), conditions stipulated in Bid and [Service Level Agreement](#) specific to this Service as provided in the Marketplace. However in case if any condition specified in General Terms and Conditions/सामान्य नियम और शर्तें is contradicted by the conditions stipulated in Service Level Agreement, then it will over ride the conditions in the General Terms and Conditions.

In terms of GeM GTC clause 26 regarding Restrictions on procurement from a bidder of a country which shares a land border with India, any bidder from a country which shares a land border with India will be eligible to bid in this tender only if the bidder is registered with the Competent Authority. While participating in bid, Bidder has to undertake compliance of this and any false declaration and non-compliance of this would be a ground for immediate termination of the contract and further legal action in accordance with the laws./जेम की सामान्य शर्तों के खंड 26 के संदर्भ में भारत के साथ भूमि सीमा साझा करने वाले देश के बिडर से खरीद पर प्रतिबंध के संबंध में भारत के साथ भूमि सीमा साझा करने वाले देश का कोई भी बिडर इस नियिदा में बिड देने के लिए तभी पात्र होगा जब वह बिड देने वाला सक्षम प्राधिकारी के पास पंजीकृत हो।बिड में भाग लेते समय बिडर को इसका अनुपालन करना होगा और कोई भी गलत घोषणा किए जाने व इसका अनुपालन न करने पर अनुबंध को तत्काल समाप्त करने और कानून के अनुसार आगे की कानूनी कार्रवाई का आधार होगा।

**---Thank You/धन्यवाद---**