

# **TENDER DOCUMENT**

For

## **SELECTION OF TOTAL SOLUTION PROVIDER CUM MANAGEMENT AGENCY FOR MARKETING AND PROMOTION OF SHGs PRODUCTS**



सत्यमेव जयते

**Gujarat Livelihood Promotion Company Limited**

**(A Government of Gujarat undertaking)**

Block No. 18, 3<sup>rd</sup> Floor, Udyog Bhavan, Sector-11

Gandhinagar-382 011, Tel: 079 2324 8513/14

Website: [www.glpco.in](http://www.glpco.in)

**Through online e-tendering process only**



## NOTICE INVITING ON-LINE TENDER

Details about Tender:

<b>Department Name</b>	:	Rural Development Department - Gujarat Livelihood Promotion Company Limited
<b>Circle</b>	:	Gujarat Livelihood Promotion Company Ltd., Block No. 18, 3 <sup>rd</sup> Floor, Udyog Bhavan, Sector-11, Gandhinagar-382011
<b>Division</b>	:	Head office
<b>IFB No./ Tender Notice No.</b>	:	
<b>Name of Project</b>	:	Selection of total solution provider cum management agency for marketing and promotion of SHGs products
<b>Name of Work</b>	:	Selection of TSP cum management agency for marketing & promotion of SHG products
<b>Period of Completion</b>	:	-
<b>Bidding Type</b>	:	Open
<b>Bid Call (Nos.)</b>	:	-
<b>Class of Bidder</b>	:	Not Applicable
<b>Tender Currency Type</b>	:	Single
<b>Tender Currency Settings</b>	:	Indian Rupee (INR)
<b>Joint Venture</b>	:	Not Applicable
<b>Rebate</b>	:	Not Applicable
<b><i>Amount Details</i></b>		
<b>Tender fee / Bid document fee.</b>	:	NA
<b>Tender fee / Bid document fee Payable to</b>	:	NA
<b>Bid Security /EMD (INR)</b>	:	Rs. 10,00,000 /- (Ten lakh rupees only) in form of Demand Draft
<b>Bid Security/ EMD in favor of</b>	:	Gujarat livelihood Promotion Company Limited Gandhinagar.
<b><i>Tender Dates</i></b>		
<b>Bid Document Downloading Start Date</b>	:	05/10/2023
<b>Bid Document Downloading End Date</b>	:	06/11/2023
<b>Last Date &amp; Time for Receipt (Submission) of Bids online</b>	:	06/11/2023, 3:00 PM
<b>Last Date &amp; Time for Receipt (Submission) of Bids physical Document</b>	:	06/11/2023, 3:00 PM
<b>Date of Tender opening (Technical bid)</b>	:	06/11/2023, 4:00 PM

<b>Date of Financial bid opening</b>	:	Financial bid opening date will be informed only to the technically qualified bidders before 4 days of financial bid opening.
<b>Pre-bid Meeting Date</b>	:	16/10/2023, 12:00 PM
<b>Bid Validity Period</b>	:	180 days from opening of price bid
<b><i>Other Details</i></b>		
<b>Officer Inviting Bids</b>	:	“Managing Director, Gujarat livelihood Promotion Company Limited” Gandhinagar
<b>Bid Opening Authority</b>	:	Managing Director, Gujarat Livelihood Promotion Company Ltd., Block No. 18, 3rd Floor, Udyog Bhavan, Sector-11, Gandhinagar-382011

**General Terms and Conditions: -**

- (1) Bidders can download the tender document from the [www.gem.gov.in](http://www.gem.gov.in) website.
- (2) Bidders have to follow the two bids System as requirement in tender.
- (3) Bidders have to submit Price-bid in Electronic form only on GeM website till the Last Date & time for submission.

Bidders who wish to participate in online tenders will have to procure/ should have **legally valid Digital Certificate as per Information Technology Act-2000** using which they can sign their electronic bids. Bidders can procure the same from any of license certifying Authority of India or can contact GeM (Government E Marketplace).

All bids should be digitally signed, for details regarding digital signature certificate related training involved the below mentioned address should be contacted:

**GeM (Government E Marketplace)**

**E-mail:** [helpdesk-gem@gov.in](mailto:helpdesk-gem@gov.in)

**Website:** <https://gem.gov.in/>

**Toll Free No:** 1800-419-3436, 1800-102-3436

Other Terms and Conditions are as per detailed tender documents.

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## INVITATION FOR BIDS (IFB)

Gujarat Livelihood Promotion Company (GLPC LTD) is an executive arm of Mission Mangalam, the implementation agency for NRLM. It has been registered under The Companies Act, 1956.

GLPC LTD works through strategic partnership between large industries and Sakhi Mandals / Self Help Groups / Producer Groups / Service Groups / Collectives of the poor, through decentralized Micro Enterprise Ventures. The promoting companies / entrepreneurs redesign the process where intensive tasks as job-works are undertaken by Self Help Groups in their respective homes or villages as self-employment activities.

Main objectives of GLPC LTD are

- Empowering the Rural Women by organizing them into SHGs/Federations/other Collectives.
- Empower the Rural Women through ensuring access to Financial Services.
- Augmenting existing livelihoods and enhancing incomes
- Explore livelihood opportunities through newer ventures in rural service sector
- Developing Inclusive Value Chains

The Gujarat Livelihood Promotion Company Ltd. (GLPC) has been creating and promoting livelihood avenues for the rural population whilst boosting up their capacities in their livelihood areas. To achieve these objectives, the GLPC LTD has formed more than 2 lakh Self Help Groups and followed by up to Rs.1 lakh cash credit to each of the SHGs through several Banks to initiate any types of livelihood activities with the financial support to skill building to production to marketing its products.

The rural SHGs lack professional information about strand of the market and as producer and consumer they need access to market. The GLPC LTD is instrumental in guaranteeing to create ability to operate in local, national and export markets (regional and international). However, poor SHGs physical access to markets (distance between villages to urban markets) which increases cost of transaction and communication between producers and consumers. They are unaware of market related skills which are needed to survive in competitive markets. Furtherance to these SHGs are

usually less informed about markets and its opportunities. In order to reach SHGs belong to in remote areas where digital and non-digital means of communication through radio, television, newspapers, even the Internet in order to increase their chances of identifying and undertaking profitable and sustainable livelihood.

These activities primly decided to eradicate poverty from cross the societies whether belong under privileged or privileged section of the societies with creating sustainable livelihood. The GLPC LTD experience has been reflected in the form electronic media, articles, video clips and success stories but stillthe GLPC LTD exploring the ways and means to bring tail ended villages SHGs production into main stream of market through below cited activities;

- Execution of Village Haat & Gram Haat schemes
- Support SHGs and artisans to participate at the Local, National and International fairs
- Execution of the MoUs In between Marketing vertical of GLPC LTD and Companies
- Implementation of pilot projects.

## SCHEDULE FOR INVITATION OF TENDER

**TENDER NAME:- Selection of Total Solution Provider Cum Management Agency for  
Marketing and Promotion of SHG Products**

<b>To</b>	
<b>Issue of Tender:</b>	
<b>Bid Due Date:</b>	
<b>Bid Submission Address:</b>	Managing Director, Gujarat Livelihood Promotion Company Ltd., Block No. 18, 3rd Floor, Udyog Bhavan, Sector- 11, Gandhinagar-382011
<b>Technical Bid Opening Date &amp; Time:</b>	
<b>Venue:</b>	Gujarat Livelihood Promotion Company Ltd., Block No. 18, 3rd Floor, Udyog Bhavan, Sector- 11, Gandhinagar-382011

**Note:**

Please address all queries and correspondence to Managing Director, Gujarat Livelihood Promotion Company Ltd. ,Block No. 18, 3<sup>rd</sup> Floor, Udyog Bhavan,Sector-11, Gandhinagar-382011or GLPC LTDemail address [md@glpc.co.in](mailto:md@glpc.co.in)

1. If the Office of the GLPC LTD happens to be closed on the day of receipt/opening of the bids as specified, the bids will be received / opened on the next working day on opening of the Office up to the same time and at the same venue.
2. Please quote contact details / Email details in all your correspondence.

## General Instructions

1.0 Bidders who wish to participate in this selection process will have to register on <https://gem.gov.in/>. Further, participating Bidders will have to procure Digital Certificate as per Information Technology Act 2000 using which they can sign their electronic commercial proposals. Government of India. Bidders who already have a Digital Certificate need not procure a new digital certificate.

2.0 **Technical Bid:** Bidders shall submit physically their bids in **TWO SEPARATE PARTS** in sealed envelopes super-scribed with due date, time, project, zone and nature of bid **through Registered Post A.D. & Speed Post. The bidders should submit the technical bid online as well.**

**PART-I:** Bid Security of the Tender Document in a separate sealed envelope superscribed with the Tender Document. Please enclose **EMD** amount **Rs. 10,00,000/- (Ten Lakh rupees only)** in form of **Demand Draft/s drawn in favour of “Gujarat Livelihood Promotion Company Ltd., Gandhinagar.”**

**PART-II:** Original and one copy of TECHNICAL BID complete with all technical and commercial details except the prices. Original printed document shall be considered as authentic.

The envelopes containing Part-I and Part-II of offer should be enclosed in a larger envelope duly sealed. The enclosed CUT-OUT Slips shall be filled and pasted on the envelopes. All pages of the offer must be signed and numbered with index.

3.0 **Financial Bid:** Bidder shall submit the **FINANCIAL BID** online only.

4.0 Services offered should be strictly as per specifications mentioned in this Tender Document. Please spell out any unavoidable deviations, article-wise, in your bid under the heading “Deviations”.

5.0 Once quoted, the Bidder shall not make any subsequent price changes, whether resulting or arising out of any technical/commercial clarifications sought regarding the bid, even if any deviation or exclusion may be specifically stated in the bid. Such price changes shall render

the bid liable for rejection.

- 6.0 Bidder shall quote the prices of services as mentioned valid for 180 days.
- 7.0 No Interest will be allowed against payment of E.M.D. Documents towards Payment of Earnest Money Deposit (EMD) may please be kept in the enclosed EMD cover only, which is attached along with this tender document. First the EMD cover will be opened and if the documents towards payment of EMD are found OK then only Tender Cover will be opened which may please be noted.

Yours faithfully,  
For and on behalf of

**Managing Director,**  
Gujarat Livelihood Promotion Company Ltd.,  
Block No. 18, 3rd Floor,  
Udyog Bhavan, Sector-11,  
Gandhinagar-382011

To be pasted on the outer envelope containing Bid Security/EMD

**Important Data**

**DO NOT OPEN – THIS IS A BID**

Project	:	Selection of total solution provider cummanagement agency for marketing and promotion of SHG products
Due Date	:	
Time	:	
From		To
<Name of Bidder>		Gujarat Livelihood Promotion Company Limited
<Address>		Gujarat Livelihood Promotion Company Ltd., Block No. 18, 3 <sup>rd</sup> Floor, Udyog Bhavan, Sector-11, Gandhinagar-382011
<Phone no.>	:	079-23248513/14
<Fax no.>	:	

To be pasted on the outer envelope containing Tender Document & Technical bid.

**DO NOT OPEN – THIS IS A BID**

Project	:	Selection of total solution provider cum management agency for marketing and promotion of SHG products
Due Date	:	
Time	:	
From		To
<Name of Bidder>		Gujarat Livelihood Promotion Company Limited
<Address>		Gujarat Livelihood Promotion Company Ltd., Block No. 18, 3 <sup>rd</sup> Floor, Udyog Bhavan, Sector-11, Gandhinagar-382011
<Phone no.>	:	079-23248513/14
<Fax no.>	:	

**Note:-** EMD and Technical Bid should be in separate envelope and then enclosed in the cover envelope.



## **CHAPTER – I**

### **INSTRUCTIONS TO THE BIDDER**

#### **ARTICLE-1: DEFINITIONS**

In this document, unless the context specifies otherwise, the following words and phrases shall mean and include:

1. “Agreement” means the document signed by the Managing Director, Gujarat Livelihood Promotion Company Limited, (GLPCLTD) and the Bidder that incorporates any final corrections or modification to the Tender and is the Legal document binding both the parties to all terms and conditions of the Contract.
2. “Bid” means the complete bidding document submitted by the Bidder to the Gujarat Livelihood Promotion Company Limited, (GLPC LTD) and shall include any corrections, addenda and modifications made therein.
3. “Bidder” shall mean a corporate entity or a society or a corporation or a trust or a firm eligible to participate in the Tender in the stages of Pre-qualification, Bidding process and shall include the successful Bidder during the currency of the Contract.
4. “Contract Period” shall mean entire term of the contract as indicated in the Article 33, Chapter II.
5. “Contract” shall include the Terms of Reference as outlined under Chapter III within time limits indicated under Article 33, Chapter II for which the Bidder shall be paid in accordance with the terms and conditions of the Agreement.
6. “Corrupt Practice” means the offering, giving, receiving or soliciting of anything of value, pressurizing to influence the action of a public official in the process of Bidder selection and Contract execution.
7. “Department” shall mean Rural Development Department of the Government of Gujarat or any other Department or Agency notified by the State for this purpose.
8. “Financial Capability” means financial worthiness of Bidders as per the terms of the Tender.
9. “Government” shall mean the Government of Gujarat.
10. “Local Language” means the language declared by the concerned State Government as their official language.
11. “Tender” means the organization/institution, which is floating this tender i.e Gujarat Livelihood Promotion Company Limited (GLPC LTD), Office of the Gujarat Livelihood Promotion Company Limited (GLPC LTD), Gandhinagar.
12. “Total Accepted Tender Value” means the total value of services and supplies as covered under

this Tenderand agreed upon by the Tender and the Bidder.

**ARTICLE-2 PROPOSED PROJECT:** Total Solution Provider Cum Management Agency for Marketing and Promotion of SHG Products.

GLPC LTD Requires the Total solution Provider cum Management agency for the upliftment of the SelfHelp Groups (SHGs).

- Self-Help Groups (SHGs) are informal associations of people who choose to come together to find ways to improve their living conditions.
- It can be defined as self -governed, peer controlled information group of people with similar socio-economic background and having a desire to collectively perform common purpose.
- Villages face numerous problems related to poverty, illiteracy, lack of skills, lack of formal creditetc. These problems cannot be tackled at an individual level and need collective efforts.
- Thus SHG can become a vehicle of change for the poor and marginalized. SHG rely on the notionof “Self Help” to encourage self-employment and poverty alleviation.

The Agency Requires to deliver thorough marketing and promotion activities of SHGs product through use of different platforms, to train the SHGs for their business development, help them to registered as company/enterprise, provide guidance and training for registration in e- Commerce portal, product categorization, provide SHGs the knowledge of logistics and supply chain, packaging and branding & Advertising, development of the app and web, agency should have knowledge of creative and design to develop the logos of product and creative campaign, help SHGs to participate in national and international trade fairs. On the basis of eligibility criteria mentioned, the bidding firms/companies will be selected or empanelled by GLPC LTD as Total Solution Provider cum Management Agency for Marketing and promotion for the next 3 year. However, owing to special circumstances, GLPC LTD may at its discretion choose to invite fresh tender for any services.

### **ARTICLE - 3 ELIGIBILITY CRITERIA FOR BIDDERS**

- 3.1.** The Bidder should have Office in Gujarat and submit a copy of supporting Documents.
- 3.2** The bidder should **have minimum annual turnover and net worth of Rs. 5.00 Cr in last three financial years** i.e, **2022-23, 2021-22, 2020-21**. Each year from the services like marketing, promotion, branding and advertising in the last 3 financial years they have to submit a copy of Certificate of Chartered accountant.
- 3.3** Participating firm should be a **registered company** or firm or individual entity with a valid **Permanent Account Number (PAN), GST Registration, IT returns 2020-21, 2021-22, 2022-23 and firm registration certificate. Copies / proofs to be submitted.**

- 3.4** The Bidder must have completed & executed atleast one project value of minimum **Rs. 2.00 Cr.** in single work order in last 3 years (i.e 2020-21, 2021-22, 2022-23). The project should be related to Marketing and promotion / Business development services/ Marketing & Promotion consultancy/ Marketing Management/ Branding and logo designing etc) (Proof to be submitted).
- 3.5** The bidder should not have been debarred / blacklisted by any State Government / Central Government / PSU / Reputed Organizations for any reason in the last three financial years as on bid calling date. (Self-declaration of the same to be given Online).
- 3.6** The bidder should have atleast one well equipped creative studio with all facilities to carry out theall activities mentioned in the scope of work. The proof has to be submitted regarding the same.
- 3.7** The bidder should have minimum 5 years of work experience in handling of atleast 2 projects in marketing, branding, logo designing and other similar projects.
- 3.8** The bidder must organize atleast 2 exhibitions / events in last 5 years.
- 3.9** No joint venture / consortium is allowed in order to fulfil the given criteria for bidding process.



## **CHAPTER-II GENERAL TERMS AND CONDITIONS**

### **ARTICLE – 1 CHECKLIST OF DOCUMENTS COMPRISING THE BID**

**1.1** The bid/bids submitted shall have the following documents:

**Part-I**

Earnest Money Deposit in the form prescribed in the Tender.

**Part – II**

Bid signed and sealed (with official seal) in Original (with photocopies in copy I) on all pages with all pages duly numbered.

1. Technical Bid with Tender Document in the form prescribed in the Tender.
2. List of present Directors/Owners/Executive/Council Members/Trustees/ Board members as applicable.
3. General power of attorney/Board of Directors resolution/ Deed of Authority contract and all correspondences/documents thereof. Format for General Power of Attorney is given at Annexure 4.
4. Required documents for annual turnover (i.e CA certificate)
5. Audited Balance sheet and Income statement duly signed by the statutory auditors and authorized signatory/ies of the Bidder for the recent last three years.
6. Documentary evidence (signed by authorized signatory) proving that bidder fulfills the eligibility criteria as stated in Chapter II.
7. Documentary evidence (signed by authorized signatory) proving that bidder has provided all the data and documents required for carrying the evaluation of their Bid as per the parameters given at Chapter II.
8. Compliance statement for the whole Tender Document including all Annexures
9. All deviations and/or non-compliance clauses shall be listed separately
10. Details in the formats as given at Annexure. (please check all the Annexures)

**Part-III**

1. Financial Bid to be submitted on-line only as per Chapter-V. No deviations and/or non-compliance clauses shall be allowed in the Financial Bid.

### **ARTICLE – 2 BIDDING DOCUMENT**

**2.1** Bidder is expected to examine all instructions, forms, terms and specifications in the bidding documents. Failure to furnish all information required by the bidding documents or submits a

Bidnot substantially responsive to the bidding documents in every respect may result in the rejection of the Bid.

### **ARTICLE – 3 CLARIFICATIONS ON BIDDING DOCUMENTS**

3.1 Bidders can seek written clarifications within 5 days from the last date of issue of the tender document, to GLPC, Gandhinagar. The clarification shall be issued without any delay.

### **ARTICLE – 4 AMENDMENT OF BIDDING DOCUMENTS**

4.1 At any time prior to the deadline for submission of bids, GLPC LTD for any reason, whether at its own initiative or in response to the clarifications requested by prospective Bidders may modify the bidding documents by amendment.

4.2 All prospective Bidders who have received the bidding documents will be notified of the amendment and such modification will be binding on them.

4.3 GLPC LTD amend the document if required and the details shall be made available at our website and as well on <https://gem.gov.in/> from where the tender document is to be downloaded.

4.4 In order to allow prospective Bidders a reasonable time to take the amendment into account in preparing their bids, GLPC, at its discretion, may extend the deadline for the submission of bids.

### **ARTICLE – 5 LANGUAGE OF BID**

5.1 The Bid prepared by the Bidder, as well as all correspondence and documents relating to the Bid exchanged by the Bidder and GLPC LTD shall be in English. Supporting documents and printed literature furnished by the Bidder may be in another language provided they are accompanied by an accurate translation of the relevant pages in English. For purposes of interpretation of the bid, the translation shall govern.

### **ARTICLE – 6 COST OF BIDDING**

6.1 The Bidder shall bear all costs associated with the preparation and submission of the Bid and GLPC LTD will in no case be responsible for those costs, regardless of the conduct or outcome of the bidding process.

### **ARTICLE – 7 BID FORMS**

7.1 Wherever a specific form is prescribed in the Tender Document, the Bidder shall use the form to provide relevant information. If the form does not provide space for any required information, space at the end of the form or additional sheets shall be used to convey the said

information.

**7.2** For all other cases, the Bidder shall design a form to hold the required information

**7.3** Tenderer shall not be bound by any printed conditions or provisions in the Bidder's Bid Forms

## **ARTICLE – 8 FRAUDULENT & CORRUPT PRACTICES**

**8.1** Fraudulent practice means a misrepresentation of facts in order to influence a procurement processor the execution of a Contract and includes collusive practice among Bidders (prior to or after Bidsubmission) designed to establish bid prices at artificial on-competitive levels and to deprive the GLPC LTD of the benefits of free and open competition.

**8.2** Tenderer will reject a proposal for award if it determines that the Bidder recommended for award has engaged in corrupt or fraudulent practices in competing for, or in executing, contract(s).

## **ARTICLE – 9 LACK OF INFORMATION TO BIDDER**

**9.1** The Bidder shall be deemed to have carefully examined all contracts documents to his entire satisfaction. Any lack of information shall not in any way relieve the Bidder of his responsibility to fulfill his obligation under the document.

## **ARTICLE – 10 CONTRACT OBLIGATIONS**

**10.1** If after the award of the contract the Bidder does not sign the Agreement or fails to furnish the performance guarantee within the prescribed time limit, the GLPC LTD reserves the right to cancel the contract and apply all remedies available to him under the terms and conditions of this document.

## **ARTICLE – 11 BID PRICE**

**11.1** The Financial bid should indicate the prices in the format/price schedule given in chapter - V. Bidder shall categorically confirm strict compliance with the following stipulation in respect of their offer.

- a) Any effort by a Bidder or Bidder's agent/consultant or representative howsoever described to influence the GLPC LTD in any way concerning scrutiny/consideration/ evaluation/ comparison of the bid or decision concerning award of contract shall entail rejection of the bid.
- b) The Bidder should indicate a single consolidated rate for contract period based on the payment terms specified in the Tender.

c) Bids should be submitted directly by the Bidder.

**11.2** GLPC LTD reserves the right to seek clarification/justification from the Bidder on the bid price in case GLPC LTD deems it necessary. Based on the justification provided by the Bidder, if GLPC LTD feels that the price is unrealistic/ infeasible in order to execute a project of this nature, GLPC LTD reserves the right to reject the said bid. The Bidders shall be governed by the decision of GLPC LTD

## **ARTICLE – 12 BID CURRENCY**

12.1 For the services required in the Tender the prices shall be quoted in Indian Rupees. Payment for such services as specified in the agreement shall be made in Indian Rupees only.

## **ARTICLE – 13 BID SECURITY/ EARNEST MONEY DEPOSIT**

**13.1** The Bidder shall furnish, as part of the Bid, EMD for the amount as specified in the tender document in form of DD in favour of “Gujarat Livelihood Promotion Company Limited” payable at Gandhinagar issued by any nationalized bank in India in a separate envelope. Only after the confirmation of valid bid security/EMD, the Technical Bid will be opened.

**13.2** No interest shall be paid on same.

**13.3** EMD of Bidders not short-listed will be refunded within 30 days from the date of declaration of Short-listed Bidders.

**13.3** The successful bidder shall furnish within 10 days from the date of issue of PO/WO, as security deposit of minimum 5% of value of purchase order/work order for proper fulfillment of the terms and conditions of the contract and full execution of supplies/services for a period of 12 months thereof. The amount of security deposit shall be forfeited to the extent of financial loss suffered by the Managing Director, GLPC, Gujarat, if the supplier fails to execute the order and fulfill its terms and conditions.

**13.5** The EMD forfeited either in full or in part, at the discretion of GLPC LTD, on account of one or more of the following reasons:

- a) The Bidder withdraws their Bid during the period of Bid validity specified by them on the Bid letter form.
- b) Bidder does not respond to requests for clarification of their Bid.
- c) Bidder fails to co-operate in the Bid evaluation process, and
- d) In case of a successful Bidder, the said Bidder fails:
  1. To sign the Agreement in time; or
  2. To furnish Performance Guarantee/Security Deposit

## **ARTICLE – 14 PERIOD OF VALIDITY OF BIDS**

- 14.1** Bids shall remain valid for 180 days after the date of Bid opening prescribed by GLPC LTD A Bidvalid for a shorter period shall be rejected as non-responsive.
- 14.2** In exceptional circumstances, the GLPC LTD may solicit Bidder's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. The Bid securityshall also be suitably extended. A Bidder granting the request is not required nor permitted to modify the Bid.

## **ARTICLE – 15 FORMAT AND SIGNING OF BID**

- 15.1** The Bidder shall prepare required number of copies of the bid, clearly marking each “Original Bid”and “Copy of Bid” as appropriate. In the event of any discrepancy between them, the original shallgovern.
- 15.2** The original and all copies of the bid shall be typed or written in indelible ink and shall be signedby the Bidder or a person duly authorized (as per Annexure 4.3) to bind the Bidder to the Contract/Concession Agreement. All pages of the bid, except for un-amended printed literature, shall be initialed by the person or persons signing the bid.
- 15.3** The complete bid shall be without alteration or erasures, except those to accord with instruction issued by the GLPC LTD or as necessary to correct errors made by the Bidder, in which case suchcorrections shall be initiated by the person or persons signing the bid.

## **ARTICE – 16 SEALING AND MARKING OF BID**

- 16.1** Bidder shall submit their bids in **TWO SEPARATE PARTS** in sealed envelopes super-scribed with due date, time, project and nature of bid (Bid Security and Technical Bid).

### **Part: I**

The Bid Security in a separate sealed envelope super scribed with the Tender Document number.

### **Part: II**

Original and one copy of TECHNICAL BID complete with all technical and commercial details other than price.

**NOTE: Filling up prices in Part-II will render the Bidder disqualified.**

- 16.2** The envelopes containing Part-I and Part-II of bid should be enclosed in a larger envelope duly sealed. The enclosed CUT-OUT Slips (Formats given earlier) shall be filled and pasted on the envelopes. All pages of the offer must be signed.

- 16.3** The outer envelope shall indicate the name and address of the Bidder to enable the bid to be returned unopened in cases it is declared 'late'.
- 16.4** If these envelopes are not sealed and marked as required, the GLPC LTD will assume no responsibility for the bid's misplacement or premature opening and rejection.

#### **ARTICLE – 17 BID DUE DATE**

- 17.1** Bid must be received by the GLPC LTD at the address specified in the Tender Document not later than the date specified in the bid.
- 17.2** The GLPC LTD may, at its discretion, on giving reasonable notice by fax or any other written communication to all prospective Bidders who have been issued the Tender documents, extend the bid due date, in which case all rights and obligations of the GLPC LTD and the Bidders, previously subject to the bid due date, shall thereafter be subject to the new bid due date as extended.

#### **ARTICLE – 18 LATE BID / CONDITIONAL BID**

- 18.1** Any bid received by the GLPC LTD after the bid due date/time prescribed in the Tender Document shall be rejected.
- 18.2** Any bid indicating conditions beyond those indicated in this Tender Document i.e. conditional bid shall be rejected.

#### **ARTICLE- 19 MODIFICATIONS AND WITHDRAWAL OF BID**

- 19.1** The Bidder may modify or withdraw its Bid after the Bid's submission, provided that written notice of the modification included substitution or withdrawal of the bids, is received by the GLPC LTD prior to the deadline prescribed for submission of bids.
- 19.2** The Bidder's modification or withdrawal notice shall be prepared, sealed, marked and dispatched in a manner similar to the original Bid.
- 19.3** No Bid may be modified subsequent to the deadline for submission of bids.
- 19.4** No Bid may be withdrawn in the interval between the deadline for submission of bids and the expiration of the period of Bid validity specified by the Bidder on the bid letter form. Withdrawal of a Bid during this interval may result in the Bidder's forfeiture of its Bid security.

#### **ARTICLE – 20 OPENING OF BIDS BY THE GLPC**

- 20.1** Bids will be opened in the presence of Bidder's representatives, who choose to attend. The Bidder's representatives who are present shall sign a register evidencing their attendance.
- 20.2** The Bidder's names, Bid modifications or withdrawals and the presence or absence of relevant Bid security and such other details as the GLPC LTD at his/her discretion, may consider appropriate, will be announced at the opening.

**20.3** At the pre-decided time, the GLPC LTD contact person shall open the Technical Bids and list them for further evaluation. Any participating Bidder may depute a representative to witness these procedures.

## **ARTICLE – 21 CONTACTING GLPC**

**21.1** Bidder shall not approach the GLPC LTD officers beyond office hours and/or outside the GLPC LTD premises, from the time of the Bid opening to the time the Contract is awarded.

Any effort by a Bidder to influence the GLPC LTD officers in the decisions on Bid evaluation bid comparison or contract award may result in rejection of the Bidder's offer. If the Bidder wishes to bring additional information to the notice of the GLPC, it should do so in writing.

## **ARTICLE – 22 BID EVALUATION**

The Bids will be evaluated on the basis of **Quality and Cost based Selection Method (QCBS)**. The responsive proposals shall be evaluated on a **Quality and Cost based Selection Method (QCBS)** basis in the ratio of **70:30** (70% weightage to Technical Presentation Proposal and 30% weightage to the Financial Proposal).

### **Quality and Cost based Selection Method (QCBS)**

Under QCBS, a minimum qualifying mark for quality is established and indicated in the RFP. Agencies have to **score 60% or more** in the presentation to qualify to participate in the financial bid opening. Similarly, agencies which score less than 60% will be disqualified from the process. Short-listed consultants have to submit their proposals in two envelopes. The technical proposals are opened first and evaluated. Proposals scoring less than minimum qualifying marks are rejected, and the financial envelopes of the rest are opened in public. The agency who will secure the highest marks out of 100 will be considered.

#### **A. Technical Evaluation:**

The Bidders who have fulfilled the eligibility criteria (as per Chapter I Article 3) will be evaluated further. The technical evaluation and comparison of the bids shall be done for the following parameters:

Sr	Form Tech	Criteria	Weightage in %
1	Form Tech - 1	Existing work and past experience of the firm	10
2	Form Tech - 2	Single Work Order/ Agreements/ Contract Letter of similar nature of work	10
3	Form Tech - 3	Turn Over	10

4	Form Tech - 4	Team Composition	10
5	Form Tech - 5	Presentation on Description of approach, methodology, and work plan in responding to the terms of reference	60
<b>Total</b>			<b>100</b>

**Note:** - GLPC Ltd.is not bound in any manner to select:

- (i) **Any of the bidders who have submitted proposals or**
- (ii) **The bidder offering the lower/lowest price.**

**22.1** The proposals shall be evaluated as per the parameters and the data and documents provided by the bidders in support of their claims. **The cut off marks for shortlisting, based on the technical evaluation is 60 marks.** The evaluation committee shall have the right to verify the claims made by the bidder, in whichever way it deems fit. Based on the vide evaluation, only technically qualified bidders scoring more than cut-off marks shall be short-listed for opening of financial bids.

**Evaluation criteria for Technical Forms**

Following is the breakup of evaluation criteria for Technical qualifications,

**Form tech – 1: Existing work and past experience of the firm**

Sr.no	No. of projects handled related to branding, marketing and promotional activities	Score (Out of 10)
1	5 projects and more	10
2	4 projects	7.5
3	3 projects	5
4	2 projects	3

**Form tech – 2: Single Work Order/ Agreements/ Contract Letter of similar nature of work**

Sr.no	Single Work Order/ Agreements/ Contract Letter of similar nature of work (Marketing and Promotion consultancy/ Marketing Management/Branding and Logo designing etc.)	Score (Out of 10)
1	Above Rs. 5.00 Cr.	10
2	Rs. 3.00 Cr. to Rs. 5.00 Cr.	5
3	Rs. 2.00 Cr. to Rs. 3.00 Cr.	3

### Form tech – 3: Turnover

Sr.no	Average Annual turnover of last 3 years	Score (Out of 10)
1	>8 crores to 10 Cr.	10
2	>7 to 8 Cr.	8
3	>6 to 7 Cr.	6
4	>5 to 6 Cr.	5
5	5 Cr.	3

### Form tech – 4: Team composition

Sr.no	Level	No. of HR Personnel available	Score (Out of 10)
1	<b>Key Personnel &amp; Non-Key Personnel</b>	25 and above	5
		11 to 24	3
		10 or Less	2
2	<b>Vendors / Sub-contractors</b>	5 and above	5
		3 & 4	3
		0 to 2	2

**\*Note:** Proof of documents must have to be submitted for all Form Tech – 1, 2, 3 and 4 along with the Tech documents.

### 22.2 Bid Evaluation Committee

The above evaluation shall be done by an Evaluation Committee decided by the Gujarat Livelihood Promotion Company Limited (GLPC LTD), The Committee shall determine the approach and methodologies for the issues, which may arise during the above, referred evaluation exercise and have not been addressed in this Tender Document. The decision of the Committee shall be final and binding on all the Bidders. **Its Sole discretion of Authority to award the contract to more than one bidder** also, However Evaluation Committee and the Authority, **Gujarat Livelihood Promotion Company Limited** reserve the right to vary qualifying requirement without intimation to the bidders.

### B. Financial Evaluation:

- The financial bid of only the short-listed Bidders based on technical evaluation shall be opened. The financial bids of the concern agencies which shall score less than 60 marks in technical bid will not be opened.
- After the evaluation of technical proposal is completed, the authority may notify those bidders whose technical proposal were considered non-responsive and not qualified indicating that their Financial proposals will not be opened.

- The Authority shall inform the bidders who have qualified in the technical proposal after the evaluation of technical proposal before the date of financial bid opening.
- The financial proposal shall be opened from GeM website in the presence of bidder authorized representative who choose to attend. The name of the bidder, the technical scores, and the quoted process shall be read aloud and recorded when the financial proposals are opened.
- It is expected that bidders shall determine the costs appropriately and shall take necessary care in allocating budget adequately to major components of study.
- The price bid to be considered for evaluation shall exclude GST, but shall include all the other taxes, if any.
- The evaluation committee shall consider the evaluated financial offer and/or total proposal cost and the score on price quote will be calculated in the following manner.

**Sf = 100 \* Fm / F**, in which

- ❖ Sf: Financial Score of the financial proposal being evaluated
- ❖ Fm: Computed lowest financial proposal (inclusive of all taxes but excluding GST)
- ❖ F: Computed Price of bidder under evaluation (inclusive of all taxes but excluding GST)
- ❖ T: weight given to the Technical Proposal
- ❖ P: weight given to the Financial proposal
- ❖ S: Score
- ❖ St: Technical Score

$$\underline{\mathbf{S = St * T + Sf * P}}$$

- The weights given to the Technical & Financial Proposals are:
  - ❖ T = 0.7 (70%)
  - ❖ P = 0.3 (30%)
- Proposal will be ranked accordingly to their combined Technical Scores (St) and Financial Scores (Sf) using the weights indicated above. Final scores will be calculated as under:

**The bidder getting Highest Score (Technical + Financial) would be awarded the bid (H1 Bidder).**

- Bidders submitting the bids should clearly understand that any or all parts of their bids are liable to be part of the negotiation procedure.

## **ARTICLE - 23 THE GLPC's RIGHT TO VARY SCOPE OF CONTRACT AT THE TIME OF AWARD**

If any such change causes an increase or decrease in the cost of, or the time required for, the Bidder performance of any part of the work under the Contract whether changed or not changed by the order, an

equitable adjustment shall be made in the Contract Price or schedule of implementation, or both, and the Contract, shall, accordingly be amended. Any claims by the Bidder for adjustment under this Para must be asserted within thirty (30) days from the date of the Bidder receipt of the GLPC LTD changed order.

#### **ARTICLE - 24 GLPC'S RIGHTS TO ACCEPT ANY BID AND TO REJECT ANY OR ALL BIDS**

**24.1** The GLPC LTD reserves the right to reject any Bid and to annul the bidding process and reject all bids at any time prior to award of Contract without thereby incurring any liability to the affected Bidder(s) or any obligation to inform the affected Bidder(s) of the grounds for such decision.

#### **ARTICLE – 25 NOTIFICATION OF AWARD & SIGNING OF CONTRACT**

**25.1** Prior to expiry of the period of Bid validity, the GLPC LTD will notify the successful Bidder in writing that its Bid has been accepted and send successful Bidder the Contract Form.

**25.2** Within 10 days of receipt of the Contract Form, the successful Bidder shall sign and date the contract and return it to the GLPC LTD If the successful Bidder thus selected fails to sign the contract as stipulated, the GLPC LTD reserves the right to offer the contract to the next lowest Bidder.

#### **ARTICLE – 26 PERFORMANCE GUARANTEE / SECURITY DEPOSIT**

**26.1** The contract performance guarantee/security deposit has to be submitted within 10 days of receipt of contract form by successful bidder. The performance guarantee/security deposit shall be 5% of the Total Accepted Tender Value. The performance guarantee/security deposit can be in the form of bank guarantee from any of the Nationalized Bank/Scheduled Bank only, which shall be valid for duration of 90 days beyond the expiry of contract period.

**26.2** If the successful Bidder fails to remit the performance guarantee/security deposit the EMD remitted by him will be forfeited and his bid will be held void.

**26.3** Upon the successful Bidder's furnishing of performance guarantee/security deposit and signing of contractual documents, the GLPC LTD will promptly notify all Short-listed Bidders and will refund their Bid Security.

**26.4** The performance guarantee/security deposit Format is given at Annexure –7.1.

**26.5** The performance guarantee/security deposit shall be refunded within 2 months from the expiry of the contract period and on satisfaction of the GLPC LTD for execution of the work / settlement of disputes, if any.

#### **ARTICLE – 27 PAYMENT TERMS**

**The payment terms will be as per the following conditions:**

- No advance will be paid.
- Payment will be made on monthly basis.

- All the payments shall be released on certification of satisfactory completion of work from the Designated Authority.
- Selected agency will be required to raise an invoice of particular month on first day of the next month along with reports of work done.

**Documents to be submitted for payment:**

Payments shall be made on submission of following documents.

**27.1** Request letter clearly mentioning the amount of payment

**27.2** Invoices with stamp and authority signature.

**27.3** Report of the monthly work sheet.

**27.4** All the payments shall be released on certification of satisfactory completion of work.

**27.5** Details for payment: Account holder's name, Bank name, Branch name and address, Account type, Account number, IFSC code, MICR Code (if these details are not incorporated in contract).

**ARTICLE – 28 PENALTIES**

**The penalty will be applicable in the following:**

- The GLPC LTD will levy a maximum of up to 10% penalty of the Total Accepted Tender Value of each assignment in case the Bidder fails to provide the required quality and quantity of services specified by the GLPC LTD in the pre-confirmed time schedule. The quantum of penalty shall be decided by the GLPC LTD and it shall be binding and final. On the Bidder failing to rectify the faults, the GLPC LTD may get them attended/rectified by any other agency at the risk and cost of the Bidder and the same will be recovered from the Bidder.
- The GLPC LTD shall terminate the contract on evidence of persistent non-performance by the Bidder by giving one month notice.
- In case the agency wants to withdraw the contract their Security Deposit will be forfeited

**ARTICLE -29 PATENT RIGHTS**

The Bidder shall indemnify the GLPC LTD against all third-party claims of infringement of patent, trademark/copyright arising from the use of services or any part thereof.

**ARTICLE -30 GLPC LTD HAS RIGHT TO AWARD THE CONTRACT TO ONE OR MORE BIDDERS**

The GLPC LTD reserves the right to award the contract to one or more than one Bidder and split the order among different Bidders.

**ARTICLE -31 DISQUALIFICATIONS**

GLPC LTD may at its sole discretion and at any time during the evaluation of proposal, disqualify any

bidder, if the bidder has:

- 31.1** Submitted the proposal documents after the response deadline.
- 31.2** Made misleading or false representations in the forms, statements and attachments in proof of eligibility requirements.
- 31.3** Exhibited a record of poor performance such as doing as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three years.
- 31.4** Submitted a proposal that is not accompanied by required documentations or is non- responsive.
- 31.5** Failed to provide clarifications related thereto, when sought.
- 31.6** Declared ineligible by the any department or office of any Government for corrupt and fraudulent practices or blacklisted.
- 31.7** Submitted the proposal with the price adjustment/variation provision.

### **ARTICLE – 32 CONTRACT PERIOD**

This service shall commence within 1 month from the date of signing of the Agreement and shall continue thereafter for a period of 3 years. This service shall be reviewed by the GLPC LTD at the end of the 3 years. The terms and conditions for extension of the contract may be negotiated as per sole discretion of GLPC LTD

### **ARTICLE -33 BIDDER’S OBLIGATION**

- i. The Bidder shall appoint, an authorized person not lower than the rank of Deputy General Manager as “Coordinator -Bidder” to co-ordinate with the GLPC LTD in all matters related to Bidder for the successful implementation and operation of the project and to be responsible for all necessary exchange of information.
- ii. The Bidder shall provide all assistance to the GLPC LTD representative/s as they may reasonably require for the performance of their duties and services.
- iii. The Bidder shall provide to the GLPC LTD reports on a regular basis during the Implementation Period and the Contract Period as per the required format of GLPC LTD
- iv. The Bidder shall appoint, supervise, monitor and control the activities of services under their respective agreements as may be necessary.
- v. The Bidder shall be responsible for all statutory obligations/ liabilities like Salary, ESI. PF, etc. as per Labour Laws for the manpower employed under these project.

### **ARTICLE – 34 POWER OF GLPC**

Grant in a timely manner for all such approvals, permissions and authorizations which the Bidder may require or is obliged to seek from in connection with implementation of the project and the performance of the Bidder obligations.

- I. GLPC LTD shall release the funds in a timely manner as per the payment terms, after satisfying itself of all the project-related, statutory and accounting aspects, so as to enable the Agency/firm to satisfactorily implement the project and perform its obligations.
- II. The GLPC LTD shall appoint, an authorized person as ‘Coordinator – GLPC’ to coordinate with the Bidder in all matters related to GLPC LTD for the successful implementation of the project and to be responsible for all necessary exchange of information required.

#### **ARTICLE -35 FORCE MAJEURE**

- Notwithstanding anything contained in the RFP, The Agency shall not be liable for liquidated damages or termination for default, if and to the extent that, it’s delay in performance or other failures to perform its obligations under the agreement is the result of an event of Force Majeure.
- For purpose of this clause ‘Force Majeure’ means an event beyond the control of the agency and not involving the agency’s fault or negligence and which was not foreseeable such as Act of God, Act of War, Act of Public enemy, Natural Calamities, Fires, Floods, Epidemics, Frost, Quarantine restrictions, Strikes, and Lockouts etc. the decision of GLPC LTD regarding Force majeure shall be final and binding on the agency.
- The Agency shall promptly notify to GLPC LTD in writing, of such conditions and the cause thereof. Unless otherwise directed by GLPC LTD in writing, the agency shall continue to perform its obligations under the agreements far as reasonably practical and shall seek all reasonable alternative means for performance not prevented by the force majeure.
- No Price Variation shall be allowed during the period of force majeure and liquidated damages would not be levied for this period.

#### **ARTICLE -36 LIQUIDATED DAMAGES**

In the event of failure of the Bidders to secure acceptance by the GLPC, before the commencement date as prescribed by the GLPC, the GLPC LTD reserves the option to recover from the Bidder as liquidated damages and not by way of penalty, 10% of the Total Accepted Tender Value of the Service to be rendered for the period after the said commencement date, until acceptance without prejudice to other remedies under the contract.

#### **ARTICLE – 37 TERMINATION OF THE CONTRACT**

- 37.1** The GLPC LTD will have the right to cancel the contract if the Bidder commits breach of any or all conditions of the contract. Breach of Contract includes, but not limited to, the following:

- It is found that the schedule of implementation of the project is not being adhered to.
- The Bidder stops work and such stoppage has not been authorized by the GLPC LTD
- The Bidder may become bankrupt or goes into liquidation other than for project or amalgamation.
- The GLPC LTD gives notice to correct a particular defect/irregularity and the Bidder fails to correct such defects/irregularity within a reasonable period of time determined by the GLPC LTD

**37.2** If the contract is terminated by the Government of Gujarat/ the GLPC LTD unilaterally, the Government will pay to the Vendor remaining amount, if any, for the payment for service charges for the period for which the service has been rendered and all other claims through mutually agreeable settlement.

#### **ARTICLE – 38 “NO CLAIM” CERTIFICATE**

The Bidder shall not be entitled to make any claim, whatsoever, against the GLPC, under or by virtue of or arising out of this Contract, nor shall the GLPC LTD entertain or consider any such claim, if made by the Bidder and the Bidder shall have signed a “No Claim” Certificate in favors of the GLPC LTD in such forms as shall be required by him after the works are finally accepted.

#### **ARTICLE – 39 SUSPENSION**

GLPC LTD may, by a written notice of suspension to the Bidder, suspend the Contract if the Bidder fails to perform any of its obligations under this Contract (including the carrying out of the services) provided that such notice of suspension:

1. Shall specify the nature of the failure and
2. Shall request the Bidder to make good such failure within a specified period from the date of receipt of such notice of suspension by the Bidder.

#### **ARTICLE -40 TRANSFERS ON COMPLETION OF CONTRACT PERIOD**

The ownership of all the facilities and IPR assets (without any liability) necessary for proper and normal operation of the project including but not limited to all electrical, civil and mechanical works, vehicles, implements, tools and tackles on completion of the Contract period will automatically be vested with the GLPC LTD

#### **ARTICLE – 41 DETAILS TO BE KEPT CONFIDENTIAL**

The Bidder shall treat the details of the contract as private and confidential, save in so far as may be necessary for the purposes thereof, and shall not publish or disclose the same or any particulars thereof in any trade or technical paper or elsewhere without the previous consent in writing of the GLPC LTD. If

any dispute arises as to the necessity of any publication or disclosure for the purpose of the Contract the same shall be referred to the GLPC LTD whose decision shall be final. The Bidder or his representative should neither disclose the data of project nor sell the data or use it for commercial exploitation or research work without the written permission of the GLPC LTD.

#### **ARTICLE – 42 TRANSFERS OF RIGHTS**

The Bidder shall not transfer the Contract to anybody except with the prior permission of the GLPC LTD.

#### **ARTICLE – 43 IMPLEMENTATION SCHEDULE**

The Bidder is expected to submit an implementation schedule for every assignment offered by GLPC LTD wherein the level of preparation and planning of work by the bidder can be assessed by GLPC LTD

#### **ARTICLE – 44 GLPC LTD AUTHORITIES**

Over and above all, the decision of GLPC LTD will be final and the implementing agency shall abide by it.

#### **ARTICLE – 45 LEGAL DISPUTES**

Legal dispute, if any, would be subject to the Gandhinagar jurisdiction.

## CHAPTER – III SCOPE OF WORK

### INTRODUCTION

Agency needs to cover all media experimental/ activations, Public Relations (PR), creative and designing, branding, advertising and shall integrate these services under one team. The agency should be able to plan successfully execute, implement and deliver all promotion and marketing activations and experimentations for the SHGs Product not limited to but as follows:-

### Food Products:-

Sr.no	Name of the Product	Sr.no	Name of the Product
1	Khakhra	31	Candles/Incense stick/Pooja Products
2	Papad	32	Chocolates
3	Pickles	33	Best from Waste Products
4	Kaju Products	34	Patch Work
5	Spices	35	Kathol/Seeds
6	Honey	36	Vermi-compost/Farm related products
7	Mouth fresheners	37	Shawl/Saree/Patola Products
8	Wafers / chips	38	Matel Work Product
9	Farshaan	39	Traditional Art & Craft
10	Nagli products	40	Sanitary pads
11	Sarbat /Juices	41	Traditional apparels
12	Herbal powders	42	Toiletries
13	Bakery products	43	Cosmetics
14	Dairy products	44	Wooden work
15	Organic products	45	Toys - Soft toys & Kites
16	Prickly pear juice	46	Home decorative items
17	Ayurvedic products	47	Office stationary
18	Ceramic products	48	Jute products
19	Bead work	49	Sofa-set Cover, Runners, Door mats, Carpets, Blankets etc
20	Leather products	50	Catering / Canteen
21	Coir & Rope products	51	House keeping
22	Woolen products	52	Other Products/Services
23	Akik / Agate products	53	Other Products/Services
24	Paper products	54	Other Products/Services

25	Mud work products	55	Other Products/Services
26	Bamboo products	56	Other Products/Services
27	Embroidery items	57	Other Products/Services
28	Pottery/Terracotta Product	58	Other Products/Services
29	Imitation Jewellery / Jewellery	59	Other Products/Services
30	Panchgavya Product	60	Other Products/Services

\* Initially, a mere 50 products/services will be the focus of development.

The tentative number of products and other components mentioned in the scope of work are subjected to change as per the needs of GLPC. The amount will be disbursed to selected agency based on price quoted in financial bid multiply by number of products and components accordingly. The project time period is for 3 years from the day of agency approved by the GLPC. The project may be extended for 2 more years based on the need and performance of the agency. All the activities mentioned in the scope of work should be carried throughout the project period.

## ARTICLE – 1 PRODUCT DESIGNING & DEVELOPMENT

Agency needs to design and develop the product brand, logo, slogan, packaging, design and labelling etc for all the products. Agency is supposed to carry out the following functions at the product design & development stage.

- Designing of enterprise brand name and logo where all product brand names fall under this umbrella.
- Each products is required to provide with alternative brand names.
- Designing of logos for each brand. Utmost care should be taken while designing the logos.
- Creation of catchy slogans and punch lines for the brands to popularize the products in the market.
- Provision of different packaging techniques for each product based on the typology and use of the product.
- Identification of various packaging techniques based on the typology of products and suitable sizes of the packing.
- Developing the content for product labelling etc.

Each product should be provided with following components

Sr. No	Component	No. of samples	Description	Units
1	Enterprise brand name	5	Brand name should be designed in such a way to reflect all products are being developed by the SHG women in Gujarat.	1

2	Enterprise brand logo	5	Creative logo for the enterprise which have to reflects the rural products and rural livelihoods of Gujarat.	1
3	Slogan	5	Catchy and punchy slogans for popularizing the products.	1
4	Product brand name	5	Product brand name should be designed in such a way to reflect all products are being developed by the SHG women in Gujarat.	50
5	Product brand logo	5	Creative logo for the enterprise which have to reflects the rural products and rural livelihoods of Gujarat.	50
6	Packaging	5	Creative, low cost and environmental friendly and sustainable packing technologies should be developed by the agency.	50
7	Labelling	5	Content development for labelling in a creative manner and should compliance with all legal requirements.	50

Note: All the above mentioned details should be submitted to GLPC, and final decision making power will be held with GLPC authorities. The formats and mechanism for submitting the soft copies of above mentioned components will be instructed by the GLPC.

## **ARTICLE – 2 LEGAL REGISTRATION**

Management agency should ensure the free functioning of all activities from legal registration of enterprises to sales of products by fulfilling the legal registration, certification, approvals from respective departments and other requirements.

- Registration of 50 identified products across the Gujarat.
- Enterprise brand registrations and product brand registration with concern authorities.

- FSSAI certifications for all food product.
- ISI certification for all other than food products.
- NOC approvals from Municipal corporations & Panchayat Raj Institutes.
- Approvals and clearances from respective departments such as pollution board, and industries commission etc.
- Any other legal certifications and registrations in case of necessary based on the type of the product, manufacturing process and location.
- GST registrations and filings.
- IPR approvals if necessary.
- Any other assistance in registration processes and approvals from any authorities.

**Note:** All costs incurred during any legal registration processes, approvals and certifications have to bare by the agency. These costs shall be included in the financial bid. Agency is the whole and sole responsible for any legal registrations, certifications, approvals for branding names, logos and other compliances.

### **ARTICLE – 3(A) TRAINING AND CAPACITY BUILDING OF SHGS**

Study the market and understand the demand to identify the product and provide the necessary training for the betterment of the product. Help the SHGs for the enhancement of the product design, logo, branding, packaging, labeling, supply chain, technicalities, and market delivery.

➤ The agency needs to give the training to SHGs for their product quality enhancement:-

- Team Work, work distribution
- How to increase the productivity,
- Book keeping,
- Proper use of required tools and machineries,
- Cost saving,
- Branding of their product,
- Improvement in the design and feel of product,
- Proper packaging, labeling and presentation of the product,
- Make them understand about the market and its requirement,
- Help to price the product,
- Stock maintenance & Ware housing (storage)
- Product value addition,
- Investment plan,
- Design changes in product as per requirement
- Help them to registered their enterprise and the product,
- Develop and provide them creative logo, brochure and slogan for their product.

### ARTICLE – 3 (B) TRAINING AND CAPACITY BUILDING OF CRP/ TLM

- Internet tools and their usage
- Training of Government e-Market Place ( GeM)
  - How to registered the product,
  - Product upload, Upload of good photographs of product,
  - Generation of business for SHGs,
  - Display of details & description of product.
  - Stock Availability
  - Different certification if required
- E-commerce platform registration, their marketing strategies, how to take order and delivered goods.
- Supply chain/ logistics SHGs Product.
- How to maintain stock register
- Basics of finance for business development

The training programme shall be broadly classified into two components i.e., Product development training and Business development training. Following are the list of training activities to be carried out and duration of each training programme.

Sr. no	Topic	Topics to be covered	No. of days	No.of participates	No. of training programmes	Participants
1	Pre - production	Procurement of raw materials, procurement and usage of tools and machinery, usage of, team work, loans sourcing, capital investment, record keeping, basics in financial management and operation costs etc	2	50	20	SHG women, CRPs& TLMs
2	Production	Manufacturing process, value addition, stock management, product design, packaging, labelling and project presentation.	2	50	20	SHG women, CRPs& TLMs
3	Post production	Pricing, branding, market analysis, sales techniques, 4 – P’s, supply chain, logistics management and stock management etc.	2	50	20	SHG women, CRPs& TLMs

4	<b>Business development</b>	Demand & Supply, Market analysis, customer relationships, and forecasting techniques.	1	50	20	SHG women, CRPs& TLMs
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## ARTICLE – 4 BRANDING & MARKETING

- The agency should review the initiatives undertaken by GLPC LTD in the past. The review shall set out the current position vis a vis where GLPC LTD wants to be in future. At the end of the exercise finding of the diagnosis would set the baseline for future strategy formulations.
- The agency will have to develop effective marketing and promotional strategies for the SHGs.
- The agency should ensure brand image and creative across multiple markets in trade activations and media campaigns to ensure integrate messaging and cost synergy.
- The agency should keep itself abreast of the development of the marketing sector and should be proactive in adapting marketing technologies.
- The agency shall conceptualize and develop Information, Education and Communication (IEC) materials for Radio, TV in different format like jingles/ spots, cinema ads, shorts films,/ documentaries, training films, interactive shows, audio visuals materials in any other formats as per requirement.
- Conceptualization and design materials for outdoor IEC activities like hoarding, bus/ train panels. Bus shelters, panels & Posters in railway stations and airports, illuminated signage, wall paintings, display panels, other exhibition materials etc.

### TRADE MARKETING

The agency will have to develop plans for GLPC’s participation in domestic trade fairs and national trade fairs, B2B Meets, buyer-seller meets, based on market studies to ensure that Gujarat Stays as the leading domestic destination in India.

Agency is intended to develop the creative brand names and logos for entire product portfolio. The agency should ensure the brand image and create multiple markets in trade activities and media campaigns to ensure the integrate messaging and cost synergy. Preparation of brochures, leaflets, individual product catalogue, outdoor market posters and develop the content for advertisements. Following are the detailed list of activities and products to be develop under the purview of branding and marketing.

Sr.no	Component	Description	Target	Units
1	Brochures	Content preparation along with product photos, and designing.	5 types of designs to be submitted to GLPC for approval. Printing and distribution should be done after approval.	1
2	Leaflet			1
3	Flyers			1
4	Individual product catalogue			50
	Outdoor marketing posters			5
6	Business visiting cards			1
	Calendar			1
8	Dairy			1
9	Greeting cards			1
10	Banners, posters & Boards	Preparation of banners and boards for manufacturing		1
		units and outlets		
11	Videos for campaigns	Video of 1 to 5 mins (Topic shall be given by GLPC)		2
	Audios for campaigns	Audio of 1 to 5 mins (Topic shall be given by GLPC)		3
13	Jingles	Creation and popularizing	3 varieties	2
14	Caller Tunes	Creation and popularizing	3 varieties	2
15	Ring Tones	Creation and popularizing	3 varieties	2

**Note:** All the above mentioned details should be submitted to GLPC, and final decision making power will be held with GLPC authorities. The formats and mechanism for submitting the soft copies of above mentioned components will be instructed by the GLPC.

#### **ARTICLE – 5 ADVERTISEMENT – PRINT / ELECTRONIC / SOCIAL MEDIA**

The selected agency needs to create and subsequently maintain the Print / electronic / social media platform for SHGs (GLPC) including but not limited to Facebook, Twitter, YouTube channel, Google plus, LinkedIn, Instagram and Whatsapp or any other Print / electronic / social media.

- Give all Print / electronic / social media platform (if existing) a new look every week by putting up creative features, theme lines, links, product images etc.

- Daily informative and promotional updates in the form of relevant text, picture, audio, video, interactive contents, interviews, news, events etc.
- Regularly organize online surveys on all platforms in consultation with the GLPC LTD team/ Authorities.
- Providing amplification of digital marketing communication and messaging through planning and execution of Print / electronic / social media marketing activities across paid and Non- paid media avenues. Like (SEO,Blog, Pay Per Click, Emailing, Sms, Display Banner ads etc.)
- Media planning and providing professional inputs and support in buying of media for Print / electronic / social media campaigns (online and Mobiles) for running banners, adverts etc. during the contract the subject to be decided in consultation with GLPC LTD.
- Executing the digital campaigns based on the Print / electronic / social media strategy and plan undertaking activities like optimization of campaign and reporting etc.
- The agency should be able to develop interesting and innovative content, campaigns, in order to have communication strategy for various Print / electronic / social media platforms to enhance the reach of content in real time basis.
- Create relevant tagging, hashtag and linkage of content on the platforms.
- Content shared online must be copyright protected and unauthorized use of this must be monitored and will be the copyright of GLPC LTD.
- E-mail Marketing & promotions
- Bulk SMS Promotions to be provided
  - Tie –ups with the online e-commerce platforms for the selling of the product like Amazon, Flipkart, India Post, D-Mart, Big-basket , Reliance Fresh, Osia Mall, Big-Bazaar etc.
  - Provide assistance to SHGs to register on the Government- e- Marketplace (GeM) and train them to product upload, and use of GeM platform and other e-commerce platforms.
  - Tie-ups with the super market and malls to sell SHGs product, help them in organization of local fairs and events, make them participate in the states and national wide trade fairs and festivals.
  - Train them for the use of e-commerce platform, how to upload their product, how to get the order

and how to get the business from them.

➤ Planning the logistics and supply chain for the delivery of the product

The selected agency is responsible for developing a strategy for promotion of all products through the Print / electronic / social media. The content in all platforms shall be well designed in creative manner, maintained and updated frequently based on the instructions and approvals from the GLPC. The target mentioned in the below table is to reach the maximum and non-repetitive customers on daily basis through the different social media platforms. Prior approval from GLPC authorities is mandatory for publishing or sharing any message and content in Print / electronic / social media. The financial bid can be made based on following target and in case of change in targets the amount shall be paid according to the changes as per mutual agreement of both the parties.

Following are the minimum possible list of Print / electronic / social media platforms to be utilized for promotional activities.

<b>Sr.no</b>	<b>Platform</b>	<b>Activity</b>	<b>Target</b>
<b>1</b>	Facebook	Creation and management of Fb page on the name enterprise and showcasing of all 50 products photos, description, prices, availability, address, and contact details etc.	1 Fb page reaching at least 100 different customers daily
<b>2</b>	Twitter	Creation and management of Twitter page on the name enterprise and showcasing of all 50 products photos, description, prices, availability, address, and contact details etc.	1 Twitter page reaching at least 100 different customers daily
<b>3</b>	YouTube	Creation and management of You Tube channel, producing of videos regarding manufacturing process etc, editing and regular uploading of videos in the channel.	1 YouTube page reaching at least 100 different customers daily
<b>4</b>	Google plus	Creation and management of Google+ page on the name enterprise and showcasing of all 50 products photos, description, prices, availability, address, and contact details etc.	1 Google + page reaching at least 100 different customers daily
<b>5</b>	LinkedIn	Creation and management of LinkedIn page on the name enterprise and showcasing of all 50 products photos, description, prices, availability, address, and contact details etc.	1 LinkedIn page reaching at least 100 different customers daily
<b>6</b>	Instagram	Creation and management of Instagram page on the name enterprise and showcasing of all 50 products photos, description, prices, availability, address, and contact details etc.	1 Instagram page reaching at least 100 different customers daily

7	WhatsApp	Creation and management of WhatsApp account, content creation, forwarding the messages to masses, replying to the queries of the customers.	1 WhatsApp account reaching at least 100 different customers daily
8	WhatsApp Business	Creation and management of WhatsApp Business account, interaction with customers, providing tools to automate, content creation, forwarding the messages to masses, replying to the queries of the customers.	1 WhatsApp business account reaching at least 100 different customers daily
9	Telegram	Creation and management of Telegram page on the name enterprise and showcasing of all 50 products photos, description, prices, availability, address, and contact details etc.	1 Telegram page reaching at least 100 different customers daily
10	Blogs	Creation and management of of blogs, publishing the information, popularizing and regular promotion of blogs.	1 blog with 2 stories weekly.
11	SMS	Creation of SMS to promote the products and to provide the regular information to the customers across the globe.	1000 SMS per day.
12	Email	Creation and management of business email, sending the product details and offers to the high end customers across the globe.	100 Mails per day

**Note:** Agency have to recruit / place one dedicated professional for handling the Print / electronic / social media platforms and weekly / fortnightly review shall be done by the GLPC on the progress of reach. The agency should submit the weekly / fortnightly progress report throughout the contract period.

#### **ARTICLE – 6 TIE-UPS**

- Tie –ups with the online e-commerce platforms for the selling of the product like Amazon, Flipkart, India Post, D-Mart, Big-basket, Reliance Fresh, Osia Mall, Big-Bazaar etc.
- Provide assistance to SHGs to register on the Government- e- Marketplace (GeM) and train them to product upload, and use of GeM platform and other e-commerce platforms.
- Tie-ups with the super market and malls to sell SHGs product, help them in organization of local fairs and events, make them participate in the states and national wide trade fairs and festivals.

- Train them for the use of e-commerce platform, how to upload their product, how to get the order and how to get the business from them.
- Planning the logistics and supply chain for the delivery of the product

The technical agency is required to achieve the following targets provided by the GLPC in order to ensure the maximum sales.

<b>Sr.no</b>	<b>Platform</b>	<b>Target</b>	<b>Example</b>
1	<b>e-Commerce</b>	10 e-Commerce tie-ups	Amazon, Flipkart, Jio mart, Big basket etc
2	<b>Retailer</b>	Tie-ups with 5 retailer stores across the Gujarat	AMUL parlors, More supermarkets, Spencer's, Reliance fresh and Dmart etc.
3	<b>Wholesale</b>	Tie-ups with 5 wholesale stores across the Gujarat	METRO cash n carry



**CHAPTER- IV**  
**TECHNICAL PROPOSAL – STANDARD FORMS**

**Form TECH - 1**

**Form TECH-1:** A brief description of the Consultant’s organization and an outline of the experience of the Consultant in projects most relevant to the assignment. In the case of a joint venture, information on similar assignments shall be provided for each partner. For each assignment, the outline should indicate the names of the Consultant’s Key Experts and Sub-consultants who participated, the duration of the assignment, the contract amount (total and, if it was done in a form of a joint venture or a sub-consultancy, the amount paid to the Consultant), and the Consultant’s role/involvement.

**EXISTING WORK AND PAST EXPERIENCE OF THE FIRM**

<b>Sr. No.</b>	<b>Name of Client/ organization</b>	<b>Description of work / type of work</b>	<b>Work order No. &amp; Date</b>	<b>Value of Contract (Rs. in Lakhs)</b>	<b>Duration (Dates)</b>	<b>Total years of experience</b>

**Note:** - TSP is supposed to provide all descriptive details of each component mentioned in Form Tech - 1 in annexure - 1. The Annexure should consists of all backup details such as MOUs, work orders, financial statements, project completion certificates and other relevant details pertaining to work experience of the agency. There should be sync in chronology between the details mentioned in the Form Tech – 1 and annexure – 1.

**Form TECH- 2**

**Form TECH- 2:** A brief description of the Consultant’s organization and an outline of the recent experience of the Consultant in government / semi government / PSU etc that is most relevant to the assignment.

**SINGLE WORK ORDER/ AGREEMENTS/ CONTRACT LETTER OF SIMILAR NATURE OF WORK (MARKETING AND PROMOTION CONSULTANCY/ MARKETING MANAGEMENT/BRANDING AND LOGO DESIGNING ETC.)**

<b>Sr. No.</b>	<b>Name of Client/ organization</b>	<b>Description of work / type of work</b>	<b>Work order No. &amp; Date</b>	<b>Value of Contract (Rs. in Lakhs)</b>	<b>Duration (Dates)</b>	<b>Total years of experience</b>

**Note: -** TSP is supposed to provide all descriptive details of each component mentioned in Form Tech - 2 in annexure - 2. The Annexure should consists of all backup details such as MOUs, work orders, financial statements, project completion certificates and other relevant details pertaining to work experience of the agency. There should be sync in chronology between the details mentioned in the Form Tech – 2 and annexure – 2.

**Form TECH-3  
TURNOVER**

**Form TECH-3:** Turnover of the TSP for last 3 years has to be mentioned in this form. The related documents such as bank statements and project completion reports etc. has to be submitted in annexures - 3.

**SUMMARIZE TURNOVER OF THE BIDDER**

<b>Sr.no</b>	<b>Financial year</b>	<b>Net worth (Amount in Lakhs)</b>
1	2022-23	
2	2021-22	
3	2020-21	
<b>Average Turnover in (Lakhs)</b>		

**Note: -** TSP is supposed to provide all descriptive details of each component mentioned in Form Tech - 3 in annexure - 3. The Annexure should consists of all backup details such as bank statements, audit reports and other related documents. There should be sync in chronology between the details mentioned in the Form Tech– 3 and annexure – 3.

**Form TECH-4**

**Team Composition**

TSP agency is intended to provide their team composition in three levels i.e, Key personnel, Non-key personnel and other vendors / sub-contractors.

**LIST OF KEY PERSONNEL**

<b>Sr. No.</b>	<b>Name of Person</b>	<b>Age</b>	<b>Designation</b>	<b>Qualification</b>	<b>Experience</b>	<b>Area of Expertise</b>

**LIST OF VENDORS / SUB-CONTRACTORS**

<b>Sr. No.</b>	<b>Name of Person</b>	<b>Age</b>	<b>Designation</b>	<b>Qualification</b>	<b>Experience</b>	<b>Area of Expertise</b>

**Note:** - TSP is intended to provide the all backup details of human resources listed in the Form Tech – 4 in annexure – 4. The proofs of designation, qualification, experience and other relevant details of key personnel, non-key personnel and vendors / sub-contractors shall be provided as per Form Tech – 4. There should be sync in chronology between the details mentioned in the Form Tech – 4 and annexure – 4.

## Form TECH-5

### PRESENTATION ON DESCRIPTION OF APPROACH, METHODOLOGY, AND WORK PLAN IN RESPONDING TO THE TERMS OF REFERENCE

A description of the approach, methodology and work plan for performing the assignment, including a detailed description of the proposed methodology and staffing for training, if the Terms of Reference specify training as a specific component of the assignment.

{Suggested structure of your Technical Proposal :}

- a) About the firm and Staffing
- b) Previous experience with Govt/semi-govt/PSU
- c) Other remarkable achievements
- d) Work Plan
- e) Technical Approach and Methodology

- a) **Organization and Staffing.** {Please describe the structure and composition of your team, including the list of the Key staff}.
- b) **Work Plan.** {Please outline the plan for the implementation of the main activities/tasks of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and tentative delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing your understanding of the TOR and ability to translate them into a feasible working plan. A list of the final documents (including reports) to be delivered as final output(s) should be included here. The work plan should be consistent with the Work Schedule Form.} Consultants are required to propose realistic work plan vis-à-vis deliverables, staffing and should adhere to the work plan.
- e) **Technical Approach and Methodology.** {Please explain your understanding of the objectives of the assignment as outlined in the Terms of Reference (TORs), the technical approach, and the methodology you would adopt for implementing the tasks to deliver the expected output(s), and the degree of detail of such output. Please do not repeat/copy the TORs in here.} Not more than 2-3 pages.

**Form TECH-6**

**PROFILE OF THE BIDDER**

The Bidder should furnish the following details:

- 1) Name of the Organization :
  
- 2) Nature of the Organization :
  
- 3) Address with phone no, Fax and Email id :
  
- 4) Name of the Authorized Person :
  
- 5) Certification obtained for seeds :
  
- 6) Any other details in support of your offer :

Signature of the bidder with seal

**Form TECH-7**

**CHECKLIST FOR FULFILLMENT OF ELIGIBILITY CRITERIA (CHAPTER-I, ARTICLE-3)**

- 3.1. The Bidder should have Office in Gujarat and submit a copy of supporting Documents.
- 3.2. The bidder should **have minimum annual turnover of Rs. 2.00 Cr.** Each year from the services like marketing, promotion, branding and advertising in the last 3 financial years; they have to submit a copy of Certificate of Chartered accountant.
- 3.3. Participating firm should be a **registered company** or firm or individual entity with a valid **Permanent Account Number (PAN) and GST Registration (copy to be submitted.)**
- 3.4. The Bidder must have completed & executed atleast one project value minimum of Rs. 2.00 Cr. in single work order in last 3 years (i.e. 2022-23, 2021-22, 2020-21). The project should be related to Marketing and promotion, Business development services/Management services/marketing & promotion consultancy/Marketing Management/branding and logo designing etc. (Proof to be submitted)
- 3.5. The bidder should not have been debarred / blacklisted by any State Government / Central Government / PSU / Reputed Organizations for any reason in the last three financial years as on bid calling date. (Self-declaration of the same to be given Online)

Signature of the Bidder with seal

## ANNEXURE – 4.1

### FORMAT FOR PERFORMANCE GUARANTEE

(On Non-Judicial Stamp Paper)

To be stamped according to Stamp Act and to  
Be in the name of the executing Bank

To  
Gujarat Livelihood Promotion Company Limited,  
Block no -18th, 3rd floor,  
Udyog Bhawan, Sector 11  
Gandhinagar 382011, Gujarat

In consideration of the **GLPC LTD, Gandhinagar** having its registered office at Gandhinagar (hereinafter called the “GLPC LTD” which expression shall unless repugnant to the subject or context include its administrators successors and assigns) having agreed under the terms and conditions of the Award Letter bearing No \_\_\_\_\_ dated \_\_\_\_\_ issued by the GLPC LTD, Gandhinagar 382011, which has been unequivocally accepted by the Vendor (*refer NOTE below*) work of Total solution provider cum marketing and promotion management for SHGs Product (hereinafter called the said Contract) to accept a Deed of Guarantee as herein provided for Rs. \_\_\_\_\_ (Rupees \_\_\_\_\_ only) from a Nationalised Bank, in lieu of the security deposit, to be made by the Vendor or in lieu of the deduction to be made from the Vendor’s bill, for the due fulfillment by the said Vendor of the terms and conditions contained in the same Contract. We \_\_\_\_\_ the \_\_\_\_\_ (hereinafter referred to be “the said Bank” and having our registered office at \_\_\_\_\_ do hereby undertake and agree to indemnify and keep indemnified to the GLPC LTD. from time to time to the extent of Rs. \_\_\_\_\_ (Rupees \_\_\_\_\_ only) against any loss or damage, costs charges and expenses misused to or suffered by or that may be caused to or suffered by the GLPC LTD. by reason of any breach or breaches by the Vendor and to unconditionally pay the amount claimed by the GLPC LTD on demand and without demand to the extent aforesaid. We, \_\_\_\_\_ Bank, further agree that the GLPC LTD shall be the sole judge of and as to whether the said Vendor has committed any breach or breaches of any of the terms and conditions of the said Contract and the extent of loss, damage, costs, charges and expenses caused to or suffered by or that may be caused to or suffered by the GLPC LTD on account thereof and the decision of the GLPC LTD that the said Vendor has committed such breach or breaches and as to the amount or amounts of loss, damage, costs charges and expenses caused to or suffered by or that may be caused to or suffered by the GLPC LTD from time to time shall be final and binding on us.

We, the said Bank, further agree that the Guarantee herein contained shall remain in full force and effect during the period that would be taken for the performance of the said contract and till all the dues of the GLPC LTD under the said Contract or by virtue of any of the terms and conditions governing the said Contract have been fully paid and its claims satisfied or discharged and till the owner certifies that the terms and conditions of the said Contract have been fully and properly carried out by the Vendor and accordingly discharges this Guarantee subject, however, that the GLPC LTD shall have no claim under the Guarantee after 90 (Ninety) days from the date of expiry of the contract period.

The GLPC LTD shall have the fullest liberty without affecting in any way the liability of the Bank under this Guarantee or indemnity, from time to time to vary any of the terms and conditions of the said contract or to extend time of performance by the said Vendor or to postpone for any time and from time to time any of the powers exercisable by it against the said Vendor and either to enforce or forbear from enforcing any of the terms and conditions governing the said contract or securities available to GLPC LTD and the said Bank shall not be released from its liability under these presents by any exercise by the GLPC LTD of the liberty with reference to the matters aforesaid or by reason of time being given to the said Vendor or any other forbearance, act or omission on the part of the GLPC LTD or any indulgence by the GLPC LTD to the said Vendor or any other matter or thing whatsoever which under the law relating to sureties would but for this provision have effect of so releasing the Bank from its such liability.

It shall not be necessary for the GLPC LTD to take legal action against the Vendor before proceeding against the Bank and the Guarantee herein contained shall be enforceable against the Bank, notwithstanding any security which the GLPC LTD may have obtained or obtain from the Vendor shall at the time when proceedings are taken against the Bank hereunder be outstanding or unrealised.

We, the said Bank, lastly undertake not to revoke this Guarantee during its currency except with the previous consent of the GLPC LTD in writing and agree that any change in the Constitution of the said Vendor or the said Bank shall not discharge our liability hereunder. If any further extension of this Guarantee is required the same shall be extended to such required periods on receiving instructions from M/s. on whose behalf this guarantee is issued.

**In presence of  
WITNESS**

1. \_\_\_\_\_  
2. \_\_\_\_\_

**For and on behalf of (the bank)**

**Signature** \_\_\_\_\_

**Name & Designation** \_\_\_\_\_

**Authorization no.** \_\_\_\_\_

**Date and Place:** \_\_\_\_\_

**Bank Seal:**

The above guarantee is accepted by the GLPC LTD, Gandhinagar

NOTES

FOR PROPRIETARY CONCERNS

Shri \_\_\_\_\_ son of \_\_\_\_\_ resident of \_\_\_\_\_ carrying on business under the name and style of \_\_\_\_\_ at \_\_\_\_\_ (hereinafter called “The said Vendor” which expression shall unless the context requires otherwise include his heirs, executors, administrators and legal representatives).

FOR PARTNERSHIP CONCERNS

M/s. \_\_\_\_\_ a partnership firm with its office \_\_\_\_\_ (hereinafter called “the said Vendor” which expression shall unless the context requires otherwise include their heirs, executors, administrators and legal representatives); the name of their partners being

Shri \_\_\_\_\_ S/o \_\_\_\_\_

Shri \_\_\_\_\_ S/o \_\_\_\_\_

FOR COMPANIES

M/s. \_\_\_\_\_ a company registered under the Companies Act 1956 and having its registered office in the State of \_\_\_\_\_ (hereinafter called “the said Vendor” which expression shall unless the context requires otherwise include its administrators, successors and assigns).

FOR TRUST

M/s. \_\_\_\_\_ a company registered under the Bombay Public Trust Act 1850 and having its registered office in the State of \_\_\_\_\_ (hereinafter called “the said Vendor” which expression shall unless the context requires otherwise include its administrators, successors and assigns).

FOR SOCIETIES

M/s. \_\_\_\_\_ a company registered under the Societies Registration Act, 1860 and having its registered office in the State of \_\_\_\_\_ (hereinafter called “the said Vendor” which expression shall unless the context requires otherwise include its administrators, successors and assigns).

**ANNEXURE – 4.2**

**CHECKLIST FOR FULFILLMENT OF EVALUATION CRITERIA**

<b>Sr</b>	<b>Form Tech</b>	<b>Criteria</b>	<b>Weightage in %</b>
1	Form Tech - 1	Existing work and past experience of the firm	10
2	Form Tech - 2	Single Work Order/ Agreements/ Contract Letter of similar nature of work	10
3	Form Tech - 3	Turn Over	10
4	Form Tech - 4	Team Composition	10
5	Form Tech - 5	Description of approach, methodology, and work plan in responding to the terms of reference	60
<b>Total</b>			<b>100</b>

Signature of the Bidder with seal

**ANNEXURE – 4.3**  
**PROFORMA OF GENERAL POWER OF ATTORNEY**

(To be signed and executed in non-judicial stamp paper of Rs. 100/-)

**GENERAL POWER OF ATTORNEY**

**Be it known all to whom it concern that:**

1. Sri/Smt \_\_\_\_\_ S/o \_\_\_\_\_  
\_\_\_\_\_ Residing at \_\_\_\_\_
2. Sri/Smt \_\_\_\_\_ S/o \_\_\_\_\_  
\_\_\_\_\_ Residing at \_\_\_\_\_
3. Sri/Smt \_\_\_\_\_ S/o \_\_\_\_\_  
\_\_\_\_\_ Residing at \_\_\_\_\_

I/We all the Partners/Directors/Board members/ trustees/ Executive council members/ proprietors/Leaders of M/s \_\_\_\_\_ having its registered office at hereby appoint Sri \_\_\_\_\_ S/o \_\_\_\_\_ residing at as my/our attorney to act my/our name and on behalf and sign and execute all Documents/ Agreements binding the firm for all contractual obligations (including reference of cases to arbitrators) arising out of contracts to be entered into by the company/ Corporation/ society/ trust/ firm with the Office of Gujarat Livelihood Promotion Company Limited (GLPC), Gandhinagar 382011 in connection with its tender No. \_\_\_\_\_ Dated \_\_\_\_\_ For the selection of \_\_\_\_\_ due for opening on \_\_\_\_\_.

In short, he is fully authorized to do all, each and everything requisite for the above purpose concerning M/s \_\_\_\_\_ and I/We hereby agree to confirm and ratify his all and every act of this or any documents executed by my/ our said Attorney within the scope of the authority hereby conferred on him including references of cases to arbitration and the same shall be binding on me/ us and my/ our company/ Corporation/ society/ trust/ firm as if the same were executed by me/ us individually or jointly.

Witness (with address)                      Signature of the Partners/Directors/Board members/ trustees/ Executive council members/ proprietors/ Leaders

- 1.
- 2.
- 3.

ATTESTED

ACCEPTED

Signature:(Seal and Signature of Signatory of Tender offer of the company/ Corporation/ society/ trust/ firm).

## CHAPTER – V

### FINANCIAL BID FORMAT (On Line Only)

#### FORM FIN – 1

Tender Notice No. :

Tender Document No.:

To:

Gujarat Livelihood Promotion Company Limited,

Udyog Bhavan Block No – 18/3

Sector-11, Gandhinagar 382011

I/We hereby bid for providing the services for “**Total Solution Provider Cum Management Agency for Marketing and Promotion of SHGs Products**” as per the scope of work given in this Tender Document of the GLPC LTD, Gandhinagar within the time specified and in accordance with the specifications, design and instructions as per Special Terms and Conditions as well as General Terms and Conditions.

The rates (exclusive of all taxes) are quoted in the prescribed format given below in INR:

#### ARTICLE – 1 Product Designing & Development

Sr.no	Component	Description	Units	Cost per unit	Total cost (D x E)
A	B	C	D	E	F
1	Enterprise brand name	5 samples	1		
2	Enterprise brand logo	5 samples	1		
3	Slogan	5 samples	1		
4	Product brand name	5 samples per product	50		
5	Product brand logo	5 samples per product	50		
6	Packaging	5 samples per product	50		
7	Labelling	5 samples per product	50		
<b>A. Total</b>					

## ARTICLE – 2 Legal registration

Sr. no	Component	Description	Units	Cost per unit	Total cost
1	Brand registration of one product	Registration includes all types of legal registration of logo, brand name, FSSAI, ISI, Municipal corporation, PRI, Pollution boards, GST, and other required compliances	50		
<b>B. Total</b>					

## ARTICLE – 3 Training & Capacity building

Sr. No.	Subject / Sessions	Per Candidate Training Cost	Total Candidates proposed	Total Training Cost
1	Training and capacity building as mention in the scope of work to SHGs		500	
2	Training and capacity building as mention in the scope of work to CRP/TLM/CC/Others		50	
<b>C. Total Cost</b>				

## ARTICLE – 4 BRANDING & MARKETING

### Print media

Sr	Component	Description	Units	Cost per unit	Total cost
1	Brochuers	Designing of 5 samples	1		
2	Leaflet	Designing of 5 samples	1		
3	Flyers	Designing of 5 samples	1		
4	Individual product catalogue	Designing of 5 samples	50		
5	Outdoor marketing posters	Designing of 5 samples	5		
6	Business visiting cards	Designing of 5 samples	1		
7	Calendar	Designing of 5 samples	1		

8	Diary	Designing of 5 samples	1		
9	Greeting cards	Designing of 5 samples	1		
10	Banners	Designing of 5 samples	1		
<b>D'. Total cost</b>					

#### AV Media

Sr. No.	Component	Description	Units	Cost per unit	Total cost
1	Videos for campaigns	Video of 1 to 5 mins (Topic shall be given by GLPC)	2		
2	Audios for campaigns	Audio of 1 to 5 mins (Topic shall be given by GLPC)	3		
3	Jingles	Creation of jingles (1 to 5 mins)	2		
4	Caller Tunes	Creation and publishing in one platform per caller tune (1 to 5 mins)	2		
5	Ring Tones	Creation and publishing in one platform per ring tone (1 to 5 mins)	2		
<b>D". Total Cost</b>					

#### ARTICLE – 5 PRINT / ELECTRONIC / SOCIAL MEDIA

Sr.no	Components	Cost
1	Creation and management of all Print / electronic / social media components mentioned in scope of work for 3 years	
<b>E. Total</b>		

#### ARTICLE – 6 TIE-UPS

Sr.no	Platform	Units	Cost per unit	Total cost
1	e-Commerce	10		
2	Retailer	5		
3	Wholesale	5		
<b>F. Total</b>				

## FORM FIN – 2 Summary of Costs

### Consolidated Cost

Sr.no	Consolidated Article wisecost	Consolidated Total cost (INR) in lakhs
1	Article – 1	
2	Article – 2	
3	Article – 3	
4	Article – 4	
5	Article – 5	
6	Article – 6	
<b>I</b>	<b>Grand total</b>	

Note:-

- It) will be considering for the bid calculation.
- All rates should be exclusive of all charges and taxes.
- Bidding shall be done as per the components given in the scope of work for individual articles.
- All rates should be inclusive of all charges except GST
- GST will be applicable as per government norms.
- The above quotes are being requested to know rates in case such a situation arises and for purposes of bid evaluation.
- The Total Activity Cost will be deemed as the Financial Proposal for Financial Evaluation and the individual activity costs will be used as the reference cost for the all multiple marketing and promotion activities that the GLPC will be undertaking across the 3 years. No escalation in these costs will be allowed without significant variation in Campaign components or additional activities.
- Any new alternate marketing activity/campaign that GLPC has conceived or the Agency has suggested based on evolving market conditions, changing consumer trends, technological development and competitive actions by market leaders or close competitors will be carried out by the selected Agency on the basis of a proposal with cost-benefit analysis and the Agency will be paid a standard fee of the proposal.

**FORM FIN – 3**  
**Self-Declaration**

Selection of total solution provider cum management agency for marketing and promotion of SHG Products.

{Location, Date}

To  
The Managing Director  
GLPC,  
Gandhinagar.

Our attached Financial Proposal is for the amount of *{Indicate the corresponding to the amount(s) currency (ies)} {Insert amount(s) in words and figures}*, for execution of all activities as per scope of work *excluding all indirect local taxes*. The estimated amount of local indirect taxes is *{Insert amount in words and figures}* which shall be confirmed or adjusted, if needed, during negotiations.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal as required by the Client.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorized Signature {In full and initials}: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

In the capacity of: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature of the Bidder with Seal