



Bid Number/बोली क्रमांक (बिड संख्या):
GEM/2023/B/3359217
Dated/दिनांक : 20-04-2023

Bid Document/ बिड दस्तावेज़

Bid Details/बिड विवरण	
Bid End Date/Time/बिड बंद होने की तारीख/समय	18-05-2023 11:00:00
Bid Opening Date/Time/बिड खुलने की तारीख/समय	18-05-2023 11:30:00
Bid Offer Validity (From End Date)/बिड पेशकश वैधता (बंद होने की तारीख से)	90 (Days)
Ministry/State Name/मंत्रालय/राज्य का नाम	Ministry Of Electronics And Information Technology
Department Name/विभाग का नाम	Na
Organisation Name/संगठन का नाम	Unique Identification Authority Of India (uidai)
Office Name/कार्यालय का नाम	Hq, New Delhi
Item Category/मद केटेगरी	Hiring of Creative Agency - Category A,B or C; Audio and Video as per RFP; NA; Audio and Video as per RFP; NA; Audio and Video as per RFP; NA; NA; English and other Indian Languages
Contract Period/अनुबंध अवधि	1 Year(s)
Minimum Average Annual Turnover of the bidder (For 3 Years)/बिडर का न्यूनतम औसत वार्षिक टर्नओवर (3 वर्षों का)	100 Lakh (s)
Years of Past Experience Required for same/similar service/उन्हीं/समान सेवाओं के लिए अपेक्षित विगत अनुभव के वर्ष	3 Year (s)
Past Experience of Similar Services required/इसी तरह की सेवाओं का पिछला आवश्यक अनुभव है	Yes
MSE Exemption for Turnover/टर्नओवर के लिए एमएसई को छूट प्राप्त है	Yes
Startup Exemption for Years of Experience and Turnover/ अनुभव के वर्षों से स्टार्टअप छूट	No
Document required from seller/विक्रेता से मांगे गए दस्तावेज़	Experience Criteria,Bidder Turnover,Certificate (Requested in ATC) *In case any bidder is seeking exemption from Experience / Turnover Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer
Bid to RA enabled/बिड से रिवर्स नीलामी सक्रिय किया	No

Bid Details/बिड विवरण

ITC available to buyer/क्रेता के लिए उपलब्ध आईटीसी	Yes
Type of Bid/बिड का प्रकार	Single Packet Bid
Time allowed for Technical Clarifications during technical evaluation/तकनीकी मूल्यांकन के दौरान तकनीकी स्पष्टीकरण हेतु अनुमत समय	2 Days
Estimated Bid Value/अनुमानित बिड मूल्य	10000000
Evaluation Method/मूल्यांकन पद्धति	Total value wise evaluation

EMD Detail/ईएमडी विवरण

Required/आवश्यकता	No
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ePBG Detail/ईपीबीजी विवरण

Advisory Bank/एडवाइजरी बैंक	State Bank of India
ePBG Percentage(%) /ईपीबीजी प्रतिशत (%)	3.00
Duration of ePBG required (Months)/ईपीबीजी की अपेक्षित अवधि (महीने).	24

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

Beneficiary/लाभार्थी :

Deputy Director
Hq, New Delhi, NA, Unique Identification Authority of India (UIDAI), Ministry of Electronics and Information Technology
(Rajesh Gupta)

Splitting/विभाजन

Bid splitting not applied/बोली विभाजन लागू नहीं किया गया.

MII Compliance/एमआईआई अनुपालन

MII Compliance/एमआईआई अनुपालन	Yes
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1. If the bidder is a Micro or Small Enterprise as per latest definitions under MSME rules, the bidder shall be exempted from the requirement of "Bidder Turnover" criteria and "Experience Criteria" subject to meeting of quality and technical specifications. If the bidder is OEM of the offered products, it would be exempted from the

"OEM Average Turnover" criteria also subject to meeting of quality and technical specifications. In case any bidder is seeking exemption from Turnover / Experience Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer.

2. The minimum average annual financial turnover of the bidder during the last three years, ending on 31st March of the previous financial year, should be as indicated above in the bid document. Documentary evidence in the form of certified Audited Balance Sheets of relevant periods or a certificate from the Chartered Accountant / Cost Accountant indicating the turnover details for the relevant period shall be uploaded with the bid. In case the date of constitution / incorporation of the bidder is less than 3-year-old, the average turnover in respect of the completed financial years after the date of constitution shall be taken into account for this criteria.

3. Years of Past Experience required: The bidder must have experience for number of years as indicated above in bid data sheet (ending month of March prior to the bid opening) of providing similar type of services to any Central / State Govt Organization / PSU / Public Listed Company. Copies of relevant contracts / orders to be uploaded along with bid in support of having provided services during each of the Financial year.

4. Estimated Bid Value indicated above is being declared solely for the purpose of guidance on EMD amount and for determining the Eligibility Criteria related to Turn Over, Past Performance and Project / Past Experience etc. This has no relevance or bearing on the price to be quoted by the bidders and is also not going to have any impact on bid participation. Also this is not going to be used as a criteria in determining reasonableness of quoted prices which would be determined by the buyer based on its own assessment of reasonableness and based on competitive prices received in Bid / RA process.

5. Past Experience of Similar Services: The Bidder must have successfully executed / completed at least one single order of 80 % of the Estimated Bid Value or 2 orders each of 50 % of the Estimated Bid Value or 3 orders each of 40 % of the Estimated Bid Value for similar service(s) in last three years to any Central / State Govt Organization / PSU / Public Listed Company. Copies of contracts / work orders and documentary evidence of successful execution / completion in support of Past Experience of Similar Services along with names, address and contact details of clients shall be uploaded with the bid for verification by the Buyer.

Additional Qualification/Data Required/अतिरिक्त योग्यता /आवश्यक डेटा

Geographic Presence Required. Also specify the documents to be uploaded by Service Provider in Compliance of this condition: Bidder should be an entity having its office registered at Delhi/New Delhi. Documentary evidence of office address like utility bill (PNG/Water/Electricity/ Landline Telephone) as proof is mandatory.

Scope of Work/Creative Brief:[1681710284.pdf](#)

NDA Format:[1681710300.pdf](#)

Payment terms:[1681710322.pdf](#)

Any other criteria required for eligibility/pre-qualification may be uploaded here. Also specify the documents to be uploaded by Service Provider in Compliance of this condition:[1681993624.pdf](#)

Pre Bid Detail(s)

Pre-Bid Date and Time	Pre-Bid Venue
10-05-2023 15:00:00	UIDAI HQ, Behind Kali Mandir, Bangla Sahib Road, Gole Market, New Delhi-110 001

Hiring Of Creative Agency - Category A,B Or C; Audio And Video As Per RFP; NA; Audio And Video As Per RFP; NA; Audio And Video As Per RFP; NA; NA; English And Other Indian Languages (1)

Technical Specifications/तकनीकी विशिष्टियाँ

Specification	Values
Core	
DAVP Vendors required	Category A,B or C

Specification	Values
Type of Services	Audio and Video as per RFP
Print Ads	NA
TV	Audio and Video as per RFP
Web	NA
Radio	Audio and Video as per RFP
Outdoor	NA
Other Creatives	NA
Language Versions	English and other Indian Languages
State	NA
Addon(s)/एडऑन	
Additional Details/अतिरिक्त विवरण	
Please provide concept/theme/location or any other qualitative description of scope of services required for the deliverable selected	As per RFP

Input Tax Credit(ITC)/इनपुट कर क्रेडिट(आईटीसी) and/ तथा Reverse Charge(RCM)/रिवर्स प्रभार (आरसीएम) Details

ITC on GST/जीएसटी पर इनपुट कर क्रेडिट	ITC on GST Cess/जीएसटी उपकर कर क्रेडिट
18%	NA

Additional Specification Documents/अतिरिक्त विशिष्टि दस्तावेज़

Consignees/Reporting Officer/परेषिती/रिपोर्टिंग अधिकारी

S.No./क्र. सं.	Consignee Reporting/Officer/ परेषिती/रिपोर्टिंग अधिकारी	Address/पता	Number of deliverable	Additional Requirement/अतिरिक्त आवश्यकता
1	Rajesh Gupta	110001,5th Floor UIDAI Building, Bangla Sahib Road, Opposite Kali Mandir, Gole Market, New Delhi	1	N/A

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

1. **Generic**

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

2. **Generic**

1. The Seller shall not assign the Contract in whole or part without obtaining the prior written consent of buyer.
2. The Seller shall not sub-contract the Contract in whole or part to any entity without obtaining the prior written consent of buyer.
3. The Seller shall, notwithstanding the consent and assignment/sub-contract, remain jointly and severally liable and responsible to buyer together with the assignee/ sub-contractor, for and in respect of the due performance of the Contract and the Sellers obligations there under.

3. **Forms of EMD and PBG**

Successful Bidder can submit the Performance Security in the form of Fixed Deposit Receipt also (besides PBG which is allowed as per GeM GTC). FDR should be made out or pledged in the name of

Unique Identification Authority of India, New Delhi
A/C (Name of the Seller). The bank should certify on it that the deposit can be withdrawn only on the demand or with the sanction of the pledgee. For release of Security Deposit, the FDR will be released in favour of bidder by the Buyer after making endorsement on the back of the FDR duly signed and stamped along with covering letter. Successful Bidder has to upload scanned copy of the FDR document in place of PBG and has to ensure delivery of hard copy of Original FDR to the Buyer within 15 days of award of contract.

4. **Certificates**

Bidder's offer is liable to be rejected if they don't upload any of the certificates / documents sought in the Bid document, ATC and Corrigendum if any.

5. **Service & Support**

AVAILABILITY OF OFFICE OF SERVICE PROVIDER: An office of the Service Provider must be located in the state of Consignee. DOCUMENTARY EVIDENCE TO BE SUBMITTED.

6. **Service & Support**

Dedicated /toll Free Telephone No. for Service Support : BIDDER/OEM must have Dedicated/toll Free Telephone No. for Service Support.

7. **Service & Support**

Escalation Matrix For Service Support : Bidder/OEM must provide Escalation Matrix of Telephone Numbers for Service Support.

8. **Past Project Experience**

Proof for Past Experience and Project Experience clause: For fulfilling the experience criteria any one of the following documents may be considered as valid proof for meeting the experience criteria:a. Contract copy along with Invoice(s) with self-certification by the bidder that service/supplies against the invoices have been executed.b. Execution certificate by client with contract value.c. Any other document in support of contract execution like Third Party Inspection release note, etc.
Proof for Past Experience and Project Experience clause: For fulfilling the experience criteria any one of the following documents may be considered as valid proof for meeting the experience criteria:a. Contract copy along with Invoice(s) with self-certification by the bidder that service/supplies against the invoices have been executed.b. Execution certificate by client with contract value.c. Any other document in support of contract execution like Third Party Inspection release note, etc.

9. **Buyer Added Bid Specific SLA**

Text Clause(s)

Timelines: The shortlisted agency will have to fulfill the time lines given by UIDAI failing which penalties will be levied as per Liquidated Damage clause. The timeline for delivery will come into effect from date of work order or from the date on which creatives are approved by UIDAI.

Liquidated Damages

In case of delay in supply of quality services within the Scope of Work and as per the prescribed timelines specified in the Work Order, liquidated damages will be charged as per the Clause provisions below:

(a) Delay in work/assignment completion/delivery as per timelines given by UIDAI are liable to attract penalty @ 0.5% per day

(b) The maximum value of the penalty levied shall not exceed 10% of the total contract value.

10. **Buyer Added Bid Specific ATC**

Buyer Added text based ATC clauses

Bidders are required to submit Bid Security Declaration in the below mentioned format:

Bid Security Declaration Form

Date:

Bid No.:

To

Unique Identification Authority of India

Ministry of Electronics & Information Technology, Government of India

Bangla Sahib Road, Behind Kali Mandir, Gole Market,

New Delhi - 110001

We, the undersigned, declare that:

We, M/s..... (herein referred as vendor) understand that, according to Bid clause No. 5.2, Bids may be supported with a Bid Securing Declaration, therefore rather than submitting the Bid Security /Earnest Money Deposit Form, we render the declaration that:-

We will automatically be suspended from being eligible for bidding in any tender, request for proposal or other similar invitations by the Unique Identification Authority of India (herein referred as "**Purchaser**") for the period of three years, starting on bid submission closing date, if we are in breach of any of the following

g obligation(s) under the Bid conditions: -

THE CONDITIONS of this obligation are:

- a. If a Bidder withdraws its Bid during the period of Bid validity specified by the Bidder in the Bid; or
- b. If the Formats to prepare the price Bid are found to be modified by the Bidder; or
- c. In the case of a successful Bidder, if the Bidder fails:
- d. If the successful Bidder fails to accept the notification of award and sign the Contract in accordance with Section I of the RFP;
- e. If the successful Bidder fails To furnish performance security in accordance with Clause 5.4 – Performance Bank Guarantee (PBG) of the RFP.
- f. If the Bidder withdraws its proposal during negotiations (failure to arrive at consensus by both the parties shall not be construed as withdrawal of proposal by the Bidder).

We understand that this declaration shall expire if we are not the successful Bidder and on receipt of the Purchaser's notification of the award to another Bidder; or thirty days after the validity of the Bid; whichever is later.

(Signature)

Authorised Signatory

Name: _____

Designation: _____

Office Seal: _____

Place: _____

Date: _____

11. **Generic**

Bidder financial standing: The bidder should not be under liquidation, court receivership or similar proceedings, should not be bankrupt. Bidder to upload undertaking to this effect with bid.

12. **Generic**

Consortium: In case of Contracts, wherein the seller alone does not have necessary expertise, the seller can form consortium with other sellers for submission of the bid, with one of the consortium company as leader. However, each and every member of the consortium shall be equally responsible for the complete execution of the project contract. An undertaking to this effect is to be uploaded with bid.

13. **Generic**

Malicious Code Certificate:

The seller should upload following certificate in the bid:-

- (a) This is to certify that the Hardware and the Software being offered, as part of the contract, does not contain Embedded Malicious code that would activate procedures to :-
- (i) Inhibit the desires and designed function of the equipment.
 - (ii) Cause physical damage to the user or equipment during the exploitation.
 - (iii) Tap information resident or transient in the equipment/network.

(b) The firm will be considered to be in breach of the procurement contract, in case physical damage, loss of information or infringements related to copyright and Intellectual Property Right (IPRs) are caused due to activation of any such malicious code in embedded software.

14. **Generic**

Actual delivery (and Installation & Commissioning (if covered in scope of supply)) is to be done at following address

UIDAI HQ
Behind Kali Mandir
Bangla Sahib Road
Gole Market
New Delhi-110001

15. **Buyer Added Bid Specific Scope Of Work(SOW)**

Text Clause(s)

2.4 Scope of Work:

2.4.1. The Selected Agency shall focus on the development and implementation of a national-level communication strategy so that customized messages such as Aadhaar's benefits, its utility and applications and correct usage should reach different segments of the society in the entire country. To fulfill this objective, the Selected Agency will provide Services related to Aadhaar's strategic marketing communication needs in the areas of creative production (multi-media) media planning etc. The detailed Scope of Work is given ahead.

2.4.2 The Selected Agency shall develop and recommend the national level communication strategy, shall undertake an independent assessment over and above the objectives shared by UIDAI and shall present the current challenges that may be faced by Aadhaar - in its awareness, knowledge, and processes at various stages for its adoption. The strategy process shall take into account these external factors and internal priorities, in various states and geographies, to develop and recommend a robust multi-media plan to UIDAI.

2.4.3 The Selected Agency shall also define role of various audiences, the challenges and barriers faced by different audiences, and recommend/ develop strategy and creatives to address these barriers to create a better understanding and adoption of Aadhaar.

2.4.4 Conceptualization and creation of multi-media campaign across all media platforms. The project consisting of the public awareness campaigns that result in accurate understanding and adoption of Aadhaar and its services by its various stakeholders and citizens of India. These will be implemented through a full-fledged multi-media, multi-lingual, pan-India level campaign. The objective of these campaigns is to create general and correct awareness among citizens of India about the UIDAI regulations and other initiatives such that there is better uptake of services and its applications. The main functions of the Selected Agency will be:

a. Broadcast media that shall consist of conceptualising, designing, developing

- ng and producing television, radio, print, digital, mobile phone communication, etc. in line with the objective of the campaigns for states and UTs in India. This will further include designing and developing audio/video advertisements through TV commercials, radio jingles, audio clips, short films/documentaries/AVs, merchandise branding, corporate films, etc;
- b. Presenting an understanding of the digital ecosystem that may be relevant to Aadhaar. Social and digital listening and presenting a monthly analysis of this digital listening, and recommend strategies that UIDAI should undertake to accelerate the ambitions of the UIDAI Mission. Develop content for digital media in line with these ambitions, measure the impact, and share on a monthly basis what is working and what is not working. Recommend a adjustment to strategy and creatives based on this understanding;
 - c. Undertaking script writing/ developing storyboards, shooting and undertaking other post-production activities including editing, music, visual effects , 2D/3D animation, etc., as per the scripts approved by UIDAI;
 - d. Management of all talent, and celebrity partnerships, if any, including licensing, fees and payments;
 - e. Making the creative designs adaptable for use in the outdoor, online media, print, television, and other media use, as per the requirement of publications, channels, outdoor sites, websites & portals, etc.;
 - f. The creatives would be produced either with a fresh shoot or through outright purchase of image. The images used in the creation of the designs would become the all-time property of UIDAI and the copyright of these images would rest with UIDAI throughout the time for all creative executions, across all media, in all countries, whatsoever;
 - g. Delivering finished products in adequate numbers including master tapes /DVD media, etc. in the timeframe and formats as required by various channels/ broadcasting agencies as well as for cinema or any other broadcast including AVs and documentaries in the formats required for dissemination. The Selected Agency is expected to deliver to UIDAI, both the final and clean version of the audio/video as well as the entire footage, including the scenes/unmixed audios, and videos that have not been included in the final version of the finished products;
 - h. For print advertisements, the Selected Agency would be expected to deliver advertisements in colour and/or black and white (as required) and should have translated the content of each language in open files in MS Word RTF, PDF or any other format as required by the newspapers. In case the creatives involve shooting photographs, all the photos would be the property of UIDAI and would be handed over to UIDAI. The creatives in regional languages should be in Unicode font.
 - i. The cost of creatives (images/audio/video/vectors, etc.) from stock libraries will be provided on actuals, subject to production of bills/invoices etc. and prior approval of UIDAI – Media division, to be obtained;
 - j. The Selected Agency shall have to deliver the creatives to the satisfactio

n of UIDAI within the quoted price, even if multiple iterations are needed. The UIDAI will not compromise on the script in any event;

- k. **Expected input:** Award of work to the firm shall be the prerogative of UIDAI and shall be awarded only on need basis/ requirements. UIDAI, however, reserves the right to increase or decrease the number of creatives at its discretion without assigning any reason thereof. UIDAI reserves the right to place an order with the Selected Agency for full or part quantities of any items of work under the scope of work. In addition to giving the open files of print, TV, radio and all adaptations to UIDAI, the Selected Agency will archive the creatives with them for a minimum period of 3 (three) years and deliver them to UIDAI whenever demanded;
- l. **Media planning:** The Selected Agency may be asked to prepare media lists comprising of suitable newspapers, magazines, television channels, radio stations, etc., taking into consideration the need and relevance of the advertisement message and the target audience. The Selected Agency will present a scientific plan based on audience reach, readership, viewership, and consumption of that media recommended, based on third party industry standard database. These plans should be presented based on the latest data and trends that are published and available to the industry;
- m. The Selected Agency shall be required to obtain permissions/ licenses/ clearances from the concerned regulatory/statutory authorities at all stages at their own cost prior to releasing any publicity material;
- n. The Selected Agency may be asked to develop a video campaign on 'Feedback' of the Residents which may be shared on social media for enhancing the brand image of 'Aadhaar';
- o. The Selected Agency may also be required to align their own creative team (human resources) for the purpose of developing various creatives for the pre-defined and mutually agreed time-period in case of any urgency/emergency situation to support the Media Division of UIDAI, HQ based in Delhi;
- p. In cases of organizing events wherein transportation cost and expenditure incurred on stay is involved, outstation travel will be paid on actuals and as per Directorate of Advertising and Visual Publicity (DAVP) policy (Refer Annexure X - DAVP Rate Card). Selected Agency has to obtain prior approval of UIDAI, before undertaking such outstation travel;
- q. The items available on the CBC (erstwhile DAVP) rate cards dated 08.07.2010 & 18.05.2012 (as amended from time to time) will be got done through the empanelled agency.
- r. No releases should be made on behalf of UIDAI unless there is an explicit prior written approval made by the competent authority, as aligned with the UIDAI.

The additional terms and conditions have been incorporated by the Buyer after approval of the Competent Authority in Buyer Organization, whereby Buyer organization is solely responsible for the impact of these clauses on the bidding process, its outcome, and consequences thereof including any eccentricity / restriction arising in the bidding process due to these ATCs and due to modification of technical specifications and / or terms and conditions governing the bid. Any clause(s) incorporated by the Buyer regarding following shall be treated as null and void and would not be considered as part of bid:-

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

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

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

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

---Thank You/धन्यवाद---