



**Government of India
Planning Commission
Unique Identification Authority of India
Regional Office Mumbai**

**Limited Tender Inquiry
TENDER DOCUMENT**

**FOR EMPANELMENT OF MULTI-MEDIA ADVERTISING AGENCY FOR UIDAI
REGIONAL OFFICE, MUMBAI**

- 1) Date of Issue : 17.03.2011
- 2) Last Date & time for submission of Documents : upto 1500 hours on 25.03.2011

NOTE: Kindly ensure that all documents listed in Annexure-I are duly submitted



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**Government of India
Planning Commission
Unique Identification Authority of India
5th Floor, MTNL Exchange Building
Cuffe Parade, G.D. Somani Marg, Colaba,
Mumbai, 400005**

17th March, 2011

**NOTICE FOR EMPANELMENT OF MULTI-MEDIA ADVERTISING AGENCY
FOR UIDAI REGIONAL OFFICE, MUMBAI (LIMITED TENDER)**

LAST DATE OF SUBMISSION OF TENDER: 25.03.2011

Sub: Invitation for Empanelment of Multi-Media Advertising for a period of three months for UIDAI Regional Office Mumbai. Interested agencies may send their proposal along with all the supporting documents mentioned hereunder so as to reach Assistant Director General, Unique Identification Authority of India, RO Mumbai latest by 25.03.2011 upto 1500 Hrs.

The bidders are requested to go through the tender enquiry document carefully, which will form part of the contract.

Contact Info:

Phone : 022-22186168
Fax : 022-22163490
Website : www.uidai.gov.in
Email : adg1.romumbai@uidai.gov.in



1. UIDAI's Mission

The unique identification number (Aadhaar) will be a nationally valid proof of identification that will be issued by the UIDAI to all residents in the country. The number will be:

- a) verifiable in an online, cost-effective manner
- b) based on biometrics
- c) robust enough to eliminate duplicate and fake identities in databases.

The impact of the UIDAI initiative will be wide-ranging. For residents across the country, Aadhaar will improve the delivery of welfare programs and will provide residents greater access to resources and services. Enrolment for the number will be through registrars across the country that the Authority will partner with. Such registrars may include State Governments, PSUs, banks etc. These registrars may in turn, partner with enrolling agencies to enrol residents into the UIDAI database.

The Unique Identification Authority of India (UIDAI) wishes to empanel advertising agencies with regards to the Information, Education and Communication (IEC) related activities that will be required in the Western region (Maharashtra, Gujarat, Goa, Daman & Diu, Dadra Nagar Haveli), under the guidelines specified herein.

2. Invitation for Empanelment

- a) The Screening Committee, established by the UIDAI, will screen all applications and on the basis of qualifying criteria as laid down in the section entitled "Eligibility Criteria" below, following which UIDAI shall shortlist the name of the agencies that will be called for presentations on a specified date, time and venue
- b) UIDAI will then release the guidelines for the presentation to be made, based on which evaluation of the bids will take place
- c) A panel of Advertising Agencies will be selected thereon based on the final ranking and will be issued a letter of intent (LOI)
- d) The Empanelment of selected agencies shall be for a period of three months, which may be extended depending on the performance of the empanelled agencies to the satisfaction of UIDAI
- e) However, the act of empanelment shall not prohibit the UIDAI to work with other agencies

3. Eligibility Criteria

- a) Continuous INS accreditation for the last 15 years. If INS does not confirm the accreditation status, the agency will not be considered for empanelment
- b) Full-fledged head office at Mumbai (attach the details along with bid), along with resources to handle full-fledged multi-media publicity campaigns.
- c) Minimum 10 year work experience in advertising and mass communication
- d) Turnover of at least Rs.25 crores for media and advertisement related activities, each for the year 2007-08, 2008-09 & 2009-10
- e) The agency should have been empanelled by atleast two Govt./PSU account within the last 3 years



- f) The agency should have been involved in the creative and release of TV Commercial / Radio spot within the last 3 years
- g) The advertising agency applying for empanelment should not have been blacklisted by any government organization at any point of time
- h) Service tax registration

4. Performance Security Deposit

The successful Tenderers will have to deposit Performance Security Deposit of Rs. 25,000/- (Rupees twenty five thousand only) in the form of Account Payee Demand Draft or Bank Guarantee issued by reputed Bank or Fixed Deposit Receipt (FDR) made in the name of the Agency but hypothecated to the Pay & Accounts Officer, UIDAI, Mumbai covering the period of contract.

5. Payment and Penalties

- a) Payment to the agency will be made within 60 (sixty) days from the date of submission of bills, accompanied with the relevant papers with respect to execution
- b) The service tax will be paid extra at the rate determined by Government of India from time to time. The agency will have to deposit the service tax to the Government and submit documentary evidence of such deposit to UIDAI.
- c) No extra payment as creative charges will be paid to the agency for creation of designs, layouts and copywriting of advertisements.
- d) If the agency fails to complete the work in the scheduled time-frame, UIDAI will be at liberty to get the work done from other advertising agencies at the risk and cost of the defaulting agency and may also impose penalty on it.
- e) The UIDAI reserves its right to deduct appropriate amount from the bill in case the work undertaken by the agency on behalf of UIDAI is found substandard or unsatisfactory or not as per the specifications given by UIDAI.
- f) In case of default on the part of advertising agency UIDAI shall reserve the right to forfeit the security deposit either in part or full, besides any other action(s) as deemed fit.
- g) If the Service provided by the Agency is found to be unsatisfactory or if at any time it is found that the information provided for empanelment is false, the UIDAI reserves the right to remove such agency from the empanelled list along with forfeiture of Security

6. Documents Required

- i. Name of the Advertising Agency, date of establishment and profile of its managerial team handling publicity work, their qualifications and experience, along with agency structure (whether a partnership firm/sole proprietor/a limited company etc.)
- ii. Principal places of business, the head office and their branch offices with detailed addresses and contact numbers.
- iii. Balance sheet and P&L for the past three years, duly signed with seal of Chartered Accountant
- iv. Details of accreditation with Indian Newspaper Society (INS) along with the date accreditation and whether it is current. Applicants may submit self attested copy of the document regarding their accreditation status, issued by INS.



- v. Details of experience in dealing with PSUs, Government of India departments, MNCs and other reputed organizations, which must be accompanied by a letter and work order from the respective client within the last 3 years
- vi. Details of experience in production of video spots/commercials/films undertaken which must be accompanied by a letter and work order from the respective client within the last 3 years
- vii. Self attested copy of service tax registration to be submitted along with the bid
- viii. Any other information that the agencies may like to provide.

Please note that inability of submitting any of the documents listed above may disqualify the agency from short listing.

7. Scope of Work

The following is the scope of work that will be expected of the Agency:

1. Design and conceptualization of creative elements in print and electronic media
2. Release of print and electronic media, including
 - a. Advertisements
 - b. TV/Radio spots
 - c. NITs/Gazette notification.
 - d. Recruitment/Empanelment.
 - e. Announcements Ads
 - f. Other print and electronic media
3. Preparation of media plans for different Information Education Communication (IEC) campaigns from time to time
4. Adaptation of the creative as per local requirements e.g. hoardings, posters, banners, leaflets
5. New creative designs for leaflets, standees, magazines and other media etc.
6. Printing and production of
 - a. Point of presence material (posters, leaflets, banners)
 - b. Outdoor (bus panels, hoardings, railways stands)
 - c. Other media (SMS, electricity bills, direct mailers, dangles)
7. Activities related to mobilization and activation of residents like
 - a. Mobile van services (Hiring, advertisement and branding)
 - b. Song and drama, Nukkad natak
 - c. Other local level activities
8. Production of TV spots / Visuals / Radio Jingles
9. Management of conferences, events etc.
 - a. Printing and production of material
 - b. Photography and videography
10. Press conference and other PR related activities such as press releases, interviews, etc
11. Any other IEC related work related to UIDAI

8. Evaluation of Bids

The process of empanelment will be done in two steps. In first step all the bids will be scrutinized first for their eligibility based on the minimum qualifying criteria. The bids not meeting any of the qualifying requirements will be summarily rejected.



In the second step, all qualified bidders will be called for a presentation and be evaluated by the UIDAI on the defined theme given to all of them. The marks allocated to the presentation are out of 100. The presentation topic will be decided by Screening Committee and communicated to the shortlisted agencies.

On the basis of the presentation and evaluation out of 100 marks, a decision will be taken for the empanelment of the top 3 ranking agencies.

9. Terms and Conditions (General)

- a) The tenders are to be submitted to the
Assistant Director General
Unique Identification Authority of India
5th Floor, MTNL Exchange Building
Cuffe Parade, G.D.Somani Marg, Colaba,
Mumbai, 400005
- b) Important Dates
 - (i) Last date of acceptance of tenders: 25.03.2011 upto 1500 hrs.
 - (ii) Date of opening of bids: 25.03.2011 at 1630 hrs.
 - (iii) Date of presentations:
- c) The Agency shall have to submit all documents as listed out in Annexure-I, along with the Application Form, based on which the Agency will be considered for empanelment.
- d) Tender response should be sent in one envelope marked as 'TENDER FOR EMPANELMENT OF ADVERTISING AGENCIES'.
- e) The sealed envelope should reach Unique Identification Authority of India by 25.03.2011 not later than 1500 hrs.
- f) Bids received after the due date and time or without necessary documents will be rejected.
- g) Firms may send one representative on their behalf to be present when the sealed envelopes are opened.
- h) Firms may contact Mr. Sumnesh Joshi on 022-22186168 or send e-mail to adgl.romumbai@uidai.gov.in for any clarification.
- i) The successful Tenderers will have to deposit Performance Security Deposit of Rs. 25,000/- (Rupees Twenty five thousand only) in the form of Account Payee Demand Draft or Bank Guarantee issued by reputed Bank or Fixed Deposit Receipt (FDR) made in the name of the Agency but hypothecated to the Pay & Accounts Officer, UIDAI, Mumbai covering the period of contract. The Performance Security should remain valid for a period of 60 days beyond the date of completion of all contractual obligations by the



firms. In case the Contract is further extended beyond the initial period, the performance security will have to be accordingly renewed by the successful empanelled agencies.

- j) Conditional Bids shall not be considered and will be out-rightly rejected
- k) All entries in the Tender Form should be legible and filled clearly. If the space for furnishing information is insufficient, a separate sheet duly signed by the authorized signatory may be attached. In case of any cutting or over writing in the bid application, the same should be attested by the person authorized to sign the tender bids. Each page of the Tender should be signed by the Tenderer or by his authorized signatories with seal of the Agency.

Terms and Conditions (Specific)

- a) UIDAI will have right to drop any agency from the empanelled list without assigning any reason whatsoever. UIDAI also reserves the right to modify the term and conditions for empanelled agencies.
- b) The empanelled advertising agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to UIDAI's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication.
- c) The agency should be able to execute order at short notices and even on holidays.
- d) Agency should have resources with proficiency and proof-reading facilities in Hindi, English, Marathi, Gujarati and Konkani
- e) For selection of artwork for print media or for preparation of a product for TV, UIDAI will invite concepts from all empanelled agencies and release order will be given to the agency whose design/concept is approved. Artwork submitted for evaluation will not be returned.
- f) Selection of artwork will be entirely on UIDAI's discretion and UIDAI will not pay charges for submission of artwork or preparation of commercial to any agency.
- g) Artwork/ Commercial once selected will be the property of UIDAI and it can be repeatedly used in different media like print, outdoor, electronic etc without seeking permission from concerned advertising agencies or paying any commission. Agency has to provide original soft copy of open file to UIDAI. The agency can't use the concept, artwork, picture, film and jingle for other clients once UIDAI selects it.
- h) UIDAI reserves the right to make necessary modification to the selected artwork, concept, film etc.
- i) Agency will be responsible for transportation of material across locations in the Western region, including the state of Gujarat, Goa and Maharashtra, and the UTs of Daman & Diu, and Dadra and Nagar Haveli



- j) Applications received after due date & time or without necessary documents will be rejected.
- k) UIDAI reserves the right for rejection of any/all applications or have empanelment done otherwise without assigning any reason whatsoever. All decisions taken by UIDAI would be final and no further representation in this regard will be entertained.
- l) UIDAI also reserves the right to employ any outside agency.



Application Form

1. Name of the Advertising Agency:

- Whether Proprietorship / Pvt. Ltd./ Ltd. Co.
- Constitution
- Name of the Director / In-charge
- Name(s) of the contact person(s)

(Proof of incorporation of the firm / company (Articles of Association); attested by the authorized signatory may be enclosed)

2. Year of Establishment :

3. Registration Number (if any):

4. Head office:

- Address
- Telephone No.(s)
- Fax No.
- E-mail

5. INS Accreditation No..... Year..... Validity.....

6. Letter/Reference No. of empanelment with DAVP.

7. Staff strength (full time)

8. Annual Turnover of last three years (provide a documentary proof):

- 2007-08:
- 2008-09:
- 2009-10:

Place:

Signature:

Date:

Name & Designation of the
Authorized Signatory:



Annexure I – List of Documents Checklist

Description	Check
Details on company, structure, history, management team, qualifications	
Details on head office, branch offices	
Self-attested copy of document containing accreditation status issued by INS	
Balance sheet and P&L account duly audited by CA for the past 3 years	
Certificate from CA about turnover from media and advertising related activities	
Letter from Govt./PSUs regarding empanelment status/work completed in last 3 years	
Details of experience in production of video spots/TVCs undertaken in last 3 years	
Copy of Service tax registration and PAN	
Others	