

**NOTICE INVITING TENDER (NIT)**  
**(Online Bidding on GeM Portal)**  
**ENGAGEMENT OF AGENCY**  
**FOR**  
**HIRING OF AGENCY FOR**  
**DESIGN AND DEVELOPMENT OF**  
**CONTENT AND STRATEGY FOR**  
**FOREST FIRE AWARENESS CAMPAIGN**

**NIT Ref No: F. No. 2-109/2022-HSD**

**Dated: 12.08.2024**

Tender Document can also be downloaded from following website

<http://fri.icfre.gov.in/tender>

Address To:

Purchase Officer

ICFRE-Forest Research Institute

P.O. New Forest, Dehradun – 248006 (Uttarakhand)



Bid Number/बोली क्रमांक (बिड संख्या):  
GEM/2024/B/5273544  
Dated/दिनांक : 12-08-2024

### Bid Document/ बिड दस्तावेज़

Bid Details/बिड विवरण	
Bid End Date/Time/बिड बंद होने की तारीख/समय	02-09-2024 16:00:00
Bid Opening Date/Time/बिड खुलने की तारीख/समय	02-09-2024 16:30:00
Bid Offer Validity (From End Date)/बिड पेशकश वैधता (बंद होने की तारीख से)	180 (Days)
Ministry/State Name/मंत्रालय/राज्य का नाम	Ministry Of Environment Forest And Climate Change
Department Name/विभाग का नाम	Na
Organisation Name/संगठन का नाम	Indian Council Of Forestry Research And Education (icfre)
Office Name/कार्यालय का नाम	Forest Research Institute, Dehradun
Item Category/मद केटेगरी	Hiring of Creative Agency - Category A,B or C; AS PER TENDER DOCUMENT; AS PER TENDER DOCUMENT; AS PER TENDER DOCUMENT; AS PER TENDER DOCUMENT; AS PER TENDER DOCUMENT; AS PER TENDER DOCUMENT; AS PER TENDER DOCUMENT
Contract Period/अनुबंध अवधि	3 Month(s) 1 Day(s)
Minimum Average Annual Turnover of the bidder (For 3 Years)/बिडर का न्यूनतम औसत वार्षिक टर्नओवर (3 वर्षों का)	60 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 Years of Experience and Turnover/ अनुभव के वर्षों से एमएसई छूट	No
Startup Exemption for Years of Experience and Turnover/ अनुभव के वर्षों से स्टार्टअप छूट	No

**Bid Details/बिड विवरण**

<b>Document required from seller/विक्रेता से मांगे गए दस्तावेज़</b>	Experience Criteria,Bidder Turnover,Certificate (Requested in ATC),Additional Doc 1 (Requested in ATC),Additional Doc 2 (Requested in ATC),Additional Doc 3 (Requested in ATC),Additional Doc 4 (Requested in ATC) *In case any bidder is seeking exemption from Experience / Turnover Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer
<b>Bid to RA enabled/बिड से रिवर्स नीलामी सक्रिय किया</b>	No
<b>Type of Bid/बिड का प्रकार</b>	Two Packet Bid
<b>Time allowed for Technical Clarifications during technical evaluation/तकनीकी मूल्यांकन के दौरान तकनीकी स्पष्टीकरण हेतु अनुमत समय</b>	2 Days
<b>Estimated Bid Value/अनुमानित बिड मूल्य</b>	1500000
<b>Evaluation Method/मूल्यांकन पद्धति</b>	Total value wise evaluation
<b>Financial Document Indicating Price Breakup Required/मूल्य दर्शाने वाला वित्तीय दस्तावेज ब्रेकअप आवश्यक है</b>	Yes

**EMD Detail/ईएमडी विवरण**

Advisory Bank/एडवाइजरी बैंक	State Bank of India
EMD Amount/ईएमडी राशि	75000

**ePBG Detail/ईपीबीजी विवरण**

Advisory Bank/एडवाइजरी बैंक	State Bank of India
ePBG Percentage(%) /ईपीबीजी प्रतिशत (%)	5.00
Duration of ePBG required (Months)/ईपीबीजी की अपेक्षित अवधि (महीने).	5

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

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

**Beneficiary/लाभार्थी :**

DIRECTOR

Forest Research Institute, Dehradun, NA, Indian Council of Forestry Research and Education (ICFRE), Ministry of Environment Forest and Climate Change  
(Director, Forest Research Institute)

### Splitting/विभाजन

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

### MII Compliance/एमआईआई अनुपालन

MII Compliance/एमआईआई अनुपालन	Yes
-------------------------------	-----

1. The minimum average annual financial turnover of the bidder during the last three years, ending on 31st March of the previous financial year, should be as indicated above in the bid document. Documentary evidence in the form of certified Audited Balance Sheets of relevant periods or a certificate from the Chartered Accountant / Cost Accountant indicating the turnover details for the relevant period shall be uploaded with the bid. In case the date of constitution / incorporation of the bidder is less than 3-year-old, the average turnover in respect of the completed financial years after the date of constitution shall be taken into account for this criteria.
2. Years of Past Experience required: The bidder must have experience for number of years as indicated above in bid document (ending month of March prior to the bid opening) of providing similar type of services to any Central / State Govt Organization / PSU. Copies of relevant contracts / orders to be uploaded along with bid in support of having provided services during each of the Financial year.
3. Estimated Bid Value indicated above is being declared solely for the purpose of guidance on EMD amount and for determining the Eligibility Criteria related to Turn Over, Past Performance and Project / Past Experience etc. This has no relevance or bearing on the price to be quoted by the bidders and is also not going to have any impact on bid participation. Also this is not going to be used as a criteria in determining reasonableness of quoted prices which would be determined by the buyer based on its own assessment of reasonableness and based on competitive prices received in Bid / RA process.
4. Past Experience of Similar Services: The bidder must have successfully executed/completed similar Services over the last three years i.e. the current financial year and the last three financial years(ending month of March prior to the bid opening): -
  1. Three similar completed services costing not less than the amount equal to 40% (forty percent) of the estimated cost; or
  2. Two similar completed services costing not less than the amount equal to 50% (fifty percent) of the estimated cost; or
  3. One similar completed service costing not less than the amount equal to 80% (eighty percent) of the estimated cost.

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

Scope of Work/Creative Brief:[1723456791.pdf](#)

Payment terms:[1723456806.pdf](#)

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

Parameter Name	Max Marks	Cutoff Marks	Qualification Methodology Document
The firm should have a minimum of 03 years of experience in the field of providing such services.	25	15	<a href="#">View File</a>

The firm should have at least 02 (two) contracts in corporate/ Educational Institute with Contract value not less than 10 Lakhs each.	25	15	<a href="#">View File</a>
Minimum average turnover of Rs. 60 Lakh annually for the last 5 FY i.e., 2019-20, 2020- 21, 2021-22, 2022-23, 2023- 24 in the relevant field / activity.	20	12	<a href="#">View File</a>
Presentation to the technical committee and evaluation of the response by the technical committee.	30	18	<a href="#">View File</a>

**Total Minimum Qualifying Marks for Technical Score: 60**

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

**Presentation Venue:AS PER TENDER DOCUMENT**

**Pre Bid Detail(s)**

Pre-Bid Date and Time	Pre-Bid Venue
19-08-2024 11:00:00	Board Room of FRI main building, FOREST RESEARCH INSTITUTE ,DEHRADUN

**Hiring Of Creative Agency - Category A,B Or C; AS PER TENDER DOCUMENT; AS PER TENDER DOCUMENT; AS PER TENDER DOCUMENT; AS PER TENDER DOCUMENT; AS PER TENDER DOCUMENT; AS PER TENDER DOCUMENT; AS PER TENDER DOCUMENT ( 19 )**

**Technical Specifications/तकनीकी विशिष्टियाँ**

Specification	Values
<b>Core</b>	
DAVP Vendors required	Category A,B or C
Type of Services	AS PER TENDER DOCUMENT
Print Ads	AS PER TENDER DOCUMENT
TV	AS PER TENDER DOCUMENT
Web	AS PER TENDER DOCUMENT
Radio	AS PER TENDER DOCUMENT
Outdoor	AS PER TENDER DOCUMENT
Other Creatives	AS PER TENDER DOCUMENT

Specification	Values
Language Versions	AS PER TENDER DOCUMENT
State	NA
<b>Addon(s)/एडऑन</b>	
<b>Additional Details/अतिरिक्त विवरण</b>	
Number of Pages (In case of other creatives)	AS PER TENDER DOCUMENT
Specify language of master version	AS PER TENDER DOCUMENT
Please provide concept/theme/location or any other qualitative description of scope of services required for the deliverable selected	AS PER TENDER DOCUMENT

#### 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	Richa Misra	248006, Forest Research Institute P.O. New Forest, 248006	19	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

**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.

##### 3. Generic

- The Seller shall not assign the Contract in whole or part without obtaining the prior written consent of buyer.
- 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.

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

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

#### 6. **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.

## **Disclaimer/अस्वीकरण**

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

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

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

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---



**NOTICE INVITING TENDER (Online Bidding on GeM Portal)  
HIRING OF AGENCY FOR  
DESIGN AND DEVELOPMENT OF  
CONTENT AND STRATEGY FOR  
FOREST FIRE AWARENESS CAMPAIGN**

NIT Ref No: F. No. 2-109/2022–HSD

Dated: 12.08.2024

ICFRE-Forest Research Institute, an autonomous body, under the Ministry of Environment, Forest and Climate Change, Government of India invites E-Tenders / online proposals (Online Bidding on GeM Portal ONLY) for HIRING OF AGENCY FOR DESIGN AND DEVELOPMENT OF CONTENT AND STRATEGY FOR FOREST FIRE AWARENESS CAMPAIGN for ICFRE-FRI Dehradun. Interested Agencies meeting the eligibility criteria as per the terms & conditions RFP document may submit their Proposals complete in all respect.

**TENDER SCHEDULE / BID-DATA SHEET:**

Date of Issue/Publishing	:-	12.08.2024 (Tentative)
Pre bid Meeting	:-	20.08.2024
Start date & time of submission of Bid	:-	21.08.2024
Last Date and Time for Uploading of Bids	:-	05.09.2024
Date and Time of Opening of Technical Bids	:-	05.09.2024
Date of Presentation	:-	06.09.2024
Date of Opening of Financial Bids	:-	To be informed later on
Earnest Money Deposit (EMD)	:-	Rs.75,000/- (Rupees Seventy Five Thousand only) through Fixed Deposit Receipt (FDR) of any Nationalized bank in favor of Director, FRI payable at Dehradun, Uttarakhand
Contact detail	:-	Purchase Officer, ICFRE-FRI 0135-2224205, po_fri@icfre.org +91-8005138347
Bid Validity	:-	180 days from the date of opening of financial bid

**Note:**

- (i) Bids submitted with incomplete information or information not in conformity with the Bid Documents will summarily be rejected. While submitting the Bids, the Bidders must exercise utmost care to fill up the bid in all respects as per the specified terms and conditions.
- (ii) The bidders are requested to read the tender document carefully and ensure compliance with all specifications / instructions herein. Non-compliance with specifications / instructions in this document may disqualify the bidders from the tender exercise.
- (iii) In case, the last date of receipt of tenders and / or the day of opening of tender is declared as a Public Holiday or there is non- functioning of the Institute due to any unavoidable reason, the next working day will be treated as a day for the purpose at same time. No separate intimation will be given.

**Purchase Officer  
ICFRE-FRI Dehradun**

**1. BACKGROUND:**

- 1.1 Indian Council of Forestry Research and Education-Forest Research Institute Dehradun, hereinafter known as ICFRE-FRI Dehradun is one of the Institutions of National Importance (INIs) in India governed by the Indian Council of Forestry Research and Education under the Ministry of Environment, Forest and Climate Change (MoEF&CC), Government of India. Established in 1906, the ICFRE-Forest Research Institute, Dehradun, Uttarakhand is one of the oldest institutes of its kind.
- 1.2 The vision of ICFRE-FRI is to generate, preserve, disseminate and advance knowledge, technologies and solutions for addressing the issues related to forests and promote linkages arising out of interactions between people, forests and the environment on a sustained basis through research, education and extension.
- 1.3 Fire is a ubiquitous feature of India's forest landscape. Forest fires are considered to be a potential hazard with physical, biological, ecological and environmental consequences. Forest fire does not depend on any single factor instead its behavior, intensity and spread depends on various integrated factors. The major factor, which interacts, includes viz., vegetation type/density, biophysical factors, physiographic/ topography, edaphic factors and most importantly the anthropogenic factors. MoEF&CC has identified forest fires as a driver of forest degradation.
- 1.4 According to the Ministry of Environment and Forests, Government of India, fires annually in India affect 3.73 Mha of forests. As per the data from National Forest Inventory program of FSI, 9.89% of forest areas are heavily affected and 54.40% mildly affected due to forest fires. Therefore, almost two thirds of our forest areas are vulnerable to forest fires. Every year, forest fires occur in around half of the country's 647 districts and in nearly all the states.
- 1.5 MoEF&CC and World Bank over the past year assessing forest fire prevention and management practices in India by organizing International workshops to bring together policy makers, foresters and the fire experts from various countries to share their experiences and lessons for Forest Fire Prevention and Management (FFPM).
- 1.6 ICFRE-FRI currently working on a project entitled "**Forest Fire Research and Knowledge Management**" to generate knowledge and capacity building to minimize the devastating impact of

forest fires, to carry out research on forest fire and to develop appropriate management strategies for the forested areas which are most vulnerable to forest fires.

1.7 One of the objective of this research project is to develop a strategic landscape level campaign programme for creating greater awareness among the different sectors of the society towards forest fire management for which ICFRE-FRI intends to engage a suitable Agency to support the Awareness campaign on Forest Fire under the project AICRP-14.

1.8 Selected landscapes for this awareness campaign are as follows :-

Sl. No.	Forest Types	States
1.	Tropical Semi-Evergreen Forest	Assam, Meghalaya, Mizoram, Nagaland, Kerala, Karnataka, Tamil Nadu, Maharashtra
2.	Tropical Wet Evergreen Forest	Assam, Meghalaya, Mizoram, Nagaland, Kerala, Karnataka, Tamil Nadu, Maharashtra, Odisha
3.	Tropical Moist Deciduous Forest	Assam, Meghalaya, Mizoram, Nagaland, Himachal Pradesh, Uttarakhand, Kerala, Karnataka, Tamil Nadu, Maharashtra, Madhya Pradesh, Odisha, Chattisgarh, Andhra Pradesh, Telangana
4.	Tropical Dry Deciduous Forest	Assam, Himachal Pradesh, Uttarakhand, Kerala, Karnataka, Tamil Nadu, Maharashtra, Madhya Pradesh, Odisha, Chattisgarh, Andhra Pradesh, Telangana
5.	Sub-Tropical Pine Forest	Assam, Meghalaya, Mizoram, Nagaland, Himachal Pradesh, Uttarakhand,

1.9 ICFRE-FRI Dehradun invites the proposals for HIRING OF AGENCY FOR DESIGN AND DEVELOPMENT OF CONTENT AND STRATEGY FOR FOREST FIRE AWARENESS CAMPAIGN.

## 2. SCOPE OF WORK:

### 2.1 Advisory Services including

2.1.1 Design and Development of Communication Strategy, Campaign Design/Programme and Planning Outreach Activities.

2.1.2 Creative designing: content development including concept, in 7 languages (English, Hindi, Marathi, Tamil, Telugu, Malayalam and Kannada) and media planning for all mass media including:

- i. Posters, Leaflets, Banners, Hoardings, Children's Books
- ii. Mascot Design
- iii. Radio Jingles
- iv. Short and long video films for mass awareness creation
- v. Fire Prevention Sign, Logo and Slogans, etc.
- vi. Social Media Campaign Strategy and Communication Strategy

### 2.2 Strategy for outreach programs including planning & execution of :-

2.2.1 Strategy for outreach program in Communities, villages, schools, colleges through medium of designed creatives.

2.2.2 Strategy for automobile awareness campaign in remote areas.

2.2.3 Capacity building of State Forest Departments (One day at FRI, Dehradun) to roll out Communication/Campaign strategy in collaboration with FRI, Dehradun.

### 3. TERMS AND CONDITIONS:

- 3.1 All the IPR generated through this contract shall be the property of FRI and the copyright shall remain with the institute. The bidder will not use or claim the content without express permission from the competent authority.
- 3.2 **Period of Contract:** Contract period will be for three months from the date of award of tender.
- 3.3 **Sub-Contracting:** The contractor shall not assign, sub-contractor sub-let the whole or any part of the contract in any manner. In case of an unavoidable circumstance, the contractor shall be able to do it with the approval of the Institute. However, the job shall be sublet only to the party approved by the Institute.
- 3.4 The rates as per award of contract shall remain same throughout the contract period and shall not be changed in any circumstances.
- 3.5 ICFRE-FRI Dehradun shall have discretion to give any work to any empaneled agency selected through tendering process and the other agency will not have to claim for the work.
- 3.6 ICFRE-FRI Dehradun reserves the right to cancel the contract at any time without assigning any reasons whatsoever.
- 3.7 If the services of the agency are not found satisfactory, the Director, ICFRE-FRI Dehradun shall have the right to cancel the empanelment at any time without assigning any reason and without any financial compensation to the agency.

#### 3.8 PAYMENT TERMS:

- 3.8.1 The payment will be done after the successful delivery/ completion of the assignment and submission of the invoice. ICFRE-FRI Dehradun will normally settle the bill within 30 days from the receipt of the bill. However, for delayed payment, the Contractor will not charge any penalty or interest to ICFRE-FRI Dehradun.
- 3.8.2 The payment under this agreement shall be made through NEFT / RTGS / IMPS (online transfer) subject to satisfactory completion of job contract services to be certified by concerned Office of ICFRE-FRI Dehradun, the final amount of payment depends on completion of the campaigns and assessment by the concerned department. In case of the campaign being unsatisfactory, the concerned department/committee reserve the right to deduct payment amount as deemed suitable. However, the final payment shall, be made only after adjusting all the dues / claims of the ICFRE-FRI DEHRADUN.
- 3.8.3 Bill to be made in the name of Director, Forest Research Institute, Dehradun. GST No, Pan No and account details should be clearly mentioned on the bill.
- 3.8.4 No advance payment will be made under any circumstances.
- 3.8.5 Deliverables Timing and Payment Schedule :-

Sl. No.	Deliverable	Payment on approval % of contract value
1.	BOQ Sl. No. 1 to 14	25%
2.	BOQ Sl. No. 15 to 17	25%
3.	BOQ Sl. No. 18	50%

- 3.8.6 TDS/Income Tax etc. are to be deducted at source from the bills of Contractor as per rule

### 3.9 PENALTY CLAUSES:

- 3.9.1 In case the Firm fails to commence/ execute the work as stipulated in the agreement or there is a breach of any terms and conditions of the tender and reserves the right to impose the penalty as detailed below:
- 3.9.2 2.0%of the contract value per week, up to the maximum 10% of the contract value.
- 3.10 **Governing Language:** English language version of the Contract shall govern its interpretation. All correspondence and other documents pertaining to the Contract, which are exchanged by the parties, shall be written in the same language.
- 3.11 **Non-disclosure of Contract documents:** Except with the written consent of the Buyer, the Seller/Service provider/other party shall not disclose the contract or any provision, specification, plan, design, pattern, sample or information thereof to any third party.
- 3.12 **INTERPRETATION:** All the terms and conditions of contract shall be read in conjunction with all other documents forming part of this contract. Notwithstanding the subdivisions of the documents into these separate sections, every part of which shall be deemed to be supplementary to and complimentary of every part and shall be read with and into the contract.
- 3.13 In case of any disputes on execution of the work during the period of contract, the decision of the Director, ICFRE-FRI Dehradun shall be binding and final, agreeable in full by both the parties.
- 3.14 **FORCE MAJEURE:** If at any time, during the continuance of this contract, the performance in whole or in part by either party, of any obligation under this contract, shall be prevented or delayed by Force Majeure situation. The Agency/ Firm shall not be liable for forfeiture of its performance security, liquidated damages or termination for default, if and to the extent that, it's delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.
- 3.14.1 For purposes of this Clause, "Force Majeure" means an event beyond the control of the Agency/ Firm and not involving the Agency/ Firm's fault or negligence and not foreseeable. Such events may include, but are not limited to, acts of the Institute either in its sovereign or contractual capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargoes.
- 3.14.2 If a Force Majeure situation arises, the Agency/ Firm shall promptly notify the Institute in writing of such conditions and the cause within 7 days from the date of occurrence thereof. Unless otherwise directed by the Institute in writing, the Agency/ Firm shall continue to perform its obligations under the Contract as far as is reasonably practical and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.
- 3.14.3 Neither party shall be due to reason of such event be entitled to terminate this contract nor shall either party have any such claim for damages against the other in respect of such non-performance or delay in performance.
- 3.15 The decision of ICFRE-FRI Dehradun in regard to interpretation of the Terms & Conditions and the Agreement shall be final and binding on the Agency.
- 3.16 With mutual consent between the ICFRE-FRI Dehradun and the Contractor, any other point can be included in the agreement at the time of its execution.
- 3.17 In case of any disputes on execution of the work during the period of contract, the decision of the Director, ICFRE-FRI Dehradun shall be binding and final, agreeable in full by both the parties.

- 3.18 **ARBITRATION CLAUSE:** In the event of any dispute or difference(s) between the vendor Institute (ICFRE-FRI Dehradun) and the vendor(s) arising out of non-supply of material or supplies notfound according to specifications or any other cause whatsoever relating to the supply or purchase order before or after the supply has been executed, shall be referred to “The Director, ICFRE-FRI Dehradun”, who may decide the matter himself or may appoint arbitrator(s) underthe Arbitration and Conciliation Act,1996. The decision of the arbitrator shall be final and binding on both the parties.
- 3.18.1 The venue of the arbitration shall be the place from where the order is issued.
- 3.18.2 The place of arbitration and the language to be used in arbitral proceedings shall be decided by the arbitrator.
- 3.18.3 Further, any legal dispute arising out of any breach of contract shall be settled in the court of competent jurisdiction located within the local limits of Dehradun, Uttarakhand
- 3.19 **Pre-Bid Meeting:** A Pre-bid meeting in hybrid mode will be conducted through Google Meet/Zoom/Other Online Platform, to clarify doubts that may arise before submission of the bids. Bidders/ Representatives will be invited to participate in this pre-bid meeting. Such attendees have to send a request along with a letter of authorization from their firm (or firms they are representing) by email to [po\\_fri@icfre.org](mailto:po_fri@icfre.org) and [head\\_silva@icfre.org](mailto:head_silva@icfre.org) for attending the Pre-bid meeting. Bidders are requested to mail the doubts prior to the pre bid meeting if possible, to help clarify the doubts in the pre-bid meeting itself. The link of hybrid Pre-Bid Meeting will be shared with only those prospective bidders, who would have requested for attending the Pre-bid meeting as mentioned above. Maximum of two representatives per bidder will be permitted to attend Pre Bid Meeting, subject to the submission of valid authorization letter. The bidders who are interested to participate in-person in the pre-bid meeting may join the same in Board Room of FRI main building on the specified date and time.

#### 4. ELIGIBILITY CRITERIA:

- 4.1 The bidder should be registered as a Company as per the Companies act. Appropriate documents/certificates issued from appropriate authorities should be enclosed to support this and if it is a partnership firm, a certified copy of the Partnership Deed.
- 4.2 The Agency should have PAN Number and GTS Registration.
- 4.3 The bidders should possess the technological and human capabilities required to designandsuccessfullyexecutedigitalmarketingcampaignstothetargetedcustomers.
- 4.4 The bidder must have an average turnover minimum Rs. 60 Lakh per annum or more during the last five financial year i.e., FY 2019-20, 2020-21, 2021-22, 2022-23 and 2023-24. The agency should also attach a proof certified by a Chartered accountant.
- 4.5 The Agency should be renowned agency or individual with Minimum 3 (Three) years' experience of similar work in media and marketing for academic institutions in Govt. /State Govt./Govt. Autonomous Institute /large reputed institution / organization preferably at FRIs/IITs. Evidence of carrying digital marketing campaign for large corporate would be an added advantage. WO / Agreement / Experience Certificate / Performance certificate from the clients is to be submitted.
- 4.6 The bidders should have executed within the last 5 years at least 02 (two) contracts in corporate/Educational Institute with Contract value not less than 10 Lakhs each.
- 4.7 They should be able to supply testimonials and supporting evidence of having carried out such campaigns in the past. Bidders with prior experience in promoting executive education programs will be given preference.
- 4.8 Demonstrated capability comprising of highly adaptable and innovative members workingacrossmultipleteamswithsuperbattentiontodetailandabilitytothinkstrategically.
- 4.9 The Agency should have not been debarred / black listed / terminated / ceased without completing the entire duration of contract period by any Central/State Govt. Department, Public Sector Undertaking, Autonomous Bodies, Academic Institutions, CFTIs etc. during past five years from the last date of submission of Proposals.

## 5. TENDER FEE & EARNEST MONEY DEPOSIT (EMD):

- 5.1 The Bidder should submit an EMD of **Rs. 75,000/-** (Rupees Seventy-Five Thousand only) – Refundable in the form of **FDR (Fixed Deposit Receipt) in the name of “Director, Forest Research Institute” payable at Dehradun.**
- 5.2 The Technical Bid without Tender Fee would be considered as UNRESPONSIVE and will not be accepted.
- 5.3 The Tender Fee shall be denominated in Indian Rupees only.

### 5.4 ONLINE BID SUBMISSION:

The Online bids (complete in all respect) must be uploaded online in two covers as explained below:

<b>(TECHNICAL BID)</b>			
All Documents establishing conformity to the Eligibility Criteria (Following documents to be provided as single PDF file)			
Sl. No.	Documents	Content	File Types
1.	Technical Bid	Index ( <b>As per Annexure-I</b> ) indicating the page number of each document submitted	.PDF
2.		Technical Bid As per <b>Annexure-II</b>	.PDF
3.		Proof of Tender Fee and EMD.	.PDF
4.		Acceptance of Terms & Conditions of RFP as per <b>Annexure-III.</b>	.PDF
5.		Copy of Permanent Account Number (PAN) in the name of the firm, if not proprietorship firm.	.PDF
6.		Copy of GST Registration Certificate.	.PDF
7.		MANDATE FORM FOR Electronic Fund Transfer / RTGS TRANSFER As per <b>Annexure-IV.</b>	
8.		Detail of Experience as per <b>Annexure-V</b> , along with the copy of work order and completion/performance certificates in the Same sequence.	.PDF
9.		Proof of Income/Turnover to claim the eligibility related to Turn Over.	.PDF
10.		Self-Declaration about Non-Black Listing <b>as per Annexure-VI.</b>	.PDF
11.		Duly signed and stamped of the entire RFP document along with its addendum/corrigendum, if any	.PDF
12.		All other documents, as required in terms of the tender, to claim eligibility.	.PDF
13.		Certificate showing an average turnover minimum of Rs. <b>60 Lakh</b> per annum or more during the last five financial year i.e., FY 2019-20, 2020-21, 2021-22, 2022-23 and 2023-24. The agency should also attach a proof certified by a Chartered accountant.	.PDF
Note: Institute may ask the vendor to submit any other certificate/document as it may deem fit.			

FINANCIAL BID (PRICE-BID)			
Sl. No.	Types	Content	File Types
1.	Financial Bid	Price Bid in given format BOQ only. (Format is given at Annexure-VII for reference only)	.xls

- 5.5 **BID VALIDITY:** The bids shall remain valid for a period of **180 days** from the date of opening of financial bid. In case the Bidder withdraws, modifies or changes his offer during the validity period, bid is liable to be rejected and the earnest money deposit shall be forfeited without assigning any reason thereof. The Bidder should also be ready to extend the validity, if required, without changing any terms, conditions etc. of their original tender.
- 5.6 The Submission of bids does not entitle any Agency for automatic grant of award.
- 5.7 Any enquiry after submission of the proposal will not be entertained.
- 5.8 Canvassing/marketing /offering promotional services etc. in any form whether directly or indirectly in connection with the tender is strictly prohibited and the tenders submitted by the Agency/ Firm / Company who resort to canvassing will be liable for rejection without any further reference.
- 5.9 ICFRE-FRI DEHRADUN reserves the right to reject all or any tender in whole, or in part, without assigning any reasons thereof.

## 6. BID OPENING:

- 6.1 The bids will be opened ONLINE ONLY on GeM by a Committee duly constituted for this purpose. The proposals (complete in all respect) received will be opened as mentioned at "RFP Schedule" in presence of Agency's representative if available. Only one representative will be allowed to participate in the Proposal opening and evaluation process, subject to the submission of valid authorization letter.
- 6.2 The Agencies may depute their authorized representatives to remain present during the Proposal opening process subject to submission of valid authorization letter in the name of the representative to attend the Proposal opening process.
- 6.3 **The Technical Proposal** will be opened first and evaluated. **The Financial Proposal** of only those Agencies whose technical bid is found to be technically responsive by the Committee will be opened. The Financial Proposals of ineligible Agencies will not be opened.
- 6.4 **Presentation:** A Separate meeting (hybrid mode) for presentation will be conducted through Google Meet or any other platform as decided by ICFRE-FRI Dehradun, to assess the technical competence of the bidders. The bidders can use this presentation as an opportunity to present their thoughts on how they plan to execute the digital campaign for ICFRE-FRI Dehradun. The presentation will be evaluated based on the following parameters:
- 6.4.1 Bidder's Understanding of Designing of Posters, Banner, Hoardings, Backdrops, Leaflets, Children's Books, Mascot, Radio Jingles, Video films, Fire prevention signs / symbols / logo.
- 6.4.2 Bidder's Understanding of Designing of Social Media Campaign strategy, communication strategy and strategy for different outreach programs.
- 6.4.3 Bidder's Understanding of Designing and Planning for automobile awareness campaign in remote areas.
- 6.4.4 This presentation will be the part of evaluation of technical bids and the date for presentation will be declared later on, after Technical Bids opening. The link for



meeting on hybrid mode for presentation will be shared with only those bidders, whose bid /application would have been received by the closing time and date as indicated in the beginning of this document. Maximum of two representatives per bidder will be permitted to attend online meeting for presentation, subject to the submission of valid authorization letter.

- 6.5 **SELECTION OF SUCCESSFUL AGENCY:** ICFRE-FRI Dehradun will use Cost Evaluation under Combined Quality Cum Cost Based System (CQCCBS), the technical proposals will be allotted weightage of 70% while the financial proposals will be allotted weightage of 30%. Proposals with the lowest cost may be given a financial score of 100 and other proposals given financial scores that are inversely proportional to their prices. Total score, both technical and financial, shall be obtained by weighing the quality and cost scores and adding them up.

**TECHNICAL EVALUATION CRITERIA:**

- 6.5.1 The technical evaluation will be for 70 marks and will be based on the following scheme.

Description	Marking Scheme	Max. Marks	Min. cut-off Marks	Documentary Evidence
The firm should have a minimum of 03 years of experience in the field of providing such services.	5 marks for each year of experience (Subject to a maximum of 25 marks)	25	15	Documents of incorporation / commencement of business / a work order issued to bidder before the said period.
The firm should have at least 02 (two) contracts in corporate/ Educational Institute with Contract value not less than 10 Lakhs each.	Contract value of Rs. 10-15 lakhs – 5 marks Rs. 15-20 lakhs – 7.5 marks Above Rs. 20 lakhs – 10 marks (Subject to maximum of 25 marks)	25	15	<ul style="list-style-type: none"> <li>• Copies of work orders</li> <li>• Client Completion Certificate</li> </ul>
Minimum average turnover of Rs. 60 Lakh annually for the last 5 FY i.e., 2019-20, 2020-21, 2021-22, 2022-23, 2023-24 in the relevant field / activity.	Maximum of 20 marks	20	12	Audited balance sheet, annual report and profit and loss statement counter signed by the Chartered Accountant.
Presentation to the technical committee and evaluation of the response by the technical committee.	Evaluation by Technical Committee.	30	18	Soft copies of presentation
	<b>Total</b>	<b>100</b>		
<b>Minimum eligibility: 60 marks out of 100</b>				

- 6.5.2 A bidder has to score at least the minimum marks i.e., 60 in the technical

evaluation in order to be technically qualified.

- 6.5.3 The financial evaluation will be for 30 marks and will be only for the technically qualified bidders. The lowest priced qualified bidder will get the maximum financial score (30) while the others will have a pro-rated score lower than 30. More specifically, the financial score of a technically qualified bidder is calculated as  $\text{Financial score} = 30 * (\text{lowest price bid}) / (\text{price bid of the bidder})$ .
- 6.5.4 The bidder with the highest total score (technical + Financial) will be declared as the successful bidder. In case of tie, the bidder having higher financial score will be declared successful.
- 6.5.5 The following formula will be used to evaluate the overall ranking of the qualified tenders.

$$\text{Final Marks} = (C_{\text{low}} / C) * 30/100 + (T / T_{\text{high}}) * 70/100$$

Where,  $C_{\text{low}}$  = Lowest Price Bid  
 $C$  = Price of the Current Bid  
 $T_{\text{high}}$  = Highest Technical Score Obtained  
 $T$  = Technical Score of the Current Bid

- 6.6 ICFRE-FRI Dehradun reserves the right to negotiate the quoted price with the successful Bidder to arrive at the fair and reasonable price.
- 6.7 The ICFRE-FRI Dehradun is not bound to award contract at the lowest price received in the Tender and reserves the right to decide on fair and reasonable price of the services tendered for any counter offer the same to the bidders. All other terms and conditions of the tender shall remain operative even if a counter offer rate is offered to the bidders.
- 6.8 The institute reserves the right to seek clarifications or additional information/ documents from any Agency regarding its technical Proposal. Such clarification(s) or additional information/document(s) shall be provided within the time specified for the purpose. Any request and response thereto shall be in writing. If the Agency does not furnish the clarification(s) or additional information/document(s) within the prescribed date and time, the proposal shall be liable to be rejected.
- 6.9 The bidders may depute their authorized representatives to remain present during the bid opening process subject to submission of valid authorization letter in the name of the representative to attend the bid opening process.
- 6.10 In case the day of opening of proposals is declared as a Public Holiday or there is non-functioning of the Institute due to any unavoidable reason, the next working day will be treated as a day for the purpose. No separate intimation will be given.
- 6.11 Any act on the part of the bidder to influence anybody in the institute is liable to rejection of his bid.
- 6.12 ICFRE-FRI Dehradun reserves the right to reject any application without assigning any reason.
- 6.13 ICFRE-FRI Dehradun reserves the right to relax/amend/add/withdraw any of the terms and conditions contained in the Tender Document without assigning any reason thereof.
- 6.14 The decision of Competent Authority, ICFRE-FRI Dehradun will be final in all matters relating.

## 7. AWARD OF CONTRACT:

- 7.1 The Successful Bidder should accept the offer within 10 days from the date of receipt of "Letter of Offer", failing which the offer will be cancelled.
- 7.2 ICFRE-FRI Dehradun reserves the rights to award the contract/work in full or in parts to any Agency and also terminate the contract/work at any stage if the performance of the Agency is found to be Not Satisfactory.
- 7.3 The ICFRE-FRI Dehradun is not bound to award contract at the lowest price received in the Tender and reserves the right to decide on fair and reasonable price of the services tendered for any counter offer the same to the bidders. All other terms and conditions of the tender shall remain operative even if a counter offer rate is offered to the bidders. ICFRE-FRI Dehradun reserves the right to negotiate with first lowest bidder to arrive at the fair and reasonable price. In case of first lowest is more than one, then it would be at the discretion of the ICFRE-FRI Dehradun.
- 7.4 It is clearly understood by the parties that no financial liability of any type is created by issuance of work order cum award of contract. The Institute does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and your performance.

## **8. PERFORMANCE SECURITY:**

- 8.1.1 The EMD of successful bidders shall be automatically converted to Performance Security which would be returned on successful completion of the contract. In case of exemption of EMD, The successful bidder is required to deposit an amount, equal to EMD through NEFT as security deposit, within 30 days from the date of award of contract.
- 8.1.2 Performance Security would be returned on successful completion of the contract. No interest shall be payable on performance security.
- 8.1.3 In case of breach of contract or poor performance, performance security shall be forfeited, and the agency shall be blacklisted for such period as decided by the competent authority in addition to termination of the contract. Also, suitable financial penalty may impose in that case without pre intimation.

**sd/-**

Director,  
ICFRE-Forest Research Institute  
P.O. New Forest, Dehradun – 248006  
(Uttarakhand)

## INDEX/ COMPLIANCE SHEET

(To be submitted on the letterhead of the agency)

Sr. No	Document Name	Compliance (Yes / No)	Page No		Remarks
			From	To	
1.	Technical Bid As per <b>Annexure - II</b>				
2.	Proof of Tender Fee and EMD.				
3.	Acceptance of Terms & Conditions of RFP as per <b>Annexure-III.</b>				
4.	Copy of Permanent Account Number (PAN) in the name of the firm, if not proprietorship firm.				
5.	Copy of GST Registration Certificate.				
6.	MANDATE FORM FOR Electronic Fund Transfer/ RTGS TRANSFER As per <b>Annexure-IV.</b>				
7.	Proof of Income / Turnover to claim the eligibility related to Turn Over (CA Certificate)				
8.	Details of work experience ( <b>as per Annexure-V</b> )				
9.	<b>Proof of Experience:</b> PO/ WO/ Agreement/ Experience Certificate/ Performance certificate from the clients.				
10.	Self-Declaration about Non Black Listing as per <b>Annexure-VI</b>				
11.	Duly signed and stamped of the entire RFP document along with its addendum/corrigendum, if any				
12.	All other documents, as required to claim eligibility				

Place:

Date:

(Signature with stamp of the Agency)

## TECHNICAL BID

(To be submitted on the letterhead of the Agency/ Firm)

**Copies of all supporting documents duly signed and stamped by the Agency in support of below particulars must be attached along with this checklist**

1.	Name of the Agency (In Block Letters)	::	
2.	Registered Office Address (With telephone no. & email address)	::	
3.	Status of the organization Proprietary/Partnership/Pvt. Ltd./Public Ltd. Company	::	
4.	Year of incorporation /constitution of agency	::	
5.	PAN No.	::	
6.	GST No.	::	
7.	Authorized Signatory Details	::	Name: _____ Designation: _____ Mobile No: _____ Email: _____
8.	Details of Contact Person Other that Authorized Signatory:	::	Name: _____ Designation: _____ _____ Mobile No: _____ Email: _____
9.	Total No. of Year of Similar Experience Details of work experience (as per <b>Annexure-V</b> ) in support of Experience related eligibility criteria.	::	
10.	Annual Business turn over for last five financial years, duly certified by the Chartered Accountant	::	FY 2023-24 : Rs _____ FY 2022-23 : Rs _____ FY 2021-22 : Rs _____ FY 2020-21 : Rs _____ FY 2019-20 : Rs _____

11. Volume of business revenue during the last two years	::
12. Total number of employees	::
13. Whether the Agency faced any litigation with any organization earlier, if yes, kindly furnish the same with name of the organization and brief details of litigation.	::
14. Any other information	::

## Verification:

The details furnished in the application are true and correct to the best of my/our knowledge and that in case of furnishing any false information or suppression of any material information. The application shall be liable to be rejected besides initiation of panel proceedings by ICFRE-FRI Dehradun, if it deems fit.

Signature of authorized signatory  
Name:  
Seal:

## TENDER ACCEPTANCE LETTER

(On the letter head of the Agency/ Firm)

To

Date:

The Director,

ICFRE-Forest Research Institute,

P.O. New Forest, Dehradun – 248006 (Uttarakhand)

**Sub: Acceptance of Terms & Conditions of RFP for 'HIRING OF AGENCY FOR DESIGN AND DEVELOPMENT OF CONTENT AND STRATEGY FOR FOREST FIRE AWARENESS CAMPAIGN' vide RFP Ref No: F. No. 2-109/2022–HSD**

Dear Sir,

I/We have downloaded / obtained the tender document(s) for the above mentioned "Tender/Work" from the web site(s) namely as per your notice given in the above-mentioned website(s).

1. I/We hereby certify that I / we have read the entire terms and conditions of the tender documents (including all documents like annexure(s), schedule(s), etc.), which form part of the contract and I / we shall abide hereby by the terms / conditions / clauses contained therein.
2. The corrigendum(s) issued from time to time by your department/ organization with this tender has also been taken into consideration, while submitting this acceptance letter.
3. I/We hereby unconditionally accept the tender conditions of above-mentioned tender document(s) / corrigendum(s) in its totality / entirely.
4. I / We do hereby declare that our Firm has not been blacklisted/ debarred by any Govt. Department/Public sector undertaking.
5. No employee or direct relation of any employee of ICFRE-FRI Dehradun is in way connected as Partner/Shareholder/Director/Advisor/Consultant/Employee etc. with the Agency / Firm / Company.
6. I/We certify that all information and data furnished and attachments submitted with the application by our Agency / Firm / Company are true & correct.
7. I/We are aware that if any information is found to be incorrect/untrue or found violated, then your department/ organization shall without giving any notice or reason thereof summarily reject our bid or terminate our contract, without prejudice to any other rights or remedy including the forfeiture of the full said Earnest Money Deposit/ Performance Security absolutely.

Yours Faithfully,

(Signature of the Bidder, with Official Seal)

**MANDATE FORM FOR ELECTRONIC FUND TRANSFER/RTGS TRANSFER**

(To be submitted on the letterhead of the Agency/ Firm)

Date: / /

To,  
The Director,  
ICFRE-Forest Research Institute,  
P.O. New Forest, Dehradun – 248006 (Uttarakhand)

Sub: Authorization for release of payment / dues from Forest Research Institute Dehradun through Electronic Fund Transfer/RTGS Transfer.

**1. Name of the Firm/Company/Institute:****2. Address of the Firm/Company/Institute:**

City \_\_\_\_\_

Pin Code \_\_\_\_\_

E-Mail ID \_\_\_\_\_

Mob No: \_\_\_\_\_

Permanent Account Number \_\_\_\_\_

**3. Particulars of Bank**

Bank Name		Branch Name	
Branch Place		Branch City	
PIN Code		Branch Code	
MICR No			
(9 Digit number appearing on the MICR Bank of the Cheque supplied by the Bank, Please attach a Xerox copy of a cheque of your bank for ensuring accuracy of the bank name , branch name and code number)			
IFS Code:(11 digit alphanumeric code)			
Account Type	Saving	Current	Cash Credit
Account Number:			

**DECLARATION:**

I hereby declare that the particulars given above are correct and complete. If any transaction delayed and not effected for reasons of incomplete or incorrect information, I shall not hold Chief Administrative Officer, Forest Research Institute Dehradun responsible. I also undertake to advise any change in the particulars of my account to facilitate updating of records for purpose of credit of amount through NEFT/RTGS Transfer.

Place: \_\_\_\_\_

Date: \_\_\_\_\_

**Signature & Seal of the Authorized Signatory of the Firm/Company/Institute:**


---

 Certified that particulars furnished above are correct as per our records

Bankers Stamp:

Date: \_\_\_\_\_

**Signature of the Authorized Official from the Bank**

**N.B: Please fill in the information in CAPITAL LETTERS, computer typed; please TICK wherever it is applicable.**



**DETAILS OF EXPERIENCE**

(To be submitted on the letterhead of the bidder)

Sr. No	Name of the organization/ Institute where goods /services were provided with Name of Contact Person, Contact No. & email id.	Value of the contract in INR	Duration of contract		Total Year of Experience (MM/YY)	Copy of WO/ Contract along with the performance report (Yes/No)
			From (DD/ MM/ YYYY)	To (DD/ MM/ YYYY)		
1.						
2.						
3.						
4.						
5.						
6.						

Note: Bidders are required to provide the information on above format only in reverse chronological order (start from latest/recent most organization to oldest organization) and also attach Copy of contract / performance certificate in same sequence. Bidders may add row / rows in the above format, if No. of organizations / Institutions are more or may add additional sheet also.

**Stamp and Signature of Bidder**

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Organization Name: \_\_\_\_\_

**SELF-DECLARATION ABOUT NON BLACK-LISTING**

(To be submitted on the letterhead of the bidder)

To

Date:

The Director,

ICFRE-Forest Research Institute,

P.O. New Forest, Dehradun – 248006 (Uttarakhand)

Subject: Self Declaration About Non-Black-Listing for '**HIRING OF AGENCY FOR DESIGN AND DEVELOPMENT OF CONTENT AND STRATEGY FOR FOREST FIRE AWARENESS CAMPAIGN**' vide NIT Ref No: F. No. 2-109/2022–HSD

Sir,

In response to tender under reference, I/ We hereby declare that presently our firm/ agency/ company is having unblemished record and is not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any Central/ State Govt. Department, Public Sector Undertakings, Autonomous Bodies, Academic Institutions and Commercial Organizations.

We further declare that presently our agency / firm / company is also not blacklisted/ debarred and not declared ineligible for any reason other than corrupt & fraudulent practices by any Central/ State Govt. Department, Public Sector Undertakings, Autonomous Bodies, Academic Institutions and Commercial Organizations in last five years from the last date of submission of bid.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our EMD / Performance Security may be forfeited in full and the tender, if any to the extent accepted may be cancelled.

Date:

Yours faithfully,

(Name & signature with stamp of the bidder)

**FINANCIAL BID**

(To be submitted online only in the BoQ)

**Item Rate BoQ**

Tender Inviting Authority: Purchase Officer, ICFRE-FRI, Dehradun

Name of Work: HIRING OF AGENCY FOR DESIGN AND DEVELOPMENT OF CONTENT AND STRATEGY FOR FOREST FIRE AWARENESS CAMPAIGN

<b>Name of the Bidder/Bidding Firm / Company :</b>					
<b><u>PRICE SCHEDULE</u></b>					
(This BOQ template must not be modified/replaced by the bidder and the same should be uploaded after filling the relevant columns, else the bidder is liable to be rejected for this tender. Bidders are allowed to enter the Bidder Name and Values only)					
	<b>TEXT #</b>	<b>TEXT #</b>	<b>NUMBER #</b>	<b>NUMBER #</b>	<b>TEXT #</b>
<b>Sl. No.</b>	<b>Item Description (In all 7 languages as per the scope of work)</b>	<b>Units</b>	<b>BASIC RATE (in figures) To be entered by the Bidder (in Rs.)</b>	<b>TOTAL AMOUNT Without Taxes (in Rs.)</b>	<b>TOTAL AMOUNT With Taxes (in Words)</b>
1	Poster Design	03		0.00	
2	Banner Design	03		0.00	
3	Hoarding Design	03		0.00	
4	Leaflet Design	03		0.00	
5	Children's Book	02		0.00	
6	Mascot Design	02		0.00	
7	Radio Jingle	03		0.00	
8	a) Short video films (1-2 minutes)	03		0.00	
	b) Long video film (10-15 minutes)	01		0.00	
9	Design of Fire Prevention Sign	02		0.00	
10	Design of Fire Prevention logo	02		0.00	
11	Design of Fire Prevention Slogan	03		0.00	

12	Social Media Campaign strategy and communication strategy	01		0.00	
13	Strategy for outreach program (In Communities, villages, schools, colleges)	01		0.00	
14	Strategy for automobile awareness campaign in remote areas	01		0.00	
15	Printing of Posters (3 type x 7 language x 3 copies) ( <b>Paper thickness</b> -150 GSM, <b>Size</b> -16.5x23.4 inch)	63		0.00	
16	Printing of Leaflets (3 type x 7 language x 50 copies) ( <b>GSM</b> -200, <b>Size</b> -8.3x5.3 inch (3-fold), Matte laminated)	1050		0.00	
17	Printing of Children's Books (2 type x 7 language x 10 copies) ( <b>Paper thickness</b> - Cover 300 GSM, inner pages 100 GSM, <b>Size</b> -8.5x5.5 inch, <b>No. of pages</b> - 20 (inner page), 4 (cover page), Matte laminated)	140		0.00	
18	Capacity building of State Forest Departments (One day at FRI, Dehradun) to roll out Communication / Campaign strategy in collaboration with FRI, Dehradun.	01		0.00	
<b>Quoted Rate in Words:</b>					

\* In all 7 languages (English, Hindi, Marathi, Tamil, Telugu, Malayalam and Kannada) along with printable and customizable digital copies.

\*\* Actual quantities of items may vary as per requirement.

**Note:**

1. The Bidders are required to quote their rate in Indian rupees only.
2. The rate quoted shall be inclusive of GST.