

**EXPRESSION OF INTEREST FOR EMPANELMENT OF  
MARKETING, ADVERTISING AND MEDIA PLANNING AGENCY**



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Sr. No.	Name of the work	Last Date of submission
1	Expression of Interest For empanelment of agencies Marketing, Advertising and Media Planning Agency	9/1/2026 upto 3:00 pm

**Gujarat Livelihood Promotion Company Ltd.,  
(A Government of Gujarat Undertaking)**

3rd Floor, Block No. 18, UdyogBhavan, Gandhinagar, Gujarat - 382011.

Phone : +91 79 2324 8512 - 13 - 14, Fax: +91 79 2324 8515

website: [glpc.co.in](http://glpc.co.in)

In case of any query and clarification of this document, please contact @ gmmarketing@glpc.co.in, info@glpc.co.in

#### Information to Bidders for the bid submission:

Sr. No	Event	Key Date and Time
1	Issue of EOI Document	Expression of Interest For empanelment of Marketing, Advertising and Media Planning Agency
2	Pre-Bid Meeting	30/12/2025 at 12:30 pm Venue: Committee Room, GLPC, Block No. 18, 3rd Floor, Udyog Bhavan, Sector 11, Gandhinagar – 382011
3	Last date for sending Pre Bid Queries	28/12/2025 upto 3:00 pm through email only gmmarketing@glpc.co.in
4	Last Date for Online Submission of Technical and Financial Bid	9/1/2026 upto 3:00 pm
5	Last Date for Submission of Physical Copy of Technical Bid	9/1/2026 upto 3:00 pm
6	Opening of Technical Bid	9/1/2026 at 3:00 pm
7	Presentation by the Bidders	To be intimated to the Qualified Bidders
8	Opening of Financial Bids	To be intimated to the Qualified Bidders
9	EMD	Rs. 15,00,000/- (Fifteen rupees) in form of Bank guarantee only in name of GLPC, Gandhinagar
10	Performance Security	10% of bid amount (To be submitted within a week/7 working days from the date of final notification to empaneled agencies)

#### Note:

- Bidders are instructed to submit technical bid alongwith EMD at below mentioned address on or before 9/1/2026 upto 3:00 Pm.

Managing Director, GLPC, Block No. 18, 3rd Floor, Udyog Bhavan, Sector 11, Gandhinagar – 382011

- Technical Bid shall be submitted in **spiral copy with sealed cover : Title of the cover shall be address to Managing Director, GLPC and Subject will be : Technical Bid Submission for the works of Marketing And Advertising/ Media Planning.**
- Above mentioned dates may be changed for which bidders will get notification from NProcure.com/GLPC.

## **General Terms and Conditions:-**

- Bidders can download the tender document from the [www.nProcure.com](http://www.nProcure.com) website.
- Bidders have to follow the two bids System as requirement in tender.
- Bidders have to submit Price-bid in Electronic form only on nProcure website till the Last Date& time for submission.
- Bidders who wish to participate in online tenders will have to procure/ should have legally valid Digital Certificate as per Information Technology Act-2000 using which they can sign their electronic bids. Bidders can procure the same from any of license certifying Authority of India or can contact NProcure.com.
- Late submission of bids (online/offline) shall be disqualified directly.
- All bids should be digitally signed, for details regarding digital signature certificate related training involved the below mentioned address should be contacted:

**(n)Code Solutions - Division of GNFC Ltd.,**

(n)Procure Cell

501, GNFC Infotower, S.G. Road

Bodakdev, Ahmedabad - 380054 (Gujarat)

**Toll Free :** 7359 021 663 (9:30 AM to 8:00 PM)

**Email :** [nprocure\[at\]ncode\[dot\]in](mailto:nprocure[at]ncode[dot]in)

## **Other Terms and Conditions are as per detailed tender documents.**

The information contained in this Expression of Interest (hereinafter referred to as "EOI") document is provided to the Bidder(s), by GLPC, on the terms and conditions set out in this EOI document and all other terms and conditions subject to which such information is provided.

The purpose of this EOI document is to provide the Bidder(s) with information to assist the formulation of their Proposals. This EOI document does not purport to contain all the information each Bidder may require. This EOI document may not be appropriate for all persons, and it is not possible for the GLPC, its employees and/or advisors to consider the business/investment objectives, financial situation and particular needs of each Bidder who reads or uses this EOI document. Each Bidder should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this EOI document and where necessary obtain independent advice from appropriate sources.

GLPC, their employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the EOI document. GLPC may, in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this EOI document without any further notice.

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## 1. SCOPE OF WORK

### 1.1 PROJECT BACKGROUND

Gujarat Livelihood Promotion Company (GLPC) is the executive arm of Mission Mangalam, the implementation agency for NRLM. GLPC works through strategic partnership between large industries and SakhiMandals / Self Help Groups / Producer Groups / Service Groups / Collectives of the poor, through decentralized Micro Enterprise Ventures. The promoting companies / entrepreneurs redesign the process where intensive tasks as job-works are undertaken by Self Help Groups in their respective homes or villages as self-employment activities. Main objectives of GLPC are

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

GLPC has been creating and promoting livelihood avenues for the rural population whilst boosting up their capacities in their livelihood areas. To achieve these objectives, GLPC has formed more than 2 lakh SHG and followed by upto 1 lakh cash credit to each of the SHGs through several banks to initiate any types of livelihood activities with the finance support to skill building to production to marketing its products.

The rural SHGs lack professional information about strand of the market and as producer and consumers they need access to market. GLPC is instrumental in guaranteeing to create ability to operate in local, national and export markets (regional and international). However, poor SHGs physical access to markets (distance between villages to urban markets) which increases cost of transaction and communication between producers and consumers. They are unaware of market related skills which are needed to survive in competitive markets. Furtherance to these SHGs are usually less informed about markets and its opportunities. In order to reach SHGs belong to in remote areas where digital and non-digital means of communication through radio, TV, Newspapers even the internet in order to increase their chances of identifying and undertaking profitable and sustainable livelihood.

To develop and promote products and services by SHGs , GLPC is supporting SHGs to enter into main stream market through below cited activities:

- 
- Execution of Village Haat & Gram Haat Schemes
  - Support SHGs and artisans to participate at the local, National and International fairs
  - Execution of the MoUs in between marketing vertical
  - Implementation of Pilot projects

As part of its Endeavour, GLPC intends to appoint an agency for the works of Marketing, Advertising and Media planning of GLPC throughout the year.

## 1.2 PROJECT OBJECTIVES

The broad objectives of the same are:

- To promote GLPC as a Brand PAN India through implementation of various marketing channels and tools.
- Yearly Calendar for each Marketing activities with tentative budget and locations.
- Proposed list of yearly exhibitions/ events for participation by GLPC alongwith necessary details i.e. implementing agency, coordination with relevant agency, approximate cost for participation, stalls space, Theme pavilion setup space etc
- To strengthen the position of SHGs products through participation at various events/exhibition at various locations in Gujarat throughout the year.
- Position and Develop Brand GLPC through participation at various events/exhibition by setting up stalls within and outside Gujarat and provide maximum exposure to such events/exhibitions with a focus on right kind of messaging of empowerment and business development.
- To effectively disseminate information in the form of leaflet/brochure/promotional material of various schemes of GLPC to be design and developed to all locations throughout the year within and outside of Gujarat.
- GLPC, while working towards the challenging vision of empowerment of poor women, has to ensure realization of this vision through participatory means and by convergence of prevalent government developmental schemes. The mission of the company could be stated as: “GLPC strive to serve the underprivileged women as well as members of vulnerable communities/groups in the state by organizing and capacitating their Groups and creating sustainable livelihoods.
- GLPC ensure convergence of prevalent development programmes and schemes as well as forge partnerships with other non-government organizations and corporate houses for inclusive growth and the empowerment of the members of the groups served.
- In order to provide quality member-services, GLPC strive to remain financially sound and secure. We will work towards establishing ourselves as a unique organization with deep abiding human values and maintaining the same.”
- Strengthening the position of the GLPC as one of the most important destination across the globe by increasing visibility and enhancing ‘top of the mind’ recall.

### 1.3 DETAILED SCOPE OF WORK:

The detailed scope of work for shall include, but not be restricted to

#### Overall Scope of Work:

A Media & Communications strategy is essential to regularly convey information about GLPC, its activities and other components to diverse stakeholders and create awareness, through direct and indirect engagement. In order to formulate a Media & Communications strategy and to implement a 360 degree Media Campaign activity, services of a creative agency are required, initially for a period of 2 years extendable for a maximum period of one more year at the discretion of GLPC. This will involve tasks as mentioned under, but will not be limited to these only.

- a. The selected agency will be responsible for the overall branding of GLPC across all mediums which can help GLPC in promoting activities/events/schemes/fairs etc.. Further, the selected agency may be required to re-design the overall logo of GLPC, associated schematics, design, standardize the colour scheme, etc.
- b. Information, Education and Communication (IEC): Conceptualize and develop Information, Education and Communication (IEC) materials for Radio, TV in different formats like spots/jingles, Cinema ads, short films/documentaries, training films, interactive shows, audio visual material in any other formats as per requirement.
- c. Conceptualize, design for the IEC print materials like brochures, booklets, primers, guidelines, folders, leaflets, posters, calendars, annual reports, railway reservation tickets, electricity and gas bills, postal stationeries etc.
- d. Conceptualize and design including writing of copy of the press advertisements, curtain raisers, briefs, Press Releases, Articles for magazines & newspapers, Newsletters, Reports, Testimonials, on various activities/events of GLPC.
- e. Conceptualize and design material for outdoor IEC activities like hoardings, bus/train panels, bus shelters, panels & posters in metro rail and metro stations, railway stations and airports, illuminated signage, wall paintings, display panels, other exhibition materials etc.
- f. Conceptualize and design GLPC materials for dissemination of information through social media and innovative mediums like web pages, internet, and mobile telephone and for interpersonal communication.
- g. Conceptualize, design non-traditional and attractive merchandise for different audiences as per requirement.
- h. Advise GLPC IEC/Marketing Cell on appropriate communication strategy including media options and formats for campaigns.
- i. The IEC materials for all the above formats are required to be made in Gujarati, Hindi,

English and other regional languages as per requirement, if any.

- j. Conceptualize and conduct workshops, event coverage and launches
  - i. Government Training/Workshops for issues related to specific regions
  - ii. GLPC Thematic Workshops for all Ministries/Departments

### **Detailed Scope of Work**

#### **a) Print:**

Print media, unlike web, radio or television mediums, is tangible and provides readers the opportunity to study/browse articles, look at images & view advertisements at their leisure. The medium is widely circulated amongst loyal patrons and provides long term durability and hence has a longer life span. This medium is also very useful to reach specific audience, geographically spread. To raise awareness about GLPC's achievement amongst diverse stakeholders, it is planned to publish advertisements in leading dailies (All India) in English, Hindi, Gujarati and various regional languages. The selected agency will be required to conceptualize and develop creative for print medium including but not limiting to the following:

1. **Newspaper Ads:** Strip Ads (32.9cm widthx6cm height), Quarter Page Ads, Half Page Ads
  2. **Magazines Articles:** Distinguished personalities and experts from different domains such as media, politics, science & technology, Industry, health, social welfare etc. may be invited to write articles regarding on-going discussions/activities on the portal, emerging theme and new activities that may be added etc. Personalities from various fields may be identified and summary of comments of 3-5 relevant discussion threads/contests of national importance or specific topics may be sent to domain experts along with invite letter from MD, GLPC. Alternatively, experts may suggest topics for writing, as they deem fit.
  3. **Magazine Advertorials:** Advertorials may be published in leading magazines for promoting GLPC. The List of Magazines under different genre which will be required to cover for articles and advertorials are in various prominent Magazines.
- b) **Radio:** Despite rapid developments in communication technologies in the last few decades, radio broadcasting is one of the most cost effective way for diverse audiences. To enhance visibility of GLPC, Radio Campaigns are planned to be undertaken on AIR, community Radio, and private FM Channels. The selected agency will be responsible for conceptualizing, creating and media planning and buying support (if required) in the release of radio jingles and theme songs. GLPC will approve the creative and the media plan plus buying proposed by the selected agency. The Radio campaigns will be inform as under, but not limiting to:
1. **Radio Spot:** The selected agency will be required to make creative for the Radio spot in the form of Script, Messages, Lyrics, Jingle, etc. The agency shall prepare a comprehensive media plan which shall be approved by GLPC for Radio covering the following two kinds of radio spots (40 seconds) –



## GLPC Generic spot

Spot based on specific topic. The Radio spots may be dubbed in 18 regional languages.

2. **RJ Mentions:** Radio Jockeys may add value to the Radio spot and make it more meaningful for the listener by giving additional details about various ongoing and upcoming activities on the GLPC portal, how Ministries/Departments have taken action etc. The selected agency will be responsible for RJ mentions of GLPC either promoting the platform for participative governance or for specific agenda. Selected agency shall be end to end responsible for this scope of activity in pursuant to the approval provided by GLPC on the media plan.
3. **Radio Sponsored Program:** In order to create awareness about GLPC and related components, a series of Radio Sponsored Programme (10 episodes of 15 minute each) may be developed. The programme will be produced in a Radio Magazine format which is typically characterized by periodicity, variety in its content presentation- discussions, interviews, reviews, music and feedback. The content may be developed in consultation with the GLPC Team. The agency will be responsible for but not limited to developing scripts, suggesting topics for the episodes, suggesting guests for expert advice segment/interview etc.

### 1.3.1

#### c) Television:

An essential part of everyday life today, television is one of the most powerful tools in communicating messages to the masses. Shrinking the world into one place, this visual medium with the dynamic combination of sight, sound and action makes it easy to reach specific target audience through a whole host of channels on an immediate basis. The selected agency will be responsible to conceptualizing, creating, and media planning & buying support (if required) in the production cum release the components of TV campaign as given below. All TV campaign creative must be developed through fresh shoot. GLPC will approve the creative and the media plan and media buying proposed by the selected agency. The TV campaign creative will be in the form as under, but not limiting to:

1. **TV Spot:** The selected agency will be required to create comprehensive creative for TV Spot (60seconds, 40 seconds and 30 seconds) in form of Story board/ Script, Messages, Lyrics, Jingle, Graphics, Animation, fresh shoot etc. The agency shall prepare a comprehensive media plan which shall be approved by GLPC for TV. The TV Spot will require to be dubbed in 18 regional languages and the selected agency shall extend all the required support for dubbing.
2. **Talk Shows/ Half Hour Specials:** The selected agency will be required to conceptualize a series of sponsored talk shows on GLPC. The selected agency will be required to support GLPC in buying media basis the relationship with TV Channels as per the approved media plan.
3. **Product Placement:** The selected agency will be required to conceptualize methods for sponsored product placement in popular TV shows for promoting GLPC. The selected agency will be required to support GLPC in buying media/ air time in TV Shows as per the

approved media plan.

d) **Digital Films:**

Promotional Campaign film (5-7 minute duration/ 30 to 60 seconds duration), User experience film (5-7 minute duration), and animation films (2-3 minute duration) can be extremely effectual for raising awareness, informing and educating the masses about various activities on GLPC. The selected agency will be responsible for conceptualizing, creating and producing the films under this enganProcure.coment. All Films will be freshly shot for this enganProcure.coment. All graphics/animations/images used must be developed under applicable laws for the end consumption for GLPC.

1.3.2

e) **Cinema Ads:**

Cinema Advertising is a very effective way of campaigning as it offers targeting of specific audience, based on geography. Cinema Advertisements have the potential to generate response from the public, as it is a model of campaigning wherein the audience is captive and compelled to watch the advertisement. Cinema advertisement on GLPC may be an adaptable version of the TV commercials.

1.3.3

f) **Social Media:**

With the proliferation of social media, it has become imperative to keep pace with the different channels and forms of communication to ensure that the message is disseminated far and wide and reaches out to the intended audiences in all potential channels accessed by them. It is important to bring to light that the government is utilizing tools that constitute social media to connect with the citizens. The selected agency will be required to undertaken a comprehensive social media campaign on social media including but not limiting to on Twitter, Facebook, YouTube, Instagram etc. The campaign may involve creation of creative, films, advertisements, web posts, blog bursting, etc. Indicative list of activities for Twitter and YouTube are listed as under for reference, however final list of activities shall be designed based on the requirement of GLPC on selected social media platforms.

1. **Twitter:** the existing GLPC Twitter account may be activated further by at least 1 tweet daily on important ongoing/upcoming activities on the platform. New tasks/contests/discussions/groups/rewards may be tweeted about on a daily basis.
2. **YouTube:** a GLPC channel on You Tube maybe created wherein all audio visual media, interviews, animated films etc. may be posted. Pre-roll ad (TrueView format ads- skippable as well as non skippable) which is a

promotional video message that plays before the content the user has selected may be created and posted on most watched or popular videos to increase branding and promotion.

3. **Instagram:** Agency has to revamp existing Instagram account of GLPC with proposed options through creative and engaging content creation and paid promotion i.e. Instameet etc.
4. **Facebook:** Agency has to revamp existing Facebook account of GLPC with proposed options through creative and engaging content creation and paid promotion.

Any other social media platforms shall be covered by agency as a part of scope of work.

#### g) **New Media**

1. **Blogger Engineering:** The selected agency will be responsible for bringing influential and noted bloggers to write about the activities (existing and upcoming) and other issues of national importance on the GLPC portal, their associated blog websites, or any other prominent websites where they are actively blogging.
2. **Internet Banner:** WebBanner ads are powerful tools for building brand recognition. The selected agency will be responsible for conceptualizing the entire creative for the required campaign, or as the case may be. The Ad could be in the form of a static image; animations, slideshows and streaming media may be added to make an eye catching advertisement for Web-page visitors. The banner may be displayed prominently on all Government websites and for certain time period on important and highest rated Indian websites such as Times of India, NDTV, Yahoo India, Facebook etc.
3. **Mobile Phone Apps and SMS:**
  - Bulk SMS may be sent out regularly to inform people regarding existing and upcoming activities on the portal and important events. The selected agency will be responsible for identifying the event on which bulk SMS is required to be sent out. Further the agency will be responsible for creating content of SMS and coordinate for the successful dissemination of SMSs through NIC SMS Gateway.
  - The selected agency will be responsible for creating GLPC jingle ringtones and phone/desktop/laptop screensavers for download from GLPC portal.
  - The selected agency will be responsible for creating mobile ads which shall be posted on various important mobile applications as live banner ads. Further selected agency will be responsible for identification of such mobile applications for the posting of ads, supporting in buying space for such ads and also updating the ads from time to time
4. **Internet Marketing:** The selected agency may be required to re-design the web-pages of the existing GLPC portal to better suit the requirements of users. Further, the agency will be

required to write articles to be posted on the GLPC portal to increase its ranking on various search engines, including but not limiting to SEO and SEM. Further it is imperative to mention here that this will an ongoing activity throughout the duration of the engagement and specific need based articles, contents to improvise the ranking shall also be part of this scope of activity which helps driving traffic to GLPC web portal.

5. **Event/Exhibition/Workshop/Campaigns:** Agency has to submit department relevant event/exhibition/workshop details of list for the calendar year in advance so that participation or planning for the event can be done effectively by GLPC. For each and every event/exhibition/workshop, agency shall coordinate with all possible authorities and department for smooth functioning and implementation of event. Event Calender alongwith new concept list shall be submitted to GLPC within 30 days of releasing work-order to agency.

h) **Outdoor Media:**

The selected agency will be responsible for conceptualizing, creating and designing creative material for outdoor IEC activities like GLPC Posters, Hoardings, bus/train panels, bus shelters, illuminated LED screens/digital signage, wall paintings, display panels/boards, or any other materials which may be displayed at prominent places such as Airports, Metro Stations, Railway Stations, Bus stops, corporate office campuses and other public places. Further, the selected agency will be required to identify such prominent places for the outdoor media which may include but not limiting to the aforementioned places. The selected agency will support in buying space and monitor the upkeep of outdoor media as per the approved media plan.

i) **Merchandise:**

The selected agency will be responsible for suggesting, designing creative for non-traditional and attractive merchandise tailored for different audiences, collaterals as rewards for contests etc. It is also crucial that the type and look of the collaterals especially the low cost items such as pens, mugs, notepad etc. be changed regularly to maintain interest and pride of ownership in such items. Further, the selected agency will be responsible for coordinating with the merchandise developer before and after the important events. It may be possible that merchandise will be developed without any event, in such case also, the selected agency will coordinate with the merchandise developer for the final output.

j) **Overall Impact Assessment:**

The selected agency will be responsible for conducting impact assessment from time to time to understand the response from citizens against various promotional activities. This may require primary research activities as well by physically conducting surveys of

citizens. This activity will form the basis for revising the media plan if required. Further the selected agency shall take all the necessary actions emerging from the impact assessment exercise.

#### k) Intellectual Property Rights

GLPC shall remain the owner of all the content conceptualized, created, and implemented by the selected agency under this EOI. All intellectual property rights in the content whether intangible or intangible form shall belong to GLPC and the selected agency has no right to assign, licence, sell, or use any content conceptualized, created and implemented under this EOI and/or accompanying Master Service Agreement to any third party under any circumstances. **Ownership and confidentiality of Data:** All information, reports and plans, both print and electronic, as well as the project/event that may have been designed specifically for GLPC, in any format, will belong to GLPC and will be strictly confidential.

The Agency shall be solely responsible for obtaining **all statutory permissions, licences, talent releases, music rights, stock footage permissions, or any other approvals** required for any creative or promotional content developed for GLPC.

All creative content, including designs, videos, scripts, jingles, photos, animations, artwork, multimedia content, and any other output developed under this engagement, **shall become the exclusive intellectual property of GLPC.**

The Agency shall hand over **all open files, raw footage, source files, master files, and working files (AI, PSD, CDR, INDD, MP4, WAV, project files, etc.) to GLPC** without any additional cost.

The Agency warrants that all content created shall be original and **royalty-free and shall not infringe upon any third-party intellectual property rights.**

The Agency shall obtain **legal releases** from all models, voiceover artists, actors, animators, photographers, and other talent involved in the creative work.

The Agency shall not disclose GLPC content to any third party, nor use GLPC material for awards, promotions, showreels or commercial purposes without written approval.

No GLPC information or media content shall be stored on unauthorised or foreign cloud servers. Data shall be stored only on **secure and India-based servers.**

The Agency shall disclose any potential conflict of interest and shall not represent or promote any competing schemes, social-sector programmes, or livelihood brands that conflict with GLPC's objectives during the actual contract period, without written consent.

All the content conceptualized, created and implemented by the selected agency whether intangible or intangible form shall bear relevant copyright notices in the name of GLPC.

The selected agency shall take all such appropriate legal actions to safeguard violation of GLPC's intellectual property rights, if any.

### **Deliverable Timelines**

The selected agency will be required to submit the comprehensive strategy for promotion of GLPC in 30 days from the effective date of the contract. This strategy document and other initiatives would be taken up for defining each assignment and the timelines will be agreed upon for each of such assignment. The selected agency will be required to extend all the support required to meet the intended objectives of the comprehensive strategy.

### **Staff To be Deputed for the Project:**

<b>Sr. No</b>	<b>Proposed Role</b>
1.	Project Leader
2.	Campaign Planner
3.	Creative Expert
4.	Film Expert
5.	Media Expert
6.	Niche Branding Expert
7.	Digital Media Expert
8.	PR Expert

### **Staff To be Deputed for the Project at GLPC Office :**

<b>Designation</b>	<b>Minimum Experience</b>	<b>Minimum Qualification</b>
Social Media Strategist	5 years	Bachelor's degree in marketing or a related field with specific experience in Social Media and Digital Marketing
PR Manager/Marketing Co-ordinator	3 years	Bachelor's degree in English, journalism, mass media communication ,marketing, or a related field with specific experience as a PR Manager with Govt. sector
Graphic Designer	3 years	Graphic designing certificate course alongwith 3 years of experience shall be required
E Commerce & Digital Marketing expert	2 years	Relevant experience of using E commerce platform, onboard products on E Commerce and digital platform matrix for maximum reach

**NOTE:** H1 agency among all empaneled agencies shall depute staff at GLPC office across Gujarat (i.e. any district as per requirement of GLPC) as per instruction of GLPC within 40 days of issuance of empanelment letter. Empanelment will be strictly done based on fulfilment of all required criteria , if any agency will be failed to depute staff as per requirement of GLPC across the State , empanelment of those agencies will be cancelled.

H 1 agency will handle all social media platforms among all empaneled agency.

## 2 TECHNICAL EVALUATION METHODOLOGY

A Three stages procedure will be adopted in evaluating the bids.

### 2.1 An Eligibility/Pre-qualification evaluation

The eligibility evaluation will be carried out based on the criteria mentioned in the tender document. All those bidders who matches all the eligibility criteria will be called for the presentation Evaluation.

### ELIGIBILITY CRITERIA

The bidder must possess the requisite experience, strength, and capabilities in providing services necessary to meet the requirements as described in the EOI document. Keeping in view the complexity and volume of the work involved, following criteria are prescribed as the eligibility criteria for the bidder interested in undertaking the project. The bidder must also possess technical know-how and financial wherewithal that would be required for successful Selection of Agency for “Marketing, Advertising and Media Planning Agency” for the entire period of the contract. The Bids must be complete in all respect and should cover entire scope of work as stipulated in the bid document. This invitation to bid is open to all bidders who qualify the eligibility criteria as given below:

Sr. No.	Eligibility Criteria	Attachments
I.	The bidder should be a Proprietary firm /Partnership firm /Private Limited/Limited Company/Corporate body legally constituted having experience registered under Companies Registration act 1956/2013 or LLP Act, 2008, and must have 10 years of existence in India in services of <b>Marketing, Advertising and Media Planning</b> as on bid submission date.	Valid copy of the Certificate of incorporation.
II.	The Bidder should have an annual average turnover from Marketing, Advertising and Media planning services of at least <b>Rs. 3 Crore during each of any last three financial years</b> out of <b>last Five financial years</b> (2018-19, 2019-20,2020-21, 2021-22 and 2022-23)	Audited and Certified Balance Sheet & Profit/Loss Account of any last 3 Financial Years out of 5 FY. CA certificate mentioning turnover of Marketing,

Sr. No.	Eligibility Criteria	Attachments
		Advertising and Media planning services.
III.	The Bidder should have successfully run a Marketing, Advertising and Media planning Firm/Agency/Company during the last 5 years as on date of submission of bids in which one project should be executed in any Govt./PSU/Large Enterprise. At least two similar work orders of Rs. <b>60 Lakhs</b> for Marketing, Advertising and Media planning in the last 5 years. WO Amount less than Rs. 60 Lakh will not be considered.	Project completion Certificate/Work Project Completion Certificate/Order / Project Contract Document / Agreement / Satisfactory Completion Certificate by the client with details of project value and scope.
IV.	Bidder should have adequate Manpower for the works of Marketing, Advertising and Media planning Social Media Manager:1, Content Writer: 1, Translator: 1, Creative design/Graphic designer: 1, Public relation Manager:1, Overall Coordinator for Marketing & promotion: 1	Copy of CV of each Manpower's details with Education qualifications has to be submitted alongwith technical bid submission
V.	The Bidder should have <b>permanent office setup in Gujarat</b> . If the Bidder is not having any office in Gujarat, then the bidder should submit a letter of undertaking to open an office in Gujarat within 30 days from the date of issue of work order if he/she is awarded the work. ( Failure to open office within stipulated time shall lead to cancellation of empanelment)	The copy of Property tax bill/Electricity Bill/Telephone Bill/G.S.T.-C.S.T. Registration/Lease agreement should be submitted as proof Or Undertaking Letter
VI.	The Bidder should not be under a declaration of ineligibility for corrupt and fraudulent practices issued by Government of Gujarat or any of the PSU in the state of Gujarat. Certificate / affidavit mentioning that the Bidder is not currently blacklisted by Government of Gujarat or any of the PSU in the state of Gujarat is due to engagement in any corrupt & fraudulent practices.	Self-Declaration
VII.	Employee Strength: The bidder should have <b>at least 15 no. of staff size in the company</b> on its payroll continuously working for the past one year at different levels as on bid submission date.	PF and Professional Tax Challan of last one Year along with the affidavit (in prescribed format).
III.	No Consortium will be allowed.	Self-declaration
IX.	The bidder shall submit a power of attorney authorizing the Signatory of the bid to sign and execute the contract.	Power of Attorney as per the format given
X.	The bidder shall provide PAN, GST Number and GST Return	A copy of PAN, GST, GST



Sr. No.	Eligibility Criteria	Attachments
	Statement/ certificate.	Return Statement/Certificate. The bidder shall also submit copy of the returns of GST/GST for last three years.
XI.	The bidder shall provide a valid EMD acceptable to GLPC. EMD deposit of Rs. 15,00,000/- (Fifteen Lakh rupees) has to be submitted along with bid document. (No Exemption to any Bidders,) Submission of EMD is Mandatory for further eligibility)	EMD in form of Bank Guarantee
XII.	History of Litigation	As per the format given

**Note: All the details and the supportive documents for the above-mentioned terms should be uploaded in eligibility section in the bid.**

## 2.2 Technical Evaluation

The following criteria shall be used to evaluate the technical bids.

Sr. No.	Criteria	Marks	Documents required
1	<b>Annual Average turnover of bidder should have 3 Crore</b> during any last three years from five Financial years ending 31 <sup>st</sup> March 2023 from <b>Marketing, Advertising and Media Planning services</b> <ul style="list-style-type: none"> <li>▪ Turnover =&gt; 3 Cr to 5 cr = 7 marks</li> <li>▪ Turnover =&gt; 5 Cr to 7 Cr = 10 marks</li> <li>▪ Turnover =&gt; 7 Cr and up = 15 marks</li> </ul>	15	Statutory auditor certificate and Audited Balance Sheet
2	The Bidder should have 10 years' Experience in the works of Marketing, Advertising and Media Planning Agency. If 10 -12 years = 5 Marks If 12- 15 years = 7 Marks If 15 years and above => 10 Marks	10	Copy of Work Order with completion certificate needs to be submitted

3	<p>At least two similar work orders of Rs. <b>60 Lakhs or three Similar work order of Rs. 45 lakh</b> for Marketing, Advertising and Media planning in the last 5 years.</p> <ul style="list-style-type: none"> <li>• 3 Projects <math>\geq</math> 45 lakh or 2 Projects <math>\geq</math> 60 lakh = 10 marks</li> <li>• 1 project <math>\geq</math> 75 lakh = 15 marks</li> </ul> <p>“Project of similar nature” means only <b>Marketing, Advertising and Media Planning</b>”</p>	15	<p>Project completion Certificate/Work Project Completion Certificate/Order / Project Contract Document / Agreement / Satisfactory Completion Certificate by the client with details of project value and scope</p> <p>For validation of “Project of Similar Nature” the bidder should have to submit report/client certificate confirmation mentioning that the applicant is capable of handling such projects of Marketing/Advertising and Media Planning</p>
4	<p>The bidder should have <b>exclusive rights/niche avenues for Marketing/Advertising space with Govt./PSU/Large Enterprises PAN India.</b></p> <ul style="list-style-type: none"> <li>▪ Exclusive rights for Marketing/Advertising space</li> </ul>	5	<p>Exclusive rights copy of agreement shall be submitted as a documentary proof</p> <p>Exclusive Marketing space for Public transport, Airports, Railway Stations, Bus etc. (Minimum duration of the rights shall be 12 months)</p>
5	<p>The Bidder should have worked with State SRLM or Self Help Group Federation for Content creation, Marketing, Advertising and Media planning in last 2 years. Experience before 2 years may not be considered. Work order amount of Rs. 30 lakh shall be considered. Work order amount less than Rs. 30 lakh will not be considered.</p>	5	<p>Work order with State SRLM or SHG federation may be submitted with details of work done.</p>
6	<p>The Bidder should have worked PAN India for Marketing, Advertising &amp; Media Planning.</p> <p>Working in minimum 3-5 states : 5 Marks</p> <p>Working in minimum 6-10 states : 10 Marks</p>	10	<p>Work order from different states Govt./U.T. shall be submitted</p>

7	Presentation on below topics. <ul style="list-style-type: none"> <li>Proposed Calendar</li> <li>Proposed Marketing tools in Phase 1</li> <li>Proposed design or branding to create GLPC as a Brand PAN India</li> <li>Understanding of the scope of work</li> <li>Proposed Team for all marketing relevant activities and mediums throughout the year</li> <li>Demonstrated ability towards experience of similar works.</li> <li>Demonstrated ability towards experience of providing total solutions by introducing innovative marketing ideas and execution effectively at multiple locations.</li> <li>Value additions etc.</li> </ul>	40	Presentation by the bidder in front of committee members

The bidder shall be required to get at least **70 marks out of 100** to qualify for the next stage i.e. opening of the financial bids.

The technical score would be normalized on a scale of 100, with the highest score being normalized to 100 and the rest being awarded on a pro-rata basis. Such normalized scores would be considered for the purpose of QCBS based evaluation.

The individual bidder's technical scores will be normalized as per the formula below:

$$T_n = T_b / T_{max} \times 100$$

Where,  $T_n$  = normalized technical score for the bidder under consideration

$T_b$  = absolute technical score for the bidder under consideration

$T_{max}$  = maximum absolute technical score obtained by any bidder

### 2.3 Financial evaluation

The financial bids of all the bidder who get 70% marks in the technical evaluation stage will be opened. The Bidder with lowest qualifying financial bid (L1) will be awarded 100% score (amongst the Bidders which did not get disqualified on the basis of mandatory technical qualifying score). Financial Scores for other than L1 Bidders will be evaluated using the following formula:

$$\text{Financial Score of a Bidder (F}_n\text{)} = \{(\text{Commercial Bid of L1} \div \text{Commercial Bid of the Bidder}) \times 100\}$$

(Adjusted up to two decimal places)

### 2.4 Final Evaluation

The bids will be evaluated on a **Quality and Cost Based Selection [QCBS]** basis. The QCBS is a system enumerated in clause Number 192 of General Financial Rules 2017, Ministry of Finance,

Government of India. The proposals will be ranked according to their combined technical and financial scores using weights.

Proposals will be ranked according to their combined technical and financial scores using the weights (**T=0.70** the weight given to the technical bid and **P=0.30**, the weight given to the Financial Proposal. The final evaluation will be based on Final Score which shall be calculated as shown below:

$$\text{Final Score (S)} = T_n \times T + F_n \times P$$

The bidder achieving the highest combined technical and financial score will be invited for negotiations for awarding the contract. In case of a tie where two or more bidders achieve the same highest combined technical and financial score, the bidder with the higher normalized technical score will be invited first for negotiations for awarding the contract. GLPC will empaneled multiple agencies. Only those bidders will be qualified for financial bid opening which will obtain minimum 70 marks. Empanelment will be done for H1, H2, H3 agencies. Rates whose grand total will be lowest, (L1) will be considered. H1, H2 and H3 will be considered for execution of all work under this empanelment for execution of all work under this empanelment. Empaneled agencies will be asked to match the rate of L1 (**grand total**) for all projects under this empanelment. **Estimated Amount for this EOI is Rs. 5 Cr.**

Negotiation: Tenderer may invite bidder for further negotiation

## 2.5 Financial Bid

<u>Sr. No.</u>	<u>Description of Item</u>	<u>Cost Per Unit (in INR)</u>	<u>Applicable taxes (in INR)</u>	<u>Sub-Total Cost (in INR)</u>
1.	<u>Detailed Promotion and Media Strategy including the comprehensive media planning</u>			
2.	<u>Creative design</u>	<u>Cost Per Unit (in INR)</u>	<u>Applicable taxes (in INR)</u>	<u>Sub-Total Cost (in INR)</u>
	<b><u>Newspaper Ads</u></b>			
	<u>Strip Ad – 32.9cm (w) x 6cm(h)</u>			
	<u>Quarter Page Gujarati/Hindi/ English</u>			
	<u>Half Page Ad in Gujarati/Hindi/ English</u>			
	<u>Magazine Ad</u>			
	<u>Articles(1-2page)</u>			
	<u>Advertorial – 2 pages</u>			
	<b><u>Booklet/ Brochure</u></b>			
	<u>Booklet inside – per page</u>			
	<u>Booklet Title – per page</u>			
	<u>Leaflet – front back</u>			
	<u>Calendar – per page</u>			
	<u>Brochure – per page</u>			
	<u>Compendium book per page</u>			

	<b><u>Certificate with Names</u></b>			
	<b><u>Exhibition Panels</u></b>			
	<b><u>Logo Design</u></b>			
	<b><u>Invitation Card with Envelop Design</u></b>			
	<b><u>E Invitation</u></b>			
	<b><u>Other promotional Material</u></b>			
<u>3.</u>	<u>Creatives for Radio</u>			
	<u>Radio Spot (40 second)</u>			
	<u>Radio Spot (40 second)-Specific Topic</u>			
	<u>Cost of Translation and Dubbing of Radio Ad in 18 languages</u>			
	<u>RJ Mention</u>			
	<u>Radio Sponsored Program (10 episodes of 15min. each)in 18 languages</u>			
<u>4.</u>	<u>Creatives for Television</u>			
	<u>Television Commercial (60 seconds, adaptation in 40 and 30 seconds)</u>			
	<u>Translation and Dubbing of TVC in minimum 5 languages any other regional languages as and when required</u>			
	<u>Half Hour Special Sponsored Features*</u>			
	<u>Product Placement in popular TV shows**</u>			
<u>5.</u>	<u>Creatives for Films</u>			
	<u>Promotional Documentary Film (3-5 mins duration)</u>			
	<u>Success Story Film (1-2 mins duration)</u>			
	<u>Success Story Film ( 0-1 mins duration)</u>			
	<u>Animation Film (2-3 minute duration)</u>			
<u>6</u>	<u>Photography for function – per day</u>			
<u>7</u>	<u>Photography for product – per product</u>			
<u>8</u>	<u>Videography for function – per day</u>			
<u>9</u>	<u>Creative for Cinema Ads (60 second Ad-adaptable version of the TVC, With Certificate)</u>			
<u>10</u>	<u>Social Media Management and Creative Designs and videos/reels for social media – Instagram, Facebook, Twitter, YouTube, Linkedin (Per month cost)</u>			
<u>11</u>	<u>Creatives for New Media (Web Banner, Blogs etc.)</u>			
<u>12</u>	<u>Creatives for Outdoor Media</u>			

	(OOH)			
	<u>Hoarding</u>			
	<u>Poster</u>			
	<u>Bus Panel</u>			
	<u>Bus Shelter</u>			
	<u>Metro Panel</u>			
	<u>Train Panel</u>			
	<u>Digital Signage</u>			
	<u>Wall Painting</u>			
<u>13</u>	<b><u>Writeup Speech for Minister/ SHGs, Press note in multiple languages / Other Writeups</u></b>			
<u>14</u>	<u>Translation within languages like Gujarati, Hindi, English – per word</u>			
<u>15</u>	<u>Wall calendar printing</u> <u>Paper : 350gsm, Multicolour printing with special process, High End Quality</u> <u>Title - 1 Page, On Top Wiro Binding, Including delivery and dispatch at various locations and address across the Gujarat and outside of Gujarat</u>			
<u>16</u>	<u>Desk calendar printing</u> <u>Paper : 350 gsm, Multicolour printing with special process, High End Quality</u> <u>Printing : Title - 1 Page, Board Binding &amp; proper support with TOP Wiro Binding, including delivery and dispatch at various locations and address across the Gujarat and outside of Gujarat</u>			
<u>17</u>	<u>Printing of booklet (Including Spiral)</u> <u>Paper - 130/ 170 gsm front back printing</u> <u>A4 size booklet - Pages may differed time to time ( Price shall be quoted per page for printing )</u>			
<u>18</u>	<u>Printing of compendium book /coffee table book ( Paper - 300 gsm, High End Quality Lamination / Texture / Title page process to be made, Hard Binding) ( Price shall be quoted per page for printing )</u>			
<u>19</u>	<u>Hard Bound Diary - With special customised design on front and back -- inside 100 pages with ruled</u>			
<u>20</u>	<u>Printing of visiting card (Paper - Minimum 300 gsm, front and Back)</u>			
<u>21</u>	<u>Roll Up Standee with flex printing and mounting size: 3 X 6</u>			

<u>22</u>	<u>Brochure / Premium Book Gift Hampering Book (Paper - Minimum - 300 gsm , front and Back, With Special effects on Title pages)</u>			
<u>23</u>	<u>Printing of Paper Bag (Paper - 250 GSM with Lamination. With Multicolour Printing Size: 18 x 13 x 4)</u>			
<u>24</u>	<u>Certificate Printing with thick Lamination</u>			
<u>25</u>	<u>Frame for Certificate/other items</u>			
<u>26</u>	<u>Notepad Printing (Paper title page - 130 GSM, inside Page - 20 no's, with Centre pin binding / spiral)</u>			
<u>27</u>	<u>File Folder (Jute/Cloth)</u>			
<u>28</u>	<u>File Folder Plastic ( With Button)</u>			
<u>29</u>	<u>Leather Laptop Bag</u>			
<u>30</u>	<u>Steel Insulated Water Bottles</u>			
<u>31</u>	<u>Jute Tote Bag with Logo branding on both sides</u>			
<u>32</u>	<u>Pen ( Gel pen with Logo suggested by GLPC)</u>			
<u>33</u>	<u>Overall Impact Assessment</u>			
	<b><u>TOTAL COST</u></b>			

Note:

- All taxes/GST is included in the above rate as per NProcure.com terms & condition.
- The grand total of above will be considered for final evaluation.
- The rate quoted by the bidder in the above-mentioned financial bid will be fixed for the entire contract period and cannot be altered in future.
- Unreasonable bids may lead to disqualification i.e. if agency will quote unreasonable/ below market price or quote any item as Zero (0) , in such case it may lead to disqualification for empanelment.

### **3 Reporting**

The agency shall submit a monthly report including details of their activity, analyses of various marketing outreach among other parameters.

No.	Deliverables	Frequency
1	Annual Rollout plan with month wise activities proposed. For all media and marketing tools mentioned in scope of work (To be submitted within 30 Days of selection)	Once in a year
2	Identification of 10 communication pillars in sync with GLPC strategies, various event campaigns, Brand building activities etc. (To be submitted within 30 Days of selection)	Once in a year

3	Mapping of target media and stakeholders and develop a local / national media list (To be submitted within 30 Days of selection)	Once in a year and to be updated frequently
4	Develop Media Information Kit and research-based inputs for sharing with media and GLPC (To be submitted within 30 Days of selection)	Once in a year and to be updated, as and when required
5	Press releases in Gujarati, Hindi, English and any other three regional languages (As per suggestion of GLPC) based on new initiatives and activities of GLPC, events, schemes etc	10 press releases in every month in local media and national media. At the time of special events the numbers to be increased.
6	Success Story generation based on GLPC activities, SHG activities, events, crafts, culture, cuisine etc...	At least 8 stories in every month to be shared with local and national media
7	Event based PR support: For pre-event promotion and post event coverage of event organized by the GLPC. in national media, Similar coverage of various events/SHG activities organized by GLPC and other events in which GLPC participates actively. Action plan to be submitted 15 days prior to the event	As per annual calendar of SHG activities and events
8	Organize pre & post event press conferences and media briefings at events/ SHG activities in big cities within/outside State as per requirement of GLPC (Expenses on Logistic arrangements to be borne by the GLPC) Action plan to be submitted 15 days prior to the event	Local press conferences as and when instructed by GLPC At least 3 such Press Conferences in a year to be organized outside Gujarat
9	Promotion through celebrity presence/visit to Gujarat: Film, Sports, Fashion related and other celebrities visit Gujarat frequently. Media can be approached to publish Stories/Interviews around their visit community/GLPC event/ SHGs sites, if any (Expenses on Logistic arrangements to be borne by Department)	At least 2 Stories / Interviews / blogs around such visits to be prepared and disseminated / published in a month



10	Conceive and Create one day (4 to 6 hours) media / Influencer / blogger / RJs/ writer's meet and media networking events in metro cities as per requirement of the GLPC (Expenses on Logistic arrangements to be borne by GLPC) Action plan and requirements to be submitted 30 days prior to the event	At least four such events in a year to be organized
11	PR support in Crisis and other emergent situations: countering situations and negative news, incidents with well thought out plan	As per requirement of situation
12	Pitch for interviews by senior Journalists / Editors / Influencers with Minister / officials. Key messages, FAQs, list of anticipated questions and answers, sound- bites and quotes to be prepared for these interviews. (Expenses on Logistic arrangements, travel expense etc of journalists etc to be borne by GLPC)	Arrange at least one such interview in each month
13	Schedule and organize journalists / blogger's / influencer's visits to various zones in Gujarat: Event/activities trips to various SHG activities and handle all necessary groundwork, research and follow up. (Expenses on Logistic arrangements to be borne by GLPC)	Minimum three in a quarter (ideally during or before a major event or SHG programme participation)
14	Regular reporting department	Monthly report and submission of next month plan * Quarterly in person meeting with senior officials
15	Coordination with other agencies of Department: Agency is required to work in close coordination with other agencies engaged by the GLPC. for promotional and marketing activities for seamless Promotion	Throughout the Contract period
16	Submission of news clips highlighting Gujarat/SHG activities/ GLPC activities / events	Daily by mail

Sr. No	Platform	Details
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1	Facebook	<ul style="list-style-type: none"> <li>· Uploading informative and promotional updates on daily basis in form of info graphics, images, gifs, text over videos, promos of events and programs etc. on various social media platforms creation of interactive content like surveys, quizzes, contest etc. in consultation with GLPC.</li> <li>· At least two updates per day (including Holidays) to be posted.</li> <li>· Publicize all cultural events on all the social media platforms</li> <li>· Create relevant tagging &amp; linkages of content on all platforms.</li> <li>· Manage live events through Facebook live &amp; Periscope on Twitter or any other Digital Media platform, as decided by the Authority from time to time</li> </ul>
2	Twitter	<ul style="list-style-type: none"> <li>· Use a good industry standard monitoring tool for analysing comments / remarks about GLPC in various online media like e-newspapers, e-magazines, blogs, social media platforms at national level</li> <li>· Agency shall continuously monitor each channel, and will respond to any questions, comments, and posts within a stipulate time frame. The Agency shall work in close consultation with Authority to respond to major queries regarding policies, grievances etc, in a timely manner</li> <li>· Monthly Analytics such as: Effectiveness Analysis Report, Follower Growth, Reach, Demographics, Comments, "Likes", Shares, Retweets etc.</li> </ul>
3	YouTube	<ul style="list-style-type: none"> <li>· Reporting- Summarizing various results and activities over each quarter</li> </ul>
4	Instagram	<p>The components of the report would include:</p> <ul style="list-style-type: none"> <li>· Social presence analysis including Social Traffic analysis, Fan / follower growth, Comparative FB/Twitter Engagement Analysis etc.</li> </ul>
5	Linkedin any other new Social media platform	<ul style="list-style-type: none"> <li>· Content Analysis to identify the most engaging type of post which led to success on brand page including page analysis</li> <li>· Buzz Report, Share of voice, Source analysis, Trend analysis, Topic analysis, Sentiment &amp; Perception analysis</li> <li>· Providing regular feedback on best practices in marketing and promotion in countries across the world on social media as and when required by the GLPC.</li> </ul>
<p>Note: Agency shall be working on above mentioned platform but not limited to these 5 only. Any other social media or digital marketing platforms may be included based on trend of social media.</p>		

#### 4 TERMS & CONDITIONS

- GLPC reserves the right to expand/enhance the scope of work based on the requirement and/or performance after the start of the project.
- The Empanelment shall be of 2 years which may be extended further for another 1 year based on performance and/or requirement of the project with revised scope if any
- Amendment to EOI:** At any time prior to the last date for receipt of applications, GLPC may for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the EOI document by an amendment. In order to provide prospective applicants reasonable time in which to take the amendment into account in

preparing their proposals, GLPC may at its discretion extend the last date for the receipt of proposals and/or make other changes in the requirements set out in the EOI. Any such amendment shall be posted on the NPROCURE.COM website. in the form of Corrigendum.

## **4.1 Payment terms & Procedure**

### **4.1.1 Milestone based Payment Schedule**

Payments to the successful bidder will be disbursed after receiving invoice alongwith Post event report with all documentary proofs. Events' activities shall be signed or approved by concern authorized person from GLPC for the event.

### **4.1.2 Submission of Invoices**

The successful bidder is required to submit original invoices, accompanied by necessary supporting documents, as requested by the GLPC office for invoice processing.

### **4.1.3 Invoice Processing Timeline**

Invoices will be processed for payment release within 45 days following thorough verification of the invoice and supporting documents by the GLPC office.

### **4.1.4 Currency and Tax Deductions**

All payments will be made in Indian Rupees, with applicable deductions for TDS, income tax, and any other relevant taxes during the payment process.

### **4.1.5 Advance Payment Policy:**

No advance payments will be made to the selected agency. The agency must deploy the specified manpower as outlined in this document at the event location, quoting an annual rate inclusive of all taxes. Payments will be made based on the agreed-upon rates.

### **4.1.6 Language of Invoices**

Invoices should be raised in the English language only.

## **4.2 Penalty terms**

- The successful bidder shall not refuse to accept GLPC work order under any pretext. The work order can be collected from GLPC office or if convenient to the bidder, it can be mailed to them. For three recurrences of default in the discharge of service obligation, GLPC would be free to forfeit the defaulting bidder's security deposit, revocation of bank guarantees and/or termination of the contract for default.
- If at any time during performance of the work order, the bidders encounter condition impeding timely performance of the ordered service, the bidder shall promptly notify GLPC in writing of the fact of the delay, its likely duration, and its cause (s).
- Non-Deployment of the resources at the GLPC office or event location is strictly non negotiable for this contract , such incident may lead to termination of contract.
- In case of unsatisfactory services in any manner, notice will be issued for improvement in the service by the GLPC giving one week's time. GLPC may act including termination with notice if the work will not be improved in next event. Any appeal in this case shall lie with the MD-GLPC, whose decision shall be final and binding.

- In case there is a serious security breach or number of instances crosses more than 3 in a quarter, GLPC reserves the right to cancel the contract and impose hefty penalty on the successful bidder.
- In the event successful bidder fails in delivery of satisfactory work at the event and GLPC manages for such services or part thereof, recovery of additional financial liability will be affected as risk and cost from the successful bidder.
- The Bank Guarantee may be invoked for unsatisfactory service provided to the GLPC after allowing reasonable chance to set right the service deficiencies to the full satisfaction of the GLPC. The Security Deposit can be forfeited / invoked to set off claim of the GLPC for penalty.
- In the event of equipment / system failure, the successful bidder will be required to make alternate arrangements and ensure that the services run uninterruptedly and smoothly. During the period of failure, the successful bidder shall make suitable arrangements as agreed with the GLPC. The extra cost of work, services, facilities etc., required to be provided by the Employer of third parties.
- GLPC will evaluate and compare only the bids determined to be substantially responsive in accordance with relevant clause.
- GLPC's evaluation of a bid will take into account, in addition to the bid prices indicated in the Schedule of Prices, the following costs and factors that will be added to each Bidder's bid price in the evaluation using pricing information available to the GLPC, in the manner and to the extent of the requirement of the GLPC.
- If the price stated is not realistic the bid is liable to be rejected.
- Compliance within the time schedule called for in the Appendix to Price Proposal within and evidenced as needed in a milestone schedule provided in the bid;
- The functional guarantees of the facilities offered against the specified performance criteria of the plant and equipment; and
- GLPC reserves the right to accept or reject any variation or deviation and other factors, which are in excess of the requirements of the bidding documents or otherwise result in the accrual of unsolicited benefits to the GLPC, may not be taken into account in bid evaluation.
- If the bid of the successful bidder is substantially below the GLPC's estimate for the contract, GLPC may require the bidder to produce detailed price analysis to demonstrate the internal consistency of those prices.
- If a discount has been offered in any Price Proposal, such discount will be applied pro-rata against each item.

#### 4.2.1 Price Clarification

1	Price Basis	The All prices in the quotation are includes all expenditure mentioned in scope of work as well as terms & conditions
2	Duties & Taxes	Duties & Taxes mentioned in our offer are as per prevailing rates. In case of any Change in the Duty/tax structure and their rates at the time of delivery of Goods by agency or third party , the same shall be applicable and will be included in this financial bid quotation. No extra payment will be made by GLPC to agency.
3.	Production	For major change in size/ design specifications, adjusted prices

		proportionate to the Quoted prices will be charged while raising the final bill. Final payment will be made by GLPC against all documentary proof including approval from authority of GLPC for designing and execution of various marketing activities
4	Octroi / Entry Tax	Octroi and Entry Tax, Exemption Certificates are generally provided along with the Purchase Order. If any Municipal/Local/Authority does not accept Octroi Exemption Certificate, Entry Tax the same will not be charged extra to GLPC,
5	Design Modification	We reserve the right to make any change in design and material at any time for necessary modification/improvement in the product.
6	Arbitration	In the event of any dispute or difference between the parties arising howsoever from this contract, the same shall, unless amicably settled, be referred to two arbitrators, one to be appointed by each party. The two arbitrators shall, before entering upon the reference appoint an umpire. The decision of the two arbitrator's o the umpires shall be final and binding between the parties. The arbitration proceedings shall take place in Gandhinagar, Gujarat. This is an arrangements for arbitration within the meaning of Indian Arbitration Act 1940 including any statutory re-enactment or modification thereof.
7	Jurisdiction	All suits arising out of the contract shall be instituted in a court of competent jurisdiction situated
8	Rights & Lien On The Property	It shall remain <b>as GLPC</b> lien on equipment, materials, parts etc. as supplied under this offer,
9	Suspension/ Cancellation Of Order	If Agency will be failed to deliver quality work , GLPC reserves all rights to cancel/suspend work order anytime.
10	Customer's Obligations / Facilities To Be Provided:	Power, air and water at designated points. Civil works wherever required. Works regarding supplied equipment. Incoming electrical connection to control panel with SF unit, Isolator, etc.Safe storage space for agency's material.
11	Installation	The installation will done by agency at dedicated site shall be based on instruction and timeline given by GLPC at agency's own cost.
12	Payment Terms	The Firm shall be paid for the works of Marketing, Advertising and Media Planning as per approval by GLPC. The payment will be based on rates finalized for the award of contract to the successful Firm <b>on monthly basis</b> .

**EXPRESSION OF INTEREST FOR EMPANELEMNT OF AGENCIES FOR THE WORKS OF  
MARKETING, ADVERTISING AND MEDIA PLANNING**

No.	Particulars	Remarks/Details
1	Name of Agency/Applicant	
2	Details about office of agency: Address: Phone No: Fax: E-Mail ID: Website :Contact person: Mobile No. and contact person:	
3	Details about registered office of Applicant and Contact No.	
4	Status of Applicant [partnership firm/Pvt.Ltd.Co./Public Ltd Co.	
5	Details about Director/Partners	List to be attached
6	Copy of Memorandum to be attached	
7	Total experience of applicant[No.ofyears]	
8	Turnover of Agency/Applicant during last financial year.	
9	P.A.N. No.(Copy to be attached)	
10	Service Tax Registration No. (Copy of certificate to be attached)	
11	Documentary Proof as per Pre Qualification Criteria	

**Seal & signature of the bidder**

## 6 BID FORM

Date:

NProcure.com Bid No: \_\_\_\_\_ dated \_\_\_\_\_

To,

Managing Director

GLPC

Block No. 18, 3rd Floor, Udyog Bhavan, Sector 11, Gandhinagar-382011

Dear Sir,

We / I, the undersigned, offer to provide the services for the works of Marketing, Advertising and Media Planning as per the Guidelines, terms & conditions mentioned in this Tender document. We / I are/am here by submitting our Proposal, which includes the Technical Proposal.

The enclosed technical proposal includes the authority document in partners of the Authorized Signatory and Consent letters, in Original and Copy. (We are submitting our Proposal in association with: [Insert the list of partners Member with full name and address of each associated Consultant])

We confirm that we are qualified as per the Qualification Criteria specified in your document. We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it would lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, i.e., 180 calendar days from the last date of proposal submission, we undertake to negotiate without any alteration in the quoted amount for the assignment. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

If our bid is accepted, we will obtain the guarantee of a bank for the sum indicated as per tender document for the due performance of the Contract, in the form prescribed by GSA. Until a formal contract is prepared and executed, this bid, together with your written acceptance thereof and your notification of award shall constitute a binding Contract between us.

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

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

We understand that you are not bound to accept the lowest or any bid you may receive.

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 2025

Signature

(in the capacity of)

Duly authorized to sign Bid for and on behalf of \_\_\_\_\_.

## **7 Financial Proposal Submission Form (To be submitted on NProcure.com Portal only)**

Date:

To,  
The Managing Director  
Gujarat Livelihood Promotion Company Limited  
Block No. 18, 3rd Floor, Udyog Bhavan,  
Sector 11, Gandhinagar – 382011, Gujarat, India

### **7.1.1 Sub: Financial Bid for Empanelment of agencies for the works of Marketing, Advertising and Media Planning**

Sir,  
I / We, the undersigned, offer to provide the services for the above in accordance with your Expression of Interest dated [Date], and our (Technical and Financial Proposal). Our financial proposal in Terms of reference given in the EOI document of the GLPC has been submitted online on NProcure.com Portal:

I hereby certify and accept the following:

The Agreement will be for a period of 2 years.

Cost as indicated above is inclusive of all taxes.

I certify that I have gone through the Tender document and I have understood and agree to the terms and conditions as mentioned in this Document and Management Agreement.

We declare that the information stated above and enclosed is complete and absolutely correct and any error or omission therein, accidental or otherwise, as a result of which our Bid is found to be non-responsive, will be sufficient for GLPC to reject our Bid and forfeit our EMD in full. I abide by the above offer/quote and terms & conditions of the tender document and the LOA if GLPC selects us as the Preferred Bidder.

**Seal & Sign by Bidder**



## 8 FORMAT OF EARNEST MONEY DEPOSIT IN FORM OF BANK GUARANTEE

Ref:

Bank Guarantee No.

Date:

To,  
Gujarat Livelihood Promotion Company Ltd.  
3rd floor, Block No. 18, Udyog Bhavan,  
Sector 11, Gandhinagar, Gujarat 382011

Whereas ----- (here in after called "the Bidder") has submitted its bid dated ----- in response to the NProcure.com Bid no: ----- dated ----- for EOI for “ **Empanelment of agencies for the works of Marketing, Advertising and Media Planning** ” KNOW ALL MEN by these presents that WE ----- having our registered office at ----- (hereinafter called "the Bank") are bound unto the -----, Gujarat Informatics Limited in the sum of ----- for which payment well and truly to be made to Gujarat Informatics Limited , the Bank binds itself, its successors and assigns by these presents. Sealed with the Common Seal of the said Bank this -----day of -----2024.

### THE CONDITIONS of this obligation are:

The E.M.D. may be forfeited:

- a. if a Bidder withdraws its bid during the period of bid validity
- b. Does not accept the correction of errors made in the tender document.
- c. In case of a successful Bidder, if the Bidder fails:
  - (i) To sign the Contract as mentioned above within the time limit or
  - (ii) To furnish performance bank guarantee as mentioned above or
  - (iii) If the bidder is found to be involved in fraudulent practices.
  - (iv) If the bidder fails to submit the copy of purchase order & acceptance thereof.

We undertake to pay to the GLPC up to the above amount upon receipt of its first written demand, without GLPC having to substantiate its demand, provided that in its demand GLPC will specify that the amount claimed by it is due to it owing to the occurrence of any of the above mentioned conditions, specifying the occurred condition or conditions.

This guarantee will remain valid up to 24 months from the last date of bid submission. The Bank undertakes not to revoke this guarantee during its currency without previous consent of GLPC and further agrees that the guarantee herein contained shall continue to be enforceable till GLPC discharges this guarantee.

The Bank shall not be released of its obligations under these presents by any exercise by the OWNER/PURCHASER of its liability with reference to the matters aforesaid or any of them or by reason or any other acts of omission or commission on the part of the OWNER/PURCHASER or any other indulgence shown by the OWNER/PURCHASER or by any other matter or things.

The Bank also agree that the OWNER/PURCHASER at its option shall be entitled to enforce this Guarantee against the Bank as a Principal Debtor, in the first instance without proceeding against the SELLER and not with standing any security or other guarantee that the OWNER/PURCHASER may have in relation to the SELLER's liabilities.

Dated at \_\_\_\_\_ on this \_\_\_\_\_ day of \_\_\_\_\_ 2025.

\_\_\_\_\_  
Signed and delivered by

\_\_\_\_\_  
For & on Behalf of

Name of the Bank & Branch &  
Its official Address

Approved Bank: Any Nationalized Bank including the public sector bank or Private Sector Banks or Commercial Banks or Co-Operative Banks and Rural Banks (operating in India having branch at Ahmedabad/ Gandhinagar) as per the G.R. no. FD/MSM/e-file/4/2023/0057/DMO dated 21.04.2023 issued by Finance Department or further instruction issued by Finance department time to time.

## 9 PERFORMANCE BANK GUARANTEE

### Performa of Contract-cum-Equipment (To be stamped in accordance with Stamp Act)

Ref:

Bank Guarantee No.

Date:

To

Name & Address of the Purchaser/Indenter

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Dear Sir,

In consideration of <<**Name & Address of the Purchaser/Indenter, Government of Gujarat, Gandhinagar**>> (hereinafter referred to as the OWNER/PURCHASER which expression shall unless repugnant to the context or meaning thereof include successors, administrators and assigns) having awarded to M/s ..... having Principal Office at ..... (hereinafter referred to as the "SELLER" which expression shall unless repugnant to the context or meaning thereof include their respective successors, administrators, executors and assigns) the supply of \_\_\_\_\_ by issue of Purchase Order No..... Dated ..... issued by Gujarat Informatics Ltd. ,Gandhinagar for and on behalf of the OWNER/PURCHASER and the same having been accepted by the SELLER resulting into CONTRACT for supplies of materials/equipment's as mentioned in the said purchase order and the SELLER having agreed to provide a Contract Performance and Warranty Guarantee for faithful performance of the aforementioned contract and warranty quality to the OWNER/PURCHASER, \_\_\_\_\_ having Head Office at (hereinafter referred to as the 'Bank' which expressly shall, unless repugnant to the context or meaning thereof include successors, administrators, executors and assigns) do hereby guarantee to undertake to pay the sum of Rs. \_\_\_\_\_ (Rupees \_\_\_\_\_) to the OWNER/PURCHASER on demand at any time up to \_\_\_\_\_ without a reference to the SELLER. Any such demand made by the OWNER/PURCHASER on the Bank shall be conclusive and binding notwithstanding any difference between Tribunals, Arbitrator or any other authority.

The Bank undertakes not to revoke this guarantee during its currency without previous consent of the OWNER/PURCHASER and further agrees that the guarantee herein contained shall continue to be enforceable till the OWNER/PURCHASER discharges this guarantee. OWNER/PURCHASER shall have the fullest liberty without affecting in any way the liability of the Bank under this guarantee from time to time to extend the time for performance by the SELLER of the aforementioned CONTRACT. The OWNER/ PURCHASER shall have the fullest liberty, without affecting this guarantee, to postpone from time to time the exercise of any powers vested in them or of any right which they might have against the SELLER, and to exercise the same at any time in any manner, and either to enforce to forebear to enforce any covenants contained or implied, in the aforementioned CONTRACT between the OWNER/PURCHASER and the SELLER or any other course of or remedy or security available to the OWNER/PURCHASER.

The Bank shall not be released of its obligations under these presents by any exercise by the OWNER/PURCHAER of its liability with reference to the matters aforesaid or any of them or by reason

or any other acts of omission or commission on the part of the OWNER/PURCHASER or any other indulgence shown by the OWNER/PURCHASER or by any other matter or things.

The Bank also agree that the OWNER/PUCHASER at its option shall be entitled to enforce this Guarantee against the Bank as a Principal Debtor, in the first instance without proceeding against the SELLER and not withstanding any security or other guarantee that the OWNER/PURCHASER may have in relation to the SELLER's liabilities.

Notwithstanding anything contained herein above our liability under this Guarantee is restricted to Rs. \_\_\_\_\_ (Rupees \_\_\_\_\_) and it shall remain in force up to and including \_\_\_\_\_ and shall be extended from time to time for such period as may be desired by the SELLER on whose behalf this guarantee has been given.

Dated at \_\_\_\_\_ on this \_\_\_\_\_ day of \_\_\_\_\_ 2025.

\_\_\_\_\_  
Signed and delivered by

\_\_\_\_\_  
For & on Behalf of

Name of the Bank & Branch &  
Its official Address

List of approved Banks

**Approved Bank: All Nationalized Bank including the public sector bank or Private Sector Banks or Commercial Banks or Co-Operative & Rural Banks (operating in India having branch at Ahmedabad/ Gandhinagar) as per the G.R. no. FD/MSM/e-file/4/2023/0057/DMO dated 21.04.2023 issued by the Finance Department or further instruction issued by the Finance department from time to time.**

## 10 CONTRACT FORM

THIS AGREEMENT made on the \_\_\_\_\_ day of \_\_\_\_\_, 2025 \_\_\_\_ Between  
\_\_\_\_\_  
(Country of Purchaser) hereinafter "the Purchaser" of the one part and  
\_\_\_\_\_  
(City and Country of Supplier) hereinafter called "the Supplier" of the other part :

WHEREAS the Purchaser is desirous that certain Goods and ancillary services viz.,  
\_\_\_\_\_  
(Brief Description of Goods and Services) and has accepted a bid by the Supplier for the supply of those goods and services in the sum of \_\_\_\_\_  
(Contract Price in Words and Figures) hereinafter called "the Contract Price in Words and Figures" hereinafter called "the Contract Price."

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

- 1 In this Agreement words and expressions shall have the same meanings as are respectively assigned to them in the Conditions of Contract referred to.
- 2 The following documents shall be deemed to form and be read and construed as part of this Agreement, viz.:
  - 2.1 the Bid Form and the Price Schedule submitted by the Bidder.
  - 2.2 terms and conditions of the bid
  - 2.3 the Purchaser's Notification of Award
- 3 In consideration of the payments to be made by the Purchaser to the Supplier as hereinafter mentioned, the Supplier hereby covenants with the Purchaser to provide the goods and services and to remedy defects therein in conformity in all respects with the provisions of the Contract.
- 4 The Purchaser hereby covenants to pay the Supplier in consideration of the provision of the goods and services and the remedying of defects therein, the Contract Price or such other sum as may become payable under the provisions of the Contract at the times and in the manner prescribed by the Contract.
- 5 Particulars of the goods and services which shall be supplied / provided by the Supplier are as enlisted in the enclosed annexure:

TOTAL VALUE:

DELIVERY SCHEDULE:

IN WITNESS whereof the parties hereto have caused this Agreement to be executed in accordance with their respective laws the day and year first above written.

Signed, Sealed and Delivered by the

Said \_\_\_\_\_ (For the Purchaser)

in the presence of \_\_\_\_\_

Signed, Sealed and Delivered by the

said \_\_\_\_\_ (For the Supplier)

in the presence of \_\_\_\_\_

## 11 SELF DECLARATION

**(TO BE SUBMITTED PHYSICALLY ALONG WITH EMD)**

### **AFFIDAVIT**

(To be submitted IN ORIGINAL on Non-Judicial Stamp Paper of Rs 300/- duly attested by First Class Magistrate/ Notary public)

I/We, \_\_\_\_\_, age \_\_\_\_\_ years residing at \_\_\_\_\_ in capacity of \_\_\_\_\_ M/s. \_\_\_\_\_ hereby solemnly affirm that

All General Instructions, General Terms and Conditions, as well as Special Terms & Conditions laid down on all the pages of the Tender Form, have been read carefully and understood properly by me which are completely acceptable to me, and I agree to abide by the same.

I We have submitted following Certificates I Documents for T.E. as required as per General Terms & Conditions as well as Special Terms & Conditions of the tender.

Sr. No.	Name of the Document
1	
2	

All the Certificates I Permissions I Documents I Permits I Affidavits are valid and current as on date and have not been withdrawn I cancelled by the issuing authority.

It is clearly and distinctly understood by me that the tender is liable to be rejected if on scrutiny at any time, any of the required Certificates I Permissions I Documents I Permits I Affidavits is I are found to be invalid I wrong I incorrect I misleading I fabricated I expired or having any defect.

I We further undertake to produce on demand the original Certificate I Permission I Documents I Permits for verification at any stage during the processing of the tender as well as at any time asked to produce.

I We also understand that failure to produce the documents in "Prescribed Performa" (wherever applicable) as well as failure to give requisite information in the prescribed Performa may result into rejection of the tender.

My I Our firm has not been banned I debarred I blacklisted at least for three years (excluding the current financial year) by any Government Department I State Government I Government of India I Board I Corporation I Government Financial Institution in context to purchase procedure through tender.

I We confirm that I We have meticulously filled in, checked and verified the enclosed documents I certificates I permissions I permits I affidavits I information etc. from every aspect and the same are enclosed in order (i.e. in chronology) in which they are supposed to be enclosed. Page numbers are given on each submitted document. Important information in each document is "highlighted" with the help of "marker pen" as required.

The above certificates/ documents are enclosed separately and not on the Performa printed from tender document.

I We say and submit that the Permanent Account Number (PAN) given by the Income Tax Department is \_\_\_\_\_, which is issued on the name of \_\_\_\_\_ [Kindly mention here either name of the Proprietor (in case of Proprietor Firm) or name of the tendering firm;1, whichever is applicable].

I We understand that giving wrong information on oath amounts to forgery and perjury, and I/We am/are aware of the consequences thereof, in case any information provided by us are found to be false or incorrect, you have right to reject our bid at any stage including forfeiture of our EMD/PBG/cancel the award of contract. In this event, this office reserves the right to take legal action on me/us.

I / We have physically signed & stamped all the above documents along with copy of tender documents (page no. ---- to --).

I We hereby confirm that all our quoted items meet or exceed the requirement and are absolutely compliment with specification mentioned in the bid document.

My I Our Company has not filed any Writ Petition, Court matter and there is no court matter filed by State Government and its Board Corporation, is pending against our company.

I / We hereby commit that we have paid all outstanding amounts of dues/ taxes/ chess/ charges/ fees with interest and penalty.

In case of breach of any tender terms and conditions or deviation from bid specification other than already specified as mentioned above, the decision of Tender Committee for disqualification will be accepted by us.

Whatever stated above is true and correct to the best of my knowledge and belief.

Date: Stamp & Sign of the Tenderer

Place: (Signature and seal of the Notary)

## 12 OVERALL ORGANISATION STRUCTURE

- Overall organization chart of the company showing position of Managing Directors and Organization

Format for Project Team Members' Resume				
Sr	Item	Details		
1	Name			
2	Specify role to be played in the project & whether 'prime' or 'alternate'			
3	Current job title			
4	Experience in yrs.(provide details regarding name of organizations worked for, Designation, Responsibilities tenure etc.)			
5	Name of Organization	From	To	Designation/Responsibilities
6	Number of years with the Current Organization			
7	Current job responsibilities			
8	Summary of Professional/domain Experience			
9	Skill sets			
10	Highlights of assignments handled			
11	Educational Background, Training/Certification including institutions, % of marks, specialization areas etc.			
12	Degree (including subjects)	Year of Award Of Degree	University	% of marks

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes qualifications and experience mentioned above and proposed staff member is a permanent employee of our organization. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

Signature of Staff Member Date:

Signature of Authorized  
Date:



Company Seal

### **13. HISTORY OF LITIGATION**

Application should provide information on any history of litigation or arbitration resulting from contract in last five year or currently under execution.

<b>Year</b>	<b>Award for/ origination/ bidder</b>	<b>Name of Client</b>	<b>Litigation &amp; Dispute Matter</b>	<b>Disputed Amount in Rs.</b>

If the information to be furnished in this schedule will not be given and come to the subsequently will result in disqualification of the bidder.