

NATIONAL COUNCIL OF SCIENCE MUSEUMS  
SECTOR-V, BLOCK-GN, BIDHANNAGAR,  
KOLKATA : 700 091.

NOTICE INVITING E-TENDER

TENDER NO. I-18012/7/19(170)

On-line digitally signed e-tenders (Open) are invited for **PR, Digital and Social Media Campaign for the Exhibition “Superbugs: The End of Antibiotics?”** strictly as per the Council’s Introduction about the exhibition, Scope of work elaborated in Part I and Part II etc. enclosed with this NIT. Vendors who have the capability of executing the order at a time may download the Tender Papers from Central Public Procurement Portal CPPP):<http://eprocure.gov.in/eprocure/app> or from Council’s website [www.ncsm.gov.in](http://www.ncsm.gov.in) as per the following schedule:-

Bid Document Published Date	August 01, 2019
Bid Document Download Start Date	August 01, 2019
Bid Document Download End Date	August 21, 2019 (up to 12 Noon)
Bid Submission Start Date	August 02, 2019 (from 6 PM)
Bid Submission End Date & Time	August 21, 2019 (up to 12 Noon)
Technical (Techno-Commercial) Bid Opening Date	August 22, 2019 (at 12 Noon)
Financial Bid opening Date	<i>To be notified later</i>
Earnest Money Deposit (EMD)	Rs.50,000.00 (Rupees fifty thousand only) <i>Original EMD shall be submitted by the bidder at the above address on or before August 22, 2019 at 12 Noon.</i>

Theonline bid both Technical (Techno-Commercial) Bid and Financial bid duly furnished in Cover-I and Cover-II respectively should be uploaded by the due date and time as per the above schedule. The responsibility to ensure this lies with the Bidder. Off-line tenders shall not be accepted and no request in this regard will be entertained whatsoever. Online Technical (Techno-Commercial) Bid will be opened at the first instance in this office **at 12 Noon on August 22, 2019** for technical evaluation as well as selection of techno-commercially acceptable offers and at the second stage, the Financial Bids of only the selected and techno-commercially acceptable equipment/offers will be opened **a date to be notified later** subject to completion of Technical Evaluation of the offers. Decision of the Council regarding selection of eligible and qualified vendors/firms and or equipment in particular for opening the Financial Bid shall be final and binding on the bidders. Bidders may be present during opening of tenders.

NCSM reserves the right to accept or reject any or all tenders in full or part without assigning any reason whatsoever. NCSM shall also not be bound to accept merely the lowest tender but the technical suitability, capability and prior work experience of executing similar projects etc. shall be of prime consideration for selection of the agency.

## General Information and Instructions

1. The instruction given herein will be strictly binding on the tenderers and deviation, if any will make the tender or tenders liable to be considered invalid. **Tenders incorporating additional conditions by the tenderer are liable for rejection.**
2. Bids shall be submitted online only at CPPP website: <https://eprocure.gov.in/eprocure/app>. Manual bids shall not be accepted.
3. The instruction given in **“Annexure-A” for “Instruction for Online Bid Submission”** should be strictly followed during submission of the Bid.
4. Bid documents may be scanned in 100 dpi with black and white option which helps in reducing size of the scanned document.
5. **Validity of Bids:** The Bids should remain valid up to August, 2020.
6. **Rejection of Bids:** Canvassing by the Bidder in any form, unsolicited letter and post-tender correction may invoke summary rejection. Conditional tenders will be rejected. Non-compliance of applicable General Information and Instruction will disqualify the Bid.
7. The tenderers should have Digital Signature Certificate (DSC) for filling up the Bids. The person signing the tender documents should be authorized for submitting the online e-tender.
8. The tenderers shall fill up the Prescribed Format for submission of **Technical (Techno- commercial) Bid as per “Annexure-D”** format duly signed by the authorized signatory. The person signing the tender document should be authorised for submitting the online e-tender.
9. The Financial Bid shall be filled in and signed by the authorized signatory online as per Proforma **“Annexure-“E”** available at Central Public Procurement Portal e-tender system website <http://eprocure.gov.in/eprocure/app>. Offline Financial Bid shall not be accepted.
10. **Tender must be uploaded online by the bidder in two separate covers marked Cover-I and Cover-II. The contents of Cover - I and Cover-II will be as follows:**

### Cover - I

- i) Scanned copy of Earnest Money Deposit (EMD) of Rs.50,000.00 (Rupees fifty thousand only) in the form of Demand Draft / Pay Order drawn in favour of “National Council of Science Museums” and payable at Kolkata on any nationalised bank. Hard copy of the EMD must be submitted / sent to Dy. Controller of Stores & Purchase, National Council of Science Museums, 33, Block GN, Sector V, Bidhan Nagar, Kolkata - 700091 so as to reach on or before August 19, 2019 at 12 Noon.
- ii) Technical (Techno-commercial) Bid as per **“Annexure - D”** format duly filled in and signed by the authorized signatory with official stamp.
- iii) **Scanned Copy of the current and valid Trade License as applicable, duly self attested with official stamp**
- iv) Scanned Copy of the current and valid GST Registration Certificate indicating GST Number duly self attested with official stamp.
- v) The **‘UNDERTAKING’** of the bidder (as detailed in **Annexure-C**) duly signed by the authorized signatory with official stamp.
- vi) The **‘Introduction and Scope of work’** as detailed in **Annexure-F** (as a token of acceptance for carrying out the work in accordance to the Council’s Scope of work) duly self attested with official stamp.
- vii) Scanned Copy of **General Terms & Conditions** as detailed in **Annexure-B** duly self attested with official stamp as a token of acceptance.
- viii) Scanned copy of credentials of past experience in such business for last 3 years.

In case the bidder fails to submit any of the documents as stated above, the other part of their tender i.e. 'Cover- II' shall not be considered for further download and shall be rejected straightway without any further reference. The Technical Bids and other documents i.e. 'Cover- I' will be downloaded and evaluated at the first stage to select the techno-commercially capable and competent bidders. At the second stage, Financial/Price Bids i.e. 'Cover - II' of only the techno-commercially acceptable offers will be downloaded and evaluated for further ranking before awarding the contract. After opening of 'Cover -I', if all the bids are found techno-commercially unacceptable, the Financial (Price Bid) Bids i.e. 'Cover - II' submitted by the bidders against this Tender shall not be opened/downloaded for obvious reasons.

#### Cover-2

1. The Financial Bid (as per Annexure-E format) i.e. Schedule of Price Bid in the form of attached BOQ Proforma duly filled in and digitally signed.
  2. **Annexure-E1** shall be filled up, signed and sealed and uploaded in PDF format.
- iii) The authorities of National Council of Science Museums, who does not bind themselves to accept the lowest tender, reserves the right to reject or accept any or all tenders wholly or partially without assigning and reason whatsoever.

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**Instructions for Online Bid Submission**

1. The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.
2. More information useful for submitting online bids on the CPP Portal may be obtained at <https://eprocure.gov.in/eprocure/app>

**REGISTRATION**

- 1) Bidders are required to enrol on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app> ) by clicking on the link “**Online bidder Enrolment**” on the CPP Portal which is free of charge.
- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / nCode / eMudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC’s to others which may lead to misuse.
- 6) Bidder then log in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

**SEARCHING FOR TENDER DOCUMENTS**

- 1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.
- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective ‘My Tenders’ folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.
- 3) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

**PREPARATION OF BIDS**

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- 2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
- 3) Bidder, in advance, should make ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF/JPG formats. Bid documents may be scanned in 100 dpi with black and white option which helps in reducing size of the scanned document.

- 4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use “My Space” or “Other Important Documents” area available to them to upload such documents. These documents may be directly submitted from the “My Space” area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

#### **SUBMISSION OF BIDS**

- 1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- 2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- 3) A standard Price Schedule format (BOQ) has been provided with the tender document to be filled by all the bidders. Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BOQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BOQ file, open it and complete the white coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. **In case no rate value is required to be quoted in any particular cell, that cell must be kept blank, figure '0' (zero) shall not be entered in such cell(s).** Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BOQ file is found to be modified by the bidder, the bid will be rejected.
- 4) The server time (which is displayed on the bidders’ dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- 5) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 6) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 7) Upon the successful and timely submission of bids (i.e. after Clicking “Freeze Bid Submission” in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- 8) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

#### **ASSISTANCE TO BIDDERS**

1. Any enquiries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.
2. Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal helpdesk. The contact number for the helpdesk is 1800 233 7315.

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TENDER NO. I-18012/7/19(170)

**GENERAL TERMS & CONDITIONS (GTC) FOR SUBMISSION OF TENDER FOR PR, DIGITAL AND SOCIAL MEDIA CAMPAIGN FOR THE EXHIBITION “SUPERBUGS: THE END OF ANTIBIOTICS?” STRICTLY AS PER ENCLOSED INTRODUCTION OF THE EXHIBITION AND SCOPE OF WORK**

01. Bidders should have necessary infrastructure and facilities so as to take up the tendered job strictly as per enclosed scope of work with required financial capability.

02. Price:

The prices shall be quoted as per details below (please read the scope of work carefully before quoting) :

Sl.No.	Description of work	Qty.	Remarks
1.1	Maintenance of Social Media Pages of the Exhibition on Facebook, Twitter and YouTube. Development of content for social media and graphical (15 per month) and AV content (4 per month)	1 Job	Lump sum Rate shall be quoted per month each for Sl. No. 1.1 & 1.2 separately. However for compatibility and convenience, order shall be placed with the party who stand L1 for both the items taken together for suitable duration of 1 year which may be increased/decreased at the discretion of authority.
1.2	Facebook, Twitter and YouTube. Posting and Promotion of Content using promotional features on Facebook, Twitter and YouTube (Boosting of Posts etc.)	1 Job	
2	WhatsApp Blasting, SMS, E-mail marketing. At least 5,00,000 messages to be sent in each of the four cities Delhi, Mumbai, Bengaluru and Kolkata	1 Job	Lump sum Rate shall be quoted per Lakh messages. Order will be placed with L1 bidder.
3	Blogging. At least 2 Blogs per month	1 Job	Only <b>rate</b> shall be quoted for this item per 1000 words blog post / article. Order will be placed with L1 bidder as per requirement from time to time.
4	Media Invitation and arrangement of Press Conferences at New Delhi (September 2019), Mumbai (December 2019), Bengaluru (March 2020) and Kolkata (June 2020). Inviting Media during the inauguration, making all necessary arrangements for the Press Conference and media coverage.	1 Job	Lump sum Rate shall be quoted for this item for 4 venues and order will be placed with the L1 bidder.

The rates indicated/quoted shall be inclusive of cost of materials, labour and overheads and all incidental charges to deliver/provide services Introduction and scope of work. The rate of GST to be imposed on the rate shall be clearly mentioned. Prices and rate quoted shall be valid up to August 2020 and shall be firm and fixed for the entire period of execution of the order and no escalation of rate on any ground whatsoever shall be applicable. **The rates shall be quoted separately item wise and lowest bidder will be decided for items at Sl. No. 1.1 and 1.2 taken together for compatibility and convenience and for others L1 bidder will be decided on the basis of item wise L1 bid subject to qualification in the Techno-commercial bid.**

03. The successful bidder shall submit the Duplicate copy of the order duly signed and stamped as a token of acceptance of the order within seven days from the date of placement of order.
04. Time is the essence of the tender. The work shall be completed strictly as per the scope of work. For non-compliance of any of the terms covered under the order and/or non-delivery of the tendered items, complete in all respects within the stipulated delivery period, the Council shall have the right either to cancel the order, forfeit the EMD and impose penalty as detailed in clause 5. Decision in this regard taken by the Council shall be final and binding on the tender/bidder.
05. **Penalty Clause:-**  
The time allowed for executing the work as detailed in Clause No.4 shall be strictly observed by the successful bidder. The supply/services shall, throughout the stipulated period of the order, be proceeded with all the diligence (time being deemed to be the essence of the order) and the successful bidder shall pay to the Council, an amount equal to 1% of the amount of the contract value for every week that the supply/Services may remain incomplete as per schedule as stipulated in Clause No.4 subject to a maximum compensation of 10% of the contract value after which period, action will be taken by the Council as will be deemed fit. Besides this, the EMD shall also be forfeited.

The Council may extend the time of delivery of the ordered items/Services at its discretion on the application of the successful bidder provided that the Council considers the reasons for such extension as good, sufficient and acceptable.

06. Every effort should be made to complete the work by the successful bidder within the specified time schedule. In case the firm fails to comply with Clause No.4 within the specified time schedule as per the finalized and accepted terms & conditions, the Council shall have the right to either impose penalty clause or cancel the order forthwith and the earnest money deposit retained with the Council shall be automatically forfeited. The decision of the Council in this regard shall be final and binding on the successful bidder.

**07. Payment terms:-**

No advance payment shall be made by the Council in any circumstances. Digital Payment (e-Payment) through RTGS/NEFT/TT/etc. shall be released within 30(thirty) working days from the date of receipt of Invoice/Bill(supplies covered under of clause No.4), duly supported by receipted challan subject to satisfactory inspection report of the ordered work/services issued by the competent authority of the Council. Invoice should be submitted indicating the GST Registration number, Name of the Banker, IFSC Code, Account number, RTGS and Swift number of the banker etc. for releasing e-payment to the supplier.

08. The bidder shall be responsible for making good any defects pointed out in the work/services for the entire period effective from the date of final acceptance of the order.
09. If it is noticed that the work carried out do not conform to the scope of work, the Council shall have the right to reject the work in part or full. The bidder shall be liable to rectify the defects within the stipulated time. Till the defect is rectified, the rejected work will be lying at the risk, cost and responsibility of the bidder. If the bidder do not arrange to rectify the work within the stipulated time, the same may be got rectified by the council at the risk and cost of the bidder in the manner which the Council will deem fit.
10. The authorities of the National Council of Science Museums reserves the right to amend, alter or modify the terms & condition mentioned above if necessary from time to time.

11. The authorities of National Council of Science Museums (NCSM), who does not bind themselves to accept the lowest tender, reserves the right to reject or accept any or all tenders wholly or partially without assigning and reason whatsoever and split the order at their discretion in case necessity arises.
12. The quantities specified in the tender may be decreased or increased at the sole discretion of NCSM authorities. The items specified in the Scope of Work may be increased or decreased or removed as per the requirement and the decision of the competent authority of NCSM which shall be final and binding in this regard. In case of increase/decrease in services/quantity (SMS, WhatsApp, E-mail, Blog Posts) payment shall be done as per actual.
13. All disputes and differences between the successful bidder and the Council of any kind except quality of workmanship/services and materials whatever arising out of or in connection with the order on carrying out the supply (whether during the progress of the work or after their completion and whether before or after the determination, abandonment or breach of the Terms & conditions of the order) shall be referred to the sole arbitration of a person nominated by the Director General, National Council of Science Museums, whose decision in this regard will be final and binding on both the successful bidder and the Council.

The provisions of the Arbitration and Reconciliation Act 1996 or any statutory modification or re-enactment thereof and of the rules made there under for the time being in force shall apply to arbitration's proceedings under this Clause.

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**DECLARATION**

We do hereby accept the “General Terms & Conditions” as provided by the National Council of Science Museums along with the Tender documents for **PR, Digital and Social Media Campaign for the Exhibition “*Superbugs: The End of Antibiotics?*”** and also undertake to execute the work within the scheduled time limit strictly as per the Scope of Work of National Council of Science Museums as provided along with the tender documents, in the event of placement of any order on us. The Council shall be at liberty to cancel the order in full or part, in the event of failure of the above declaration made by us.

Signature of the Bidder / Constituted Attorney.

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TECHNICAL (Techno-Commercial) BID

Notes: **ALL PARTICULARS / INFORMATIONS SHOULD BE GIVEN IN THE FOLLOWING FORMAT WITH COMPLETE DETAILS.**

01. Name & Address of the Firm/Bidder :

02. Telephone Number :

Office :

Mobile Number and name of contact person :

03. Background details of the firm :

04. State the Name of the Banker including IFSC Code and Account Number of the Tenderer to follow digital mode of payment. :

05. Past experience in such business for last 3 years giving details of established clients especially Government offices. Submit satisfactory completion certificate issued by such clients and Government offices. :

06. i) Whether capable to carry out the Tendered job strictly as per enclosed Scope of work (Please mention 'YES' or 'NO') :

ii) If it is mentioned 'NO' above, submit detailed deviation to be made from the enclosed scope of work. :

(Extra sheet may be attached, if required).

: 2 :

07. Submit the documentary evidence :  
regarding execution of latest contract of  
similar nature and magnitude of minimum  
single order value of Rs. 10 Lakhs.
08. Proof of financial status of the company/ :  
audited Balance Sheet for last 3 years  
indicating total turnover as well.  
(Submit documentary evidence).
09. Whether agreed to accept 30 days credit Payment :  
Terms. (Please mention 'YES' or 'NO'.)
10. Minimum time required to carry out the tendered job :
11. Mention GST Registration Number :  
and attach current valid GST Registration  
Certificate.
12. Whether agreed to execute the tendered :  
Job as per enclosed scope of work (Annexure-F)  
positively by the stipulated time limit failing which  
ready to absorb heavy penalty /or ready to accept  
cancellation of the order, if any order is placed  
on the bidder after observing due tender  
procedure. (Please mention 'YES' or 'NO').

I/We hereby declare that the above statements are true. I/We also declare that the decision of National Council of Science Museums regarding selection of eligible firms for opening of Financial Bid (Cover-II) shall be final and binding on me/us.

**Dated**

**Official Seal**

**Signature of the Tenderer/Constituted Attorney**

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**PR, Digital and Social Media Campaign for the Exhibition “*Superbugs: The End of Antibiotics?*”**

**ANNEXURE- E1**

<b>Sl.No.</b>	<b>Description of work</b>	<b>Qty.</b>	<b>Rate to be quoted per month (excluding GST) (in INR)</b>
1.1	Maintenance of Social Media Pages of the Exhibition on Facebook, Twitter and YouTube. Development of content for social media and graphical (15 per month) and AV content (4 per month)	1 Job	
1.2	Facebook, Twitter and YouTube. Posting and Promotion of Content using promotional features on Facebook, Twitter and YouTube (Boosting of Posts etc.)	1 Job	
Total Amount (in INR) per month excluding GST:			
Total Amount in words .....			