



No.REC/3/2/2005-CCPR/

Dated 22nd December, 2008

The Bidder,

Sub: Appointment of Agency to run an Onsite Design and Production Studio at Rural Electrification Corporation Ltd., New Delhi

Sir,

Sealed tenders are invited for works pertaining to appointment of an Agency to run an Onsite Design and Production Studio at Rural Electrification Corporation, Core-4, SCOPE Complex, Lodhi Road, New Delhi.

1 Nature and Scope of Work

The agency shall provide Onsite Design, production and Reprographic Services to REC by setting up an Onsite Studio at New Delhi Office of REC. The Agency shall man, equip, manage and run this Onsite Studio. The agency's main office shall be responsible for the quality of work and its timely completion. Detailed of Scope of Work is given at Annexure-I.

2. Terms and Conditions

The agency shall have to provide Equipment, Software, Manpower and other related services to REC to make the Onsite Studio to carry out the jobs. The detailed Terms and Conditions including Commercial terms are given at Annexure-I.

3. Qualifying Criterion

(substantiated in the technical bid)

The agency should have working experience of running design studio at client's location.

4. Instruction to bidders

The offer/quotation shall be submitted in two parts. First part will consist of "**Technical Bid**" and the second part will consist of "**Financial Bid**"

a) Technical Bid

Technical Bid shall be placed in a sealed envelope duly superscribed as "**Technical bid for onsite Design and Production studio**" and shall contain information as desired in Annexure-I.

b) Financial Bid

Financial Bid should be submitted strictly as per format given at Annexure-I, and should be placed in a separate sealed envelope duly superscripted as “**Financial bid for onsite Design and Production studio**”. In addition to financial bid, the envelope should also contain the charges for Bromides, Positives, Color outputs etc. as desired in (b) i) Charge Structure of Annexure-II.

Agency should quote fees on monthly basis in financial bid. Agency should mention Taxes as per statutory rules / law including service tax etc. in respect of the contract and the Corporation will not entertain any claim during the period of contract due to increase in Manpower/ Equipment / Consumables costs, etc. Except writing rates and amount, the bidder should not write any other conditions or make any changes, additions, alterations, deviations and modifications in the Financial Bid. The tenderer shall quote total amount both in figures and words. Income Tax and any other taxes or charges will be deducted at source from the aforesaid fee or charge.

The Technical Bid and the Financial Bid sealed separately as above shall be placed together in another sealed envelope duly superscripted as “**Bids for onsite Design and Production studio**”. Incomplete offers/quotations or offers received without Technical and/or Financial Bids are liable to be rejected/not considered. Tenderers must ensure that all pages of the technical and financial bids are signed by authorized signatories.

5. Evaluation Criterion

The evaluation of the Agency shall be done on the basis of Technical and Financial bids. The Technical evaluation criterion is given at Sl.No. (6) of Terms & Conditions. The financial bids of only those firms who have been found technically suitable by the committee shall be opened.

6. No canvassing

Canvassing in connection with the tenders is prohibited and the tenders submitted by the contractor who resort to canvassing are liable for rejection.

7. Validity period

Tender submitted shall remain valid for **90 days from the date of opening of tenders** for the purpose of acceptance and award of work; validity beyond 90 days from the date of opening shall be by mutual consent.

8. Clarifications

Before tendering, the bidder is requested to study thoroughly the ‘Scope of Work’ and ‘Terms and conditions’ before submitting the offer. Bidder should also inspect REC office to assess REC’s requirements. Any clarification, if required, may be obtained prior to filling of tender from REC. No claim whatsoever on such account shall be entertained by the Corporation in any circumstances.

9. Performance Bank Guarantee

In the event of award of work, the Agency shall have to submit Performance bank guarantee of an **amount equivalent to 10% of the annual value (fees) of the Contract**. Also, the agency should start functioning at REC’s allotted space within three weeks from the date of placement of order.

10. Appointment Terms

The agency would be appointed initially for three (3) months trial period. If the work is not satisfactory to REC, the order shall be cancelled and the agency shall be paid only for the 3 months period after one month. Upon satisfactory trial period of first three months, payment shall be made to the agency on 15th of the fourth month. REC, at its sole discretion may confirm and extend the period upto 2 years including 3 months trial period. However REC reserves the right to discontinue the services of the agency at any time by giving 30 days notice without assigning any reason whatsoever. For the notice period proportionate payment will be payable, if any, for the month after the agency dismantles the set up and hand over the space to REC. Upon cancellation, no charges other than above will be paid. Contract may further be extended beyond first two years, upto another one year total being three years on existing terms and conditions.

11. Payment Terms

The payments shall be released on monthly basis based upon satisfactory completion of assignments as certified by the officer-in-charge.

12. Last Date of Submission

The tenders completed in all respects should reach the undersigned by **3.00 pm** on **2nd January 2009**. The tenders received after the due date/time will not be considered.

Yours faithfully,

Sd/-
(Rama Vijay)
Manager (CC)

Encl: **As Above**

**Appointment Of Agency To Run An On Site Design And Production Studio At
REC, New Delhi – Scope Of Work**

Reprographic services

The agency shall provide Onsite Design, Production and Reprographic Services to REC by setting up a Onsite Studio at the New Delhi Office of REC. The Agency shall man, equip, manage and run this Onsite Studio. The agency's main office shall be responsible for the quality of work and its timely completion.

The Following are the services to be handled by the onsite design and production studio.

(A) On-site services

The Onsite Studio at REC Office to be set up to provide the following services:

1. Designing

Designing of publicity, promotional and corporate identify material and other communication viz. corporate presentations/brochures etc. Designing of New Year calendars/dairies, exhibition panels, hoardings, stationary/signages/press clipping management etc. and any other material as per REC requirements.

2. Artwork and Scanning

Converting design into artwork involving Scanning of pictures from reflective media, transparencies and negatives supplied by REC for placement in layouts.

3. Processing

The studio would also handle all the processing work required to convert artwork into printable format which include high resolution scanning, retouching, system work, output of bromides and positives, and proofing.

4. Layouts

Positioning and assembly of various elements like pictures, text, illustrations etc. to form appealing layouts.

5. Print outs

The agency shall provide Black & White / Color outputs of the matter designed in a media that is the outputs should be compatible with printer / REC requirements

6. Personnel

The Agency shall provide **adequate and experienced** man power to man the in-house Onsite Studio. Manpower should be well qualified in their respective field to handle the jobs. The Agency shall not appoint any manpower as trainees. These people should be backed by Senior Design and Operations personnel operating out of the Agency's main office.

7. Print Coordination

The Agency shall co-ordinate printing and shall interact with printers on operational issues on behalf of REC to ensure quality of work. The agency will provide REC with specifications for print order and clear the proofs.

For the in-house Onsite Studio, REC agrees to provide space and infrastructure. The infrastructure would include seating arrangement, electrical connections, telephonic connections, network connections and access to internet and e-mail services. However, the bidder may clearly indicate the requirements in their bid including layout.

(B) Off-Site Services

Generally the assignments are to be completed at onsite studio only. But the bidder can provide off-site services for specialized jobs requiring high capital value equipment as follows:

a. Designing

Designing of communications for advertising, promotional material and packaging material, corporate identity and other marketing communications. And also creating illustrations and digitizing logos.

b. Final Scanning Scanning of pictures from reflective media, transparencies and negatives supplies by REC for final reproduction. retouching of images, colour correction etc.

c. Retouching

Retouching of images, colour correction and other manipulations of images.

8. Proofing

Generate digital proofs of finished jobs.

9. Work which cannot be done on-site due to constraints of time, equipment and personnel

At times it happens that the workload at REC is higher than that can be handled with the facilities provided at the Onsite Studio. On such occasions, work should be done using the facilities at the Agency's main office. Also, from time to time, there may be services for which capabilities do not exist at the facilities available at REC (like Indian languages). All such work should be handled out of the facilities at the main office of the Agency.

Appointment Of Agency To Run An Onsite Design And Production Studio At Rural Electrification Corporation Ltd. (REC) Office, New Delhi

TERMS AND CONDITIONS

(a) Equipment and Software

1. Equipment

a) The Agency shall provide all equipments (new) that will be needed to make the Onsite Studio at REC Office functional. The agency shall provide a minimum of four computers, one scanner, one colour printer, one black & white laser printer (A3), one DVD writer, one centralized UPS to support power back up to all the equipment and one modem. However, based on work and activity, the Agency should decide and provide additional equipment as required to meet the desired quality and timely deliveries.

b) Software

The Agency shall provide all software (operating and applications) for the effective functioning of the Onsite Studio at REC within the stipulated monthly fee.

c) Manpower

To man the Digital Studio the Agency has to provide one Creative Graphic Designer, one Copywriter, one reprographic executive, Office boy and one Client Servicing Executive plus any other staff as required for completing assignments in time.

2. Operations

The team manning the site at REC Office shall operate as per the office timings of REC and observe the same holidays. However, as per requirement, they have to work overtime/on holidays without extra fee/charges or remuneration to complete the assigned job in time as required by REC.

3. (a) Other services

i) Process Management

Design and Reprographics is a multidisciplinary process. Agency shall provide the skills and services required to manage this process. Essentially, the Agency has to do the design all reprographic activities and provide colour-separated positives that can be handed over for printing.

ii) Technical support

The agency shall provide technical support as required for the effective functioning of the Onsite Studio at REC. And these technical services are a part of the services required to be rendered under agreement.

iii) Pick-up and delivery of jobs

The Agency shall organize to pickup and deliver jobs.

iv) **Turn around time**

The agency should be able to finish and deliver the assigned job within 24 hours to REC.

(b)Commercial Terms

i). **Charge Structure**

REC would appoint the Agency and pay the charges as per this tender. The decided fee does not include charges for Bromides, Positives (Black & White and Colour-separated), Colour outputs and Digital Proofs. The agency shall include in their proposal the rate list of expected consumables valid for one year. And also, Service Tax as applicable as per law will be added to the fees/charges payable. However, Income Tax and other rates, charges, taxes if any, shall be deducted at source from the aforesaid fees and charges.

ii). **Due date for payments**

The invoice for services rendered during a month will be raised by Agency on the last date of the month and the amount will be payable by the 15th of the following month. That is, invoices for services rendered in the month of January will be payable by February.

iii). **Duration of Agreement**

The agency would be appointed initially for three (3) months trial period. If the work is not satisfactory to REC, the order shall be cancelled and the agency shall be paid only for the 3 months period after one month. Upon satisfactory trial period of first three months, payment shall be made to the agency on 15th of the fourth month. REC, at its sole discretion may confirm and extend the period for 2 years including 3 months trial period. However REC reserves the right to discontinue the services of the agency at any time by giving 30 days notice without assigning any reason whatsoever. For the notice period proportionate payment will be payable, if any, for the month after the agency dismantle the set up and hand over the space to REC. Upon cancellation, no charges other than above will be paid.

4. **Work done**

All work done will be the property of REC and that REC will have access to work done in the form of hard copies as well as the digital files in which the work was done. (Back up of work done shall be submitted every month on a CD)

(ii) **Reviews**

For smooth operations and improvements, REC and the Agency will conduct periodic /monthly reviews.

5. In order to complete the jobs the agency will have to work overtime at times to finish their work. No overtime or additional payment will be made for this.
6. Bids shall be opened in two separate envelopes. The technical bid will be of 100 marks. Out of this, 50 marks will be for creatives / presentation and the balance 50 marks for the written technical details in the bid. For qualifying out of total 100 marks, 70 marks will be treated as qualifying criteria. Those who qualify in the technical bid on the basis of above criteria, only their financial bids will be opened.

7. **Submission of Financial Bid**

- a. The agency should quote fees on a monthly basis.
 - b. Service Tax as applicable as per statutory rules/ law will be added to the fees/charges payable to the agency (agency to indicate the taxes).
 - c. Income Tax and any other rates, taxes or charges will be deducted at source from the aforesaid fees and charges.
8. The agency has to provide information of jobs done on a monthly basis to REC for the purpose of Management Information System.
 9. The onsite studio shall be used exclusively for REC assignments only.

10. **Settlement of dispute**

Both organizations would be working very closely and will be able to resolve any issue or dispute amicably through mutual discussions. However, should there be a dispute which cannot be resolved between the two organizations, the matter will be referred to, for arbitration to the Chairman & Managing Director of REC.

Format for submitting the proposal

Appointment Of Agency To Run Communication Digital Studio At Rural Electrification Corporation Ltd.(Rec) Office, New Delhi

TECHNICAL BID

(to be submitted in separate sealed envelope superscripting Technical Bid For Onsite Design and Production Studio)

(I) Company profile

- Core business
- Annual turnover for last 3 years (Rs./crores). Minimum qualifying turnover in the field not less than Rs.3 crore per annum (Rupees three crore).
- Clients list in respect of Design studio alongwith their brief profiles and duration of work, at least one client from Govt. Deptt/ PSU of present.
- Infrastructure client including power sector clients
- No. of Design Studios running at client site (if any) (for national/international clients) alongwith number of employees at each location.
- Details of In-house processing equipments.
- Sample works done pertaining to advertisements, artwork, presentations, web designing and signages etc.(please attach)
- Any other information

(II) **Equipment: (i)** Please indicate the make & model of equipment that would be exclusively installed in the onsite design and production studio, at REC in the format given as under;

Sr. No.	Items	No.	Make/Model
1	Graphic work station	1	
2	Latest Desktop/laptop Computers with UPS	3	
3	Latest high resolution & high speed professional Color Scanner (supporting A3,A4, B4 & B5 sizes)	1	
4	B/W laser Printers(supporting A3, A4, B4 & B5 letter envelop	1	
5	Color Laser Printer(supporting A4, B4, B5	1	
6	Color Photocopier	1	
7	CD & DVD writer		
8	Any other equipment(please specify)	1	

(III) Man power:

Please indicate man power as per the table given below(who would be assigned for the REC onsite design and production studio);

S.No.	Designation	Number	(Attach C.V.) & give Experience in years (Average)
1	Copy writer	1	
2	Artist	1	
3	Graphic Designer/visualiser	1	
4	Reprographic Assistant/executive	1	
5	Client Servicing Executive	1	
6	Office/delivery boy	1	

IV Pre qualifying tender conditions(to be substantiated in the technical bid)

1. The organization/firm should be in existence for the last 3 years.
2. **The organization should have at least 1 operational design and production Studio on date of submitting the proposal at clients location. Certificate of satisfactory operations from client be included.**

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(Format for submitting the proposal)

APPOINTMENT OF AGENCY TO RUN an on site design and production STUDIO AT
RURAL ELECTRIFICATION CORPORATION LTD. (REC) OFFICE, NEW DELHI

FINANCIAL BID

Fixed fees payable for rendering the services to REC on a monthly basis

Rs. (In figures):	Rs. (In words):
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Signature :

Name :

Designation :

Company Name & Address :

Tel. :

Fax :

E-mail :

(Please submit this proposal in a separate sealed envelope superscripting “financial bid for onsite design and production studio)

Note: Please indicate any other charges to be paid by REC for consumables in addition to the fixed monthly fee. The agency shall include in their proposal the rate list of expected consumables valid for one year.