



**OFFICE OF THE DIRECTOR  
ANIMAL HUSBANDRY AND VETERINARY DEPARTMENT  
ASSAM :: GUWAHATI-781003**

**Procurement Notice for Engagement of Advertising agency/firm/vendor  
for making of Jingle, TV Quickies and Short Documentary to create  
awareness of African Swine fever (ASF) among Pig Farmers,  
OPIU-AHVD, APART**

**THROUGH  
REQUEST FOR QUOTATION (RFQ) PROCEDURES**



**REQUEST FOR QUOTATIONS**  
**From Advertising agency/firm/vendor for making of Jingle (Radio),  
TV Quickies and Short Documentary.**

**Purchaser :** The Director, Animal Husbandry and Veterinary Department, Assam  
**Contract title :** Procurement Notice for Engagement of Advertising agency/firm/vendor for making of Jingle for Radio , TV Quickies and Short Documentary to create awareness of African Swine fever (ASF) among Pig Farmers, OPIU- AHVD, APART

**RFQ No:** VET/APART/ASF-AWA/2022-23/3748

**Date:** 3<sup>rd</sup> Nov. 2022

**Applicable Procurement Guidelines/Regulations Date:** July 2016

1. The Government of India has received financing from the World Bank in various currencies towards the cost of the **Assam Agri-Business and Rural Transformation Project (APART)** Project and intends to apply part of the proceeds towards eligible payments under the contract for which this request for quotations is issued. The **The Director, Animal Husbandry and Veterinary Department, Assam** invites quotations from eligible bidders for the following:

Sl. No	Brief Description of the Work	Specifications	Unit & Quantity	Delivery Period	Place of Delivery
1	Making Of Jingle for Radio	1. Duration: upto 60 Second.	1	30 Days from the date of Official work Order	Nodal Officer, APART, Directorate of AH & Veterinary, Chenikuthi-781003, Assam
2	Making Of TV Quickies	1. Duration- a) 30 Second b) 45 Second c) 60 Second	1 1 1		
3	Making of Short Documentary	Duration: upto 5 minutes	1		

N.B: The bidder need to submit the rate per unit of each item. The no of items under each unit will be increase depending upon requirement & availability of budget.

2. The Bidders need to submit separate rate for each item in the Quotation.
3. For final selection the bidder must be technically responsive with lowest bidding rate of each item.
4. This Procurement notice includes the terms and conditions applicable to submission of quotations.

5. The bidder may collect the bid documents from the **Nodal Officer, OPIU-AHVD, APART, The Directorate of AH&Veterinary Office, Chenikuthi-781003, Assam.** or can be downloaded free of cost from the website of <https://animalhusbandry.assam.gov.in/>
6. **Submission of Quotation:** The Bidders need to submit hardcopies in sealed envelope in the tender box at Office of the **Nodal Officer, APART, The Directorate of AH & Veterinary, Chenikuthi-781003, Assam** on or before **14.00 hours on 18<sup>th</sup> Nov.2022**
7. Quotations, both Technical Part and Financial Part shall be submit separately but inside one envelope. Any modifications of quotation will not be accepted. No quotation will be accepted after the last date & time of bid submission. The Quotations will be opened **on 18<sup>th</sup> Nov. 2022 at 14.30 hours.** Bidder may present during the time of bid opening.
8. If the Purchaser's office happens to be closed on the date of opening of the Quotations as specified, the Quotations will be opened on the next working day at the same time.
9. The Purchaser's have right to cancel/modification of the bidding process without any prior notification.
10. Other details can be seen in the RFQ document. A Bidder requiring any clarification of the RFQ Document may notify to the Purchaser office as given below:

**Nodal Officer, APART**  
**Directorate of Animal Husbandry and Veterinary, Assam**  
**Chenikuthi, Guwahati,**  
**Pin: 781003**  
**E mail : ahvdapart@gmail.com**







RFQ No: VET/APART/ASF-AWA/2022-23/3748

Date: 3<sup>rd</sup> Nov. 2022

### Terms and Conditions

#### 1. Eligibility:

- (a) A Bidder shall not participate in more than one Quotation.
- (b) The Bidder shall not have conflict of interest as defined in the Bank's Procurement Regulations.
- (c) The Bidder should not have been (i) temporarily suspended or debarred by the World Bank Group in compliance with the Bank's Anti-Corruption Guidelines and its Sanctions Framework; or (ii) blacklisted or suspended by Central or any State Government Departments in India.

2. **Clarifications & Amendments:** For any clarification of RFQ documents the bidder must submit request letter within 7 (seven) days from the date of publication of advertisement. The purchaser may clarify and modification or any amendment in the RFQ may be done if the issue of bidder is valid & inform accordingly.

3. **Documents:** The Quotation shall comprise two Parts, namely the Technical Part and the Financial Part. Both Parts shall be submitted simultaneously.

#### 4. The Technical Part of Quotation shall comprise the following:

- (a) Letter of Quotation– Technical Part as per Annexure-I.
- (b) Bidder must submit the clearly visible scan copies of following documents along with Letter of Quotation:
  - (a) Complete address and contact details of the Bidder having the following information:

Name of Firm

Address for communication

Telephone No(s): Office

Mobile No.

Electronic Mail Identification (E-mail ID)

- (b) Valid PAN card.
- (c) Valid Registration Certificate/Trade License in relevant field.
- (d) GST Registration Certificate
- (e) Performance Statement: Similar work Experience during the last 3 years, with proper evidence as per Annexure-II.
- (f) Submit soft copy of previous audio-visual work (Jingle, TV Quickies, documentary etc.) at least 1 (one) no.
- (g) Bidder should submit complete annual turnover reports for last 3 years.
- (g) Affidavit for non-conviction certificate as per Annexure-III.
- (h) Quotation shall be signed by the Bidder or a person duly authorized by the Bidder. All pages of the bid shall be seal and signed by the authorized person to indicate that the bidder has agreed to all terms and conditions of the quotation. Overwriting, alterations, if any, in the Quotation should be signed by the authorized signatory.



## 5. Technical Specifications:

### 1. Making of Jingle for Radio:

- Jingle only for broadcasting in Radio.
- Length of the Jingle should be 15-30 second.
- The Jingle should have music and clear audible voice over.
- Language: preferably Assamese. Hindi, English or any other regional language of Assam may be required.

### 2. Making of TV Quickies:

- The video should include music, creative graphics and voice overs;
- The Quickies should be of Broadcast standards;
- Formats compatible for upload on websites.
- Length of the TV quickies:
  - a) 30 Second
  - b) 45 Second
  - c) 60 Second
- The quickies should be of Coloured with Full High Definition other relevant equipments with original music.
- Resolution HD Format 1920 X 1080
- Support for various video, audio and image formats.
- Language: preferably Assamese. Hindi, English or any other regional language of Assam may be required.

### 3. Making of Short Documentary:

- Formats compatible for upload on websites.
- The documentaries should be of Broadcast standards;
- The video should include music, creative graphics and voice overs;
- Audio-visual documentaries should be of Full High Definition
- Support for various video, audio and image formats.
- Digital video effects
- Audio mixing & editing
- Language: preferably Assamese. Hindi, English or any other regional language of Assam may be required.

**N.B:** 1. The bidder should agree to visit field, Farms etc. for making of video.

2. The bidder may agree to develop the story of various items on the basis of purchaser's requirement.

3. The bidder should agree to edit/modify the audio-visuals as per purchaser's requirement before finalization.

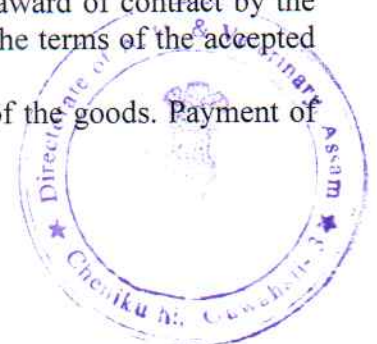


**6. The Financial Part of Quotation shall comprise the following:**

The Price Schedule of the quoted items shall be submit in the given format Annexure-IV only.

**7. Quotation Prices**

- a) The contract shall be individual items as specified in the Price Quotation Form. .
  - b) All duties, taxes and other levies payable on the components shall be included in the total price.
  - c) GST and any other taxes, which will be payable on the goods at the time of invoicing in connection with the sale, shall be shown separately. If these are only stated to be extra, such quotations are liable to be rejected. Wherever these taxes are not shown, these will be assumed to have been included in the quoted price.
  - d) The quoted rate include the charge for develop the story and any other cost involve during making of above items.
  - e) The quoted rate should be valid for 1(one) year from the date of signing the Contract Agreement.
  - f) The rates quoted by the bidder shall be fixed for the duration of the contract and shall not be subject to adjustment on any account.
  - g) The Prices shall be quoted in Indian Rupees only.
8. **Validity of Quotation:** Quotation shall remain valid for a period not less than 60 days after the deadline date specified for submission.
9. **Signing of Quotations:** The name and position held by each person signing the quotation and related documents must be typed or printed below the signature.
10. **Opening and Evaluation of Quotations:** The Quotations will be opened by bid opening committee in the last day of submission as mentioned above in presence of bidder. Both the technical and financial part will be evaluate by the evaluation committee. The Final selection of bidder will be done by the evaluation committee on the basis of Technical and Financial bid submitted by the bidder. If any bidder is not technically qualified then their participation will be declared as Non-Responsive for financial evaluation.
11. **Award of contract:** The Purchaser will award the contract to the bidder whose Quotation has been determined to be substantially responsive and who has offered the lowest evaluated quotation price.
- (a) Notwithstanding the above, the Purchaser reserves the right to accept or reject any quotations and to cancel the bidding process and reject all quotations at any time prior to the award of contract.
  - (b) The bidder whose quotation is accepted will be notified of the award of contract by the Purchaser prior to expiration of the quotation validity period. The terms of the accepted offer shall be incorporated in the supply order.
  - (c) 100% Payment shall be made or within 30 days after delivery of the goods. Payment of GST and other taxes payable at the time of invoicing.



## Annexure- I Letter of Quotation–Technical Part

*The Bidder must prepare the Letter of Quotation in letterhead clearly showing the Bidder's complete name and address. The italicized text is for Bidder's guidance in preparing these forms and shall be deleted from the final products.*

RFQ No.: [insert identification]

Our Reference: No..... Dated.....

To:  
(Purchaser's name and address)

Subject: .....

Sir,

1. We, the undersigned, hereby submit our Quotation in two parts, namely:

- (a) Technical Part; and
- (b) Financial Part

2. In submitting our Quotation, we make the following declarations:

- (a) **No reservations:** We have examined and have no reservations to the RFQ Document;
- (b) **Conformity:** We offer to supply in conformity as per RFQ Document.
- (c) **Quotation Validity Period:** Our Quotation shall be valid for the period of 60 days, from the deadline fixed for the Quotation submission;
- (d) **Eligibility:** We meet the eligibility requirements and have no conflict of interest, we are not participating in more than one quotation in this bidding process, and we have not been temporarily suspended or debarred by the World Bank or blacklisted or suspended the Central or any State Government;
- (e) **Technical Specifications:** confirmation that the offered good & Services as per required technical specifications as specified. We also enclosed clear scan copy of all documents supporting to technical specification as mention in RFQ.
- (f) **Delivery Period Offered:** Confirmation that the delivery period will be as per Purchasers requirement as mentioned.
- (e) **Fraud and Corruption:** We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in any type of corrupt, fraudulent, collusive, coercive, or obstructive practices; and we will strictly observe the laws against fraud and corruption in force in India namely, "Prevention of Corruption Act 1988."

Yours faithfully,

Authorized Signature

Name & Title of Signatory \_\_\_\_\_

In the capacity of *[insert legal capacity of person signing the Letter of Quotation]*

Name of Bidder \_\_\_\_\_

Address \_\_\_\_\_

Dated on \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_ *[insert date of signing]*





## Annexure- II

# PROFORMA FOR PERFORMANCE STATEMENT\*



Proforma for Performance Statement (for a period of last 3 years)

RFQ No. \_\_\_\_\_

Date \_\_\_\_\_

Name of the Bidder \_\_\_\_\_

<u>Order placed by (full address of Purchaser)</u>	<u>Order No. and date</u>	<u>Description and quantity of ordered Goods/ equipment</u>	<u>Value of order</u>	<u>Date of completion of delivery</u>		<u>(Attach a Completion/Satisfactory certificate from the Purchaser/Consignee if available.)</u>
				As per contract	Actual	
1	2	3	4	5	6	8

**Signature and seal of the Bidder**



**ANNEXURE - III**

**AFFIDAVIT**

**DECLARATION**



I/ We \_\_\_\_\_ the Proprietor/ Authorized  
Nominee of the Firm M/s. \_\_\_\_\_ hereby declare that,  
our Firm/ Products have not been black listed/ suspended / not been declared sub  
standard / spurious during the last three years.

That, I am / we are well acquainted with the facts about the firm / products / I may be  
punished as per the law for any wrong information, misleading facts provided in this  
regard.

Place :

Date :

Signature of the Bidder with Seal

NB: Declaration is to be uploaded in the form of Affidavit from the Notary Officer.

## ANNEXURE- IV

### Format of Quotation- Financial Part

*The Bidder must prepare the Letter of Quotation in letterhead clearly showing the Bidder's complete name and address. The italicized text is for Bidder's guidance in preparing these forms and shall be deleted from the final products.*



Sl. No.	Description of Goods	Unit	Quoted Unit Rate at destination in Rs.	GST and similar other taxes applicable on finished Goods/ Services	Total Price per line item at Destination - inclusive of discounts, all taxes and
1.	Making Of Jingle for Radio	1			
2.	Making Of TV Quickies				
	30 Second	1			
	45 Second	1			
	60 Second	1			
3.	Making of Short Documentary	1			
<b>TOTAL including all taxes and duties (In Word :)</b>					



## CHECK LIST TO BE SUBMITTED BY THE BIDDER



Sl.No	Description	Remark (Yes/No)	Page No.
1.	Bidder Information		
2.	Valid PAN card.		
3.	Valid Registration Certificate/Trade License in relevant field		
4.	GST Registration Certificate		
5.	Performance Statement Annexure II		
6.	Sample copy of previous work		
7.	Annual turnover reports for last 3 years.		
8.	Affidavit for conviction certificate as per Annexure-III		
9.	Bid documents duly seal & signed		
10.	Check list duly signed		
11.	Financial Part of Quotation (sealed envelope).		

The above details have been checked by me and found correct

Place:

Date:

Signature of the bidder

(Seal)