

**“REQUEST FOR PROPOSAL”
(RFP)**

FOR

**‘APPOINTMENT OF DESIGN AGENCY’
FOR THE 12TH SOUTH ASIAN GAMES**

**ORGANISING COMMITTEE – 12TH SOUTH ASIAN GAMES
GUWAHATI & SHILLONG
(OC-SAG)**

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1. The South Asian Games

The South Asian Games are a bi-annual multinational multi-sport event held amongst the athletes from South Asia. The governing body of these games is South Asia Olympic Council (OC-SAG), formed in 1983. At present, OC-SAG is joined by eight members namely Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan & Sri Lanka.

The first South Asian Games were hosted by Kathmandu, Nepal in 1983 and have since been held every two years except for some occasions. In 2004, it was decided in the 32nd meeting of South Asia Olympic Council to rename the Games from South Asian Federation Games to South Asian Games as the officials believed the word Federation was diminishing the emphasis on event and acting as a barrier in attracting crowd. These Games are often hyped as the South Asian version of the Olympic Games.

2. The 12th South Asian Games

The 12th South Asian Games will be held in Guwahati, Assam and Shillong, Meghalaya, India from 6th to 16th February 2016. The Organising Committee - 12th South Asian Games (OC-SAG) has stated its vision to be the best South Asian Games to date with impeccable standards of services to be provided to athletes, officials and the general public. In delivering the best ever South Asian Games OC-SAG will:

- Build state-of-the-art sporting and city infrastructure for the facilitation of the Games
- Create suitable environment and opportunities for the involvement of the citizens in the Games
- Showcase the culture and heritage of the North East & India
- Project India as a Global Sporting destination and Leave behind a lasting legacy.

Sports

There will be 23 sport disciplines for the 12th South Asian Games of which 16 will be held in Guwahati, Assam and 8 in Shillong, Meghalaya. They are as follows:

Guwahati, Assam

Athletics	Basketball	Cycling	Football(M)	Handball	Hockey
Kabaddi	Kho-Kho	Shooting	Squash	Swimming	Triathlon
Volleyball	Weightlifting	Wrestling			

Shillong, Meghalaya

Archery Badminton Boxing Judo Table Tennis
Taekwondo Football (Women) Wushu

3. SUMMARY OF THE BID

This Request for Quotation is issued by the Organising Committee – 12th South Asian Games (OC-SAG) to obtain Bids for the appointment of Design Consultant required to conceptualise, plan, organise, execute and manage all the design elements pre and post Games as per the Scope of Work listed in Section 7 of the RFP **for 12th South Asian Games** to be held in February 2016.

In the 12th South Asian Games there will be approximately 4500 athletes and Games Officials, 4000 volunteers, 23 sports disciplines, International media, VIP's, Dignitaries, Other Officials and suppliers.

The Organising Committee, 12th South Asian Games is responsible for the overall delivery of the 12th South Asian Games. It will coordinate the Games with the support of all the attendant government agencies. All proposals should be made so as to accommodate this model. The Communications FA Head is the issuing authority for the Work Order as related to this RFP.

The successful bidder will be required to work for the 12th South Asian Games with the OC-SAG to fully develop and provide a visually appealing 12th edition of the Games meeting impeccable world-class standards.

The Design Agency who gets appointed would have to endeavour to its best efforts to ensure the entire image and look aspects of the Games appeal to a world-wide audience and the deliverables meet the deadline schedule as per international standards.

The Design Agency will have to perform the services entrusted to it in a professional manner and work alongside the entire organizing committee of the games to ensure effective communication is maintained at all times.

The Design Agency will have to deploy skilled personnel for the purposes of the Games to perform the roles and responsibilities highlighted in the Scope of Work in section 7 of the RFP, to ensure all design services are as per the guidelines and commitments.

This RFP is not a Work Order. A separate Work Order will be made available only after the selection of the successful Design Agency.

4. INSTRUCTIONS TO BIDDERS

- 4.1 The Bidders can download the details of this tender and its supporting documents from the website: <http://assamtenders.gov.in> . The tender documents have to be purchased online only.
- 4.2 The bidders participating for the first time for e-Tenders on e-Tendering portal will have to complete Online Registration Process for the e-Tendering portal.
- 4.3 All Bidders interested in participating in the online e-Tendering process are required to obtain Class II or Class III Digital Certificates. The Tender should be prepared and submitted online using individual's digital signature certificate.
- 4.4 Bidders Tool Kit Link (detailed help documents designed for bidders) has been provided on e-Tendering website in order to guide them through different steps involved during e-Tendering such as online procedure for tender document purchase, bid preparation and bid submission. If any assistance is required regarding e-Tendering (registration/upload/download) please contact the Govt. of Assam e-Tendering **Help Desk at number: 0361-2260254, 2261964**

5. PURCHASE AND DOWNLOADING OF TENDER FORMS:

- 5.1 The Tender document is uploaded by the Government of Assam on the e-tendering website <http://assamtenders.gov.in>. The Tender document and its supporting documents have to be purchased online and downloaded from the same by filling Demand Draft details online. Subsequently, Bid has to be prepared and submitted **ONLINE ONLY** as per the schedule.
- 5.2 Tender forms will not be sold/ issued manually.
- 5.3 Only those Tender offers shall be accepted for evaluation for which non-refundable Tender Document Fee and Tender Processing Fee as mentioned in the Tender items list, in the form of Demand Draft/Pay Order from any Nationalized Bank drawn in favour of "Organising Committee South Asian Games" Payable at Guwahati, Assam are deposited in the office of Organising Committee, 12th South Asian Games, Hockey Stadium, Bhetapara, Guwahati-781040 on or before scheduled date given in this RFP.

6. ELEGIBILITY CRITERIA

The agencies intending to bid for appointment as a Design Agency shall fulfil the following pre-qualification criteria:

- 6.1. The Design Agency should have been operational registered firm/agency for a

- minimum of 5 years in India.
- 6.2. The Design Agency should have an average annual financial turnover of Rs.50 lakhs during the last three years ending March 2015.
 - 6.3. The Design Agency should have a team of experienced professionals on their staff rolls
 - 6.4. Design Agency should have valid PAN, VAT and Service Tax Registration.
 - 6.5. The Design Agency should have suitable work experience which matches the magnitude of an International Event. To this effect, the bidder should produce a proof of certificate from the organisations for which they have worked.

7. SCOPE OF WORK

7.1 Scope Elements

The Design Agency should conceptualize, plan, organise, execute and manage all the design elements pre and post Games as per the Scope of Work listed below in Annexure B. The logo/ mascot having already been selected, all design elements will have to emanate from the basic philosophy behind the logo/ mascot.

SCOPE OF WORK FOR DESIGN AGENCY:

The Scope of Work of the Design Agency is extensive and is an attempt to cover much of the design requirements of the Games, barring the opening and closing ceremony. The design requirements have been divided into two components Design (Image) and Look. This scope of work is an RFP for only the Design (Image) component of the Games. The requirement is to take all the design elements that emanate from the logo that has already been approved to all design requirements that will incorporate into the brand.

- i. Master Games colour palette. Sub palettes to be used in subsequent sub brands
- ii. Creation of a unique event Kit of Parts to enhance presentation and increase the profile and image of the Games
- iii. Typography that will be keeping with the Games look. This same typography can be used across all type requirements
- iv. Development of all Pre-Games visual language
- v. Development of all In-Games visual language
- vi. Graphic Standards Manuals for all venues, city and media centres and brand
- vii. Pictograms of all disciplines
- viii. Design guidebooks, publications and other literary materials required for spectators and general audience
- ix. Create specific identities for secondary programs such as Sponsorship, Volunteer, and Cultural etc.

- x. Develop designs for competition venue applications (includes Field of Play (FOP), Front of House (FOH), Back of House (BOH), MPC, VMC's, Mixed Zone)
- xi. Develop designs for all City Image and look
- xii. Review design concepts and sample venue with relevant FA's, city authorities and other agencies
- xiii. Create checklist for developing designs for practice venues (Image and Look)
- xiv. Design sign types, information pictograms, graphic standards and prepare way-finding manual
- xv. Design Look elements on buses, bus stands, railway stations and other outstation buses
- xvi. Identify all sports equipment requiring Look applications
- xvii. Design branding initiatives for the Volunteer Program (Launch, Banners, Hoardings, etc.)
- xviii. Consult on development of broadcast graphics
- xix. Agree to installation responsibilities in co-ordination with Image and Look provider (Look staff, Contractors, Overlay, Logistics)
- xx. Way-finding and venue operational signage
- xxi. Design elements for the website pages
- xxii. Assist in creating a unique design component that will be used in all Corporate Communications tools
- xxiii. Take forward Mascot Development---dressing up _____etc.
- xxiv. Assist in Broadcast Development by creating a distinctive field of vision
- xxv. Work closely with advertising agencies on all brand building programs
- xxvi. Help implement a Brand Approvals system by working on guidelines to ensure coordinated use of the brand and to minimize opportunities for ambush marketing
- xxvii. Designs for prizes, medals, commemorative medals, certificates, stamp, victory stands etc.
- xxviii. Design all the stationery requirements for the Organising Committee, 12th South Asian Games
- xxix. Uniforms for all the athletes, officials, participants, officials, catering agencies, hospitality, housekeeping staff, volunteers, staff, etc.
- xxx. Design accreditation cards and tickets
- xxxi. Understand permanent Overlays for application of Design elements to venues
- xxxii. Work with all temporary overlay structures such as seating, chairs, entertainment areas, sponsorship boxes, hospitality suites, tracks etc. for application of design
- xxxiii. Create an integrated design for the Airport arrival and departure lounges; both Pre-Games and In-Games time to help identify athletes, VIPs, etc.
- xxxiv. Assist Design baggage stickers, labels, identification tags, etc.
- xxxv. in identifying landmark sites throughout Assam and Meghalaya for building wraps and provide appropriate designs
- xxxvi. Assist and advise strategies for designing wraps for transport such as buses, cars, railway stations, bus stands and other transport during pre-games and games time
- xxxvii. Design giveaways and mementos

- xxxviii. Provide designs for all collaterals for all the departments that need printing for the Games
- xxxix. Provide uniform colour coding for usage through all venues for security, transport, media, officials, etc.
 - xl. Branding application templates for Press, Outdoor, Television and other electronic media, websites, etc.
 - xli. Create separate logos, identities and strap lines where needed for Sub brands such as the sponsors
 - xlii. All branding requirements for the OC-SAG
 - xliii. Standardize press kits for all press briefings, conferences held within the OC-SAG and all internal events
 - xliv. Provide generic designs for street furniture, bus shelters and outdoor hoardings that are not event specific
 - xlv. Design elements for Games hotel, hotels for athletes & officials, helpdesk and kiosks

8. COST OF BID

8.1 A non-refundable tender fee of INR 10,000/- and a non-refundable Tender Processing Fee of INR 1,500/- are to be submitted in the form of Demand Draft or Bankers cheque from any Nationalized Bank drawn in favour of “Organising Committee South Asian Games” Payable at Guwahati, Assam at the office of Organising Committee, 12th South Asian Games, Hockey Stadium, Bhetapara, Guwahati- 781040 on or before scheduled closing date and time given in this RFP. along with the tender papers.

8.2 As part of the Bid, the bidder shall enclose the Demand Drafts in a separate envelope i.e. Envelope#1 and clearly marked as “**Demand Draft for Tender Document Fee and Tender Processing Fee**” and send along with the Bid document.

9. EARNEST MONEY DEPOSIT

9.1 Bidders shall submit, along with their Bids, EMD of INR 1,00,000/- (INR One Lakhs Only), in the form of a Demand Draft or Pay order from any nationalized bank payable at Guwahati in favour of the CEO, Organising Committee, 12th South Asian Games 2016. Bid security in any other form will not be accepted.

9.2 The bid securities of all unsuccessful bidders will be refunded by the CEO, Organising Committee, 12th South Asian Games 2016 after the award of contract. The bid security, of successful bidder will be returned upon submission of Performance Guarantee and signing of the contract agreement.

9.3 The bid security amount is interest free and will be refundable to the unsuccessful bidders without any accrued interest on it.

9.4 The bid submitted without bid security, mentioned above, will be summarily rejected.

9.5 The Earnest Money will be forfeited on account of one or more of the following reasons:

- The bidder withdraws its Bid during the validity period specified in RFP.
- The bidder does not respond to requests for clarification of its Bid.
- The bidder fails to provide required information during the evaluation process or is found to be non-responsive or has submitted false information in support of its qualification.
- In case of a successful bidder, the said bidder fails to sign the Agreement in time; or does not furnish the mandatory Performance Security.
- The bidder materially alters his bid during the bid processing period.

10. BID SCHEDULE

The RFP time table is given below. OC-SAG retains the right to vary or discontinue the process or any part thereof at its absolute discretion.

Sr. No	INFORMATION	DETAILS
1	Non- Refundable Tender Cost and Tender Processing Fee	INR 10000/- and INR 1500/-
2	Publishing of RFP through e-tender	31-10-2015
3	Earnest Money Deposit 5% of the total value of the contract (EMD)	INR 1,00,000/- (One Lakhs Only)
4	Last date for submission of written queries for clarifications.	09-11-2015 up to 1500 Hrs. To: nbg.ocsag@gmail.com Director Communications, C/o Office of the OC-SAG, Bhetapara, Guwahati-781040.
5	Release of response to clarifications (by email only)	12-11-2015
6	Date of Pre-Bid conference and Venue.	14-11-2015 at 1500 Hrs. at the Office of the Organising Committee, 12th South Asian

		Games, Hockey Stadium, Bhetapara, Guwahati- 781040
7	Last date and time (deadline) for receipt of proposals in response to RFP notice (online only)	21-11-2015, 5:00 PM.
8	Place, Time and Date of opening of Bid proposals received in response to the RFP notice	23-11-2015, Monday, 1500 Hrs. at the office of the Organising Committee, 12th South Asian Games, Hockey Stadium, Bhetapara, Guwahati- 781040
9	Place, Time and Date of opening of Technical proposals received in response to the RFP notice	23-11-2015, 1500 Hrs. at office of the Organising Committee, 12th South Asian Games, Hockey Stadium, Bhetapara, Guwahati- 781040
10	Place, Time and Date of opening of Commercial proposals received in response to the RFP notice	23-11-2015, 1500 Hrs. at office of the Organising Committee, 12th South Asian Games, Hockey Stadium, Bhetapara, Guwahati- 781040
11	Contact Person for queries	Communications FA Head MR. N Buragohain nbg.ocsag@gmail.com
12	Addressee and Address at which proposal in response to RFP notice is to be submitted	Office of the Organising Committee, 12th South Asian Games, Hockey Stadium, Bhetapara, Guwahati- 781040
13	Last date and time for the submission of tender document	21-11-2015, 05:00 PM.

Note: All the Pre Bid Queries would be accepted in written format i.e. via e-mail only sent at nbg.ocsag@gmail.com.

11.PRE-BID CONFERENCE

OC-SAG will host a Pre-Bid Conference, scheduled on 9-11-2015 at 1500 Hrs. **at the office of the Organising Committee, 12th South Asian Games, Hockey Stadium, Bhetapara, Guwahati- 781040**. The representatives of the interested organizations may attend the pre-bid conference at their own cost. The purpose of the conference is to provide bidders with information regarding the RFP and the proposed solution requirements with reference to the particular RFP. The OC-SAG shall provide each bidder with an opportunity to seek clarifications regarding any aspect of the RFP and the project during the pre-bid conference. Only those bidders who have purchased the tender document shall be allowed for pre-bid conference.

12. RESPONSE TO BIDDER'S QUERIES

12.1 All enquiries from the bidders relating to this RFP must be submitted exclusively to the contact person at the given email address. The queries should necessarily be submitted in the following format:

<<Name & Address>>					
BIDDER'S REQUEST FOR CLARIFICATION					
Name of Organization submitting request		Name & position of person submitting request		Full formal address of the organization including phone, fax and email points of contact & contact details of local office as well	
				Tel:	
				Fax:	
				Email:	
Sl. No.	Bidding Document Reference(s) (section number/page)	Content of RFP requiring clarification	Points of Clarification required.		

12.2 All enquiries should be sent to OC-SAG only through email only. The OC-SAG shall not be responsible for ensuring that bidders' enquiries have been received by them. OC-SAG shall provide a complete, accurate, and timely response to all questions to all the bidders. However, OC-SAG makes no representation or warranty as to the completeness or accuracy of any response, nor does OC-SAG undertake to answer all the queries that have been posed by the bidders. All responses given by OC-SAG will be distributed to all the bidders.

13. SUBMISSION OF PROPOSAL

13.1 All documents are to be uploaded in PDF or scanned copies online.

13.2 The Applicant is required to upload :

- Scanned copy of D.D. / Pay Order drawn against the Tender cost and processing fees.

- E.M.D of INR 1,00,000/- (Rupees One Lakhs Only) should be paid as per paragraph 9.
- Bid Eligibility Criteria documents submission as mentioned in Paragraph 6.
- Technical Bid documents to be uploaded as mentioned in paragraph 19.1
- Commercial Bid as per prescribed in Annexure C Form A.
- Potential applicant must complete and sign the Undertaking at ANNEXURE A.
- The Proposal should be filled by the bidder in English language only.

13.3 The bidder should quote price in Indian Rupees only.

13.4 Bidders are also required to submit one printed original hardcopy of the RFP document (duly ink signed) and stamped including all Annexures and one softcopy (CD) in Microsoft Word and PDF format. Bidder must ensure that the information furnished by him/her in respective electronic copy is identical to that submitted by him/her in the original paper bid documents. In case of any discrepancy observed by OC-SAG in the contents of the electronic copy and original paper bid documents, the information furnished on original paper bid documents will prevail over the softcopy.

13.5 The Bids documents submitted must be without any overwriting, interlineations, corrections, double typing, etc. Any overwriting/ corrections etc. shall be initiated by the Bidder.

13.6 Bidder must ensure that the Technical Bid soft copies do not contain any Commercial items /prices.

13.7 If any Bidder does not qualify in technical evaluation, the Commercial Proposals shall be returned unopened to the bidder.

13.8 The Bids shall be valid for a period of six (6) months from the date of opening of the Bids. A Bid valid for a shorter period may be rejected as nonresponsive. On completion of the validity period, unless the bidder withdraws the Bid/ proposal in writing, it will be deemed to be valid until such time that the bidder formally (in writing) withdraws the same.

13.9 In exceptional circumstances, at its discretion, OC-SAG may solicit the bidder's

consent for an extension of the validity period. The request and the responses thereto shall be made in writing or by fax or email.

13.10 The sealed envelope containing the Bids (Envelope #1, #2 ,and #3) must be received in the office of the Organising Committee, 12th South Asian Games, Hockey Stadium, Bhetapara, Guwahati- 781040 any working day up to 21-11-2015 till 1100 Hrs. Envelopes/documents received after the stated time and date will be rejected and returned unopened.

13.11 The Bids should be delivered in a plain sealed package clearly endorsed with the enclosed RFP Return Label, as follows:

13.12 The bid should be unconditional. In case of any condition, the bid shall be treated as non-responsive and be disqualified.

13.13 The bid should be only in the prescribed format. It should also be accompanied by all the requisite documents.

13.14 The Bid Cover should carry the complete name and address of the bidder, along with the telephone, fax and e-mail address.

13.15 In the event of the receipt of the Bid, after the due date, the Bid Cover shall be returned “Unopened” to the bidder.

14 REJECTION CRITERIA:

Besides other conditions and terms highlighted in the Tender document, bids may be rejected under any of following circumstances:

14.1 Technical

- Incomplete bids that do not quote for the complete Scope of Work as indicated in the bidding documents, addendum (if any) and any subsequent information given to the bidder.
- Bids providing information that is found to be incorrect/misleading at any stage/time during the Tendering process.
- Technical Bid containing commercial details.

- Bids that reveal prices in any form or by any means before opening the Commercial Bid.
- OC-SAG reserves the right to accept any bid and to annul the tender process and reject any or all the bids at any time prior to award of work, without incurring any liability towards affected applicant(s) or to inform the affected applicant(s) of the grounds of such annulment /rejection.

14.2 Commercial Bids:

- . Commercial Bids made through Tele fax/Telegraphic/Fax/E-mail.
- Bids which do not confirm unconditional validity of the bid for 90 days from date of opening of bid.
- Bids which do not conform to OC-SAG bid format.
- Bids in respect to which the bidder does not accept OC-SAG rectification of clerical/arithmetic discrepancies in the commercial bid, if any.
- Any Commercial Bid that does not comply with the conditions laid down by OC-SAG.

14.3 Other

- Bids that do not confirm to unconditional acceptance of full responsibility of executing the “Scope of Work” or the amended scope of work, as deemed appropriate by OC-SAG of this tender.
- Bids in which the bidder seeks to influence the OC-SAG bid evaluation, bid comparison or contract award decisions.
- In view of two bid systems, OC-SAG may first open technical bids. If the same is not complete and lacking with respect to any requirement(s), the same would be rejected straightaway & without opening the commercial bid.
- By adopting the procedure above, the commercial bids of those bidders, whose technical bid(s) are found acceptable, shall be opened and processed further as per rules laid down for the same.
- Bids that are submitted late will be rejected.

15 CORRECTION OF ERROR

- a. Bidders are advised to exercise adequate care in quoting the prices. No excuse for corrections in the quoted figures will be entertained after the commercial proposals are received by OC-SAG.
- b. Arithmetic errors in proposals will be corrected as follows: In case of discrepancy between the amounts mentioned in figures and in words, the amount in words shall govern. The amount stated in the proposal form, adjusted in accordance with the above procedure, shall be considered as binding, unless it causes the overall proposal price to rise, in which case the proposal price shall govern.

16 PRICES AND PRICE INFORMATION

- 16.1 No adjustment of the price quoted in the Commercial Proposal shall be made on account of any variations in costs of labor and materials, currency exchange fluctuations with international currency or any other cost component affecting the total cost in fulfilling the obligations under the contract
- 16.2 The price quoted in the Commercial Proposal shall be the only payment, payable by OC-SAG to the successful Bidder for completion of the contractual obligations by the successful Bidder under the Contract, subject to the terms of payment specified as in the proposed commercial bid or the ones agreed between OC-SAG and the Bidder after negotiations. The price would be inclusive of all taxes, duties, charges and levies as applicable.
- 16.3. The prices, once offered, must remain fixed and must not be subject to escalation for any reason whatsoever within the period of the validity of the proposal and the contract. A proposal submitted with an adjustable price quotation or conditional proposal may be rejected as non-responsive.
- 16.4 It is mandatory to provide break-up of all taxes, duties and levies wherever applicable and/or payable. All the taxes of any nature whatsoever shall be borne by the Bidder including any additional taxes/levies due to change in tax rates.
- 16.5 All costs incurred due to delay of any sort, shall be borne by the Bidder.

16.6. OC-SAG reserves the right to ask the Bidder to submit proof of payment against any of the taxes, duties, levies indicated within specified time frames.

17 CONFIDENTIALITY OF RFP DOCUMENT

This Document is confidential and the bidder is required to furnish an Undertaking that anything contained in this RFP shall not be disclosed in any manner, what so ever. The undue use by any bidder of confidential information related to the process may result in rejection of its Bid.

18 BIDDING FORMAT

18.1 Applicant will submit their Bid in hard copy in three parts. Envelope #1 will contain the Tender Document Fee, Tender Processing Fees and the Earnest Money Deposit (EMD). The Envelope #2 will be for the Eligibility Criteria and the Envelope #3 will contain the Technical Bid.

18.2 The Pre-Qualification Bid should be submitted in a sealed envelope marked as “Pre-Qualification Bid”.

18.3 The Technical Bid should be submitted in a sealed envelope marked as “Technical Bid”.

18.4 The “Commercial Bid” is NOT to be submitted in hard copy.

18.5 The three sealed envelopes should then be submitted in one sealed envelope bearing the address information as outlined in paragraph and should reach the address before the bid closing date.

19 DOCUMENTS TO BE SUBMITTED WITH THE BID

19.1 TECHNICAL BID

19.1.1. At least two Brand Management/ Brand Development (Design Related) major public events/ exhibitions of Repute (having work order valued at minimum Rs. 50 Lakhs or having two work orders valued at minimum Rs. 30 Lakhs each)

19.1.2. Text, graphic design and composition of at least two publications/

catalogues/ information brochures/ coffee table book connected / not connected with the exhibitions/ museums / galleries

19.1.3. Resumes of five key personnel that would be involved with the 12th South Asian Games and their roles and previous relevant experience.

19.1.4. Kindly refer to Para 20.1 for evaluation of technical bid.

19.2 COMMERCIAL BID

Applicants must quote their commercial offers as per the following points:

19.2.1. The commercial proposal will be on a lump-sum cost quoted by the vendor.

19.2.2. Evaluation will be done only on the total cost

19.2.3. The cost indicated by the applicant should be inclusive of all taxes

19.2.4. Kindly refer to Para 20.2 for evaluation of commercial bid

19.2.5. The Commercial Bid should be submitted as per format mentioned in Annexure C Form A

20 EVALUATION OF BIDS

20.1 PHASE I: TECHNICAL BID

20.1.1 The Technical bid will be opened only after the envelope containing bid processing fee and EMD is opened and the bidder has met the requirements of the pre-qualification bid (eligibility criteria) as per the schedule stipulated by OC-SAG

20.1.2 A detailed analysis of the Technical Bid will be subsequently carried out by OC-SAG in the following manner:

In this part, the technical bid will be analyzed and evaluated based on past experience of the bidder, competence of key personnel and past performance of the bidder in conceptualizing designs

20.1.3 Analysis of Technical bid:

In this part, the technical phase of the bid will be analyzed and evaluated. The technical bid marks shall be assigned to each bid on the total of the marks received in under Technical bid components on the basis of evaluation matrix described below:

EVALUATION OF TECHNICAL BID	WEIGHTAGE (MARKS)	MINIMUM QUALIFICATION
Presentation including all creative and innovative ideas proposed as per the scope of work that is appended as Annexure-B. Clearly articulated list of support and services intended to be provided by the Applicant Design work – 10 marks	35 Marks	22 Marks

Theme – 10 marks Creativity – 15 marks		
Methodology including identification and recommendations	10 Marks	6 Marks
Work Experience		
i. At least two Brand Management/ Brand Development (Design related) major public events / exhibitions of Repute (having work order valued at minimum Rs.30 Lakhs each) 2 events – 6 marks 3-5 events – 8 marks 5+ events – 10 marks	10 Marks	6 Marks
ii. Text, graphic design and composition of at least two publications/ catalogues/ information brochures/ coffee table book connected/ not connected with the exhibitions/ museums/ galleries	05 Marks	3 Marks
Details of Technically qualified and competent professional on roll with the agency along with their qualifications and experience. The following marks (maximum) are assigned		
1. Creative Director	02 Marks	01 Mark
2. Visualizer	02 Marks	01 Mark
3. Art Director	02 Marks	01 Mark
4. Designer	02 Marks	01 Mark
5. Copy Writer	02 Marks	01 Mark
Kindly submit the brief resume/ profile of all giving name, experience, education and expertise		
Total Score:	70 Marks	42 Marks

20.1.4 The Minimum Qualification Score required in the Technical Bid Evaluation to be eligible for the Commercial Bid Evaluation is 42 Marks of the total 70 Marks.

20.1.5 Each bid component will have Minimum Qualification Score as mentioned above. Bids receiving marks greater than or equal to the Minimum Qualification Score in the Technical Bid will be eligible for the opening of the Commercial Bid. If required, the OC-SAG

may seek specific clarifications from any or all bidder at this stage. The OC-SAG shall determine the bidder that qualifies for the next phase after reviewing the clarifications provided by the bidder.

20.1.6 The bids of bidders who have cleared the Minimum Qualification Score shall be ranked on the basis of the Technical bid marks and declared “Technically Qualified Bids”. The Technical Bid Score of the bidder shall be the marks secured in the Technical Bid not exceeding 70 marks maximum.

20.2 PHASE II: COMMERCIAL BID

Applicants must quote their commercial offers as per Annexure – C, Form A

20.2.1 Evaluation will be done only on the total cost quoted by the Design Consultant

20.2.2 In this phase, the Commercial Bids of the bidder, who are technically qualified in Phase I, shall be opened in the presence of one representative each from the respective bidders who choose to attend. The name of the bidder and the quoted fees shall be read aloud and recorded.

20.2.3 All such technically qualified bids shall be evaluated.

21 DECLARATION OF SUCCESSFUL BIDDER

The Bid of the bidder, who has been declared as L1 in the commercial bid and otherwise fulfils the conditions prescribed in the RFP will be considered for awarding the contract.

22 RIGHT TO VARY SCOPE OF WORK

OC-SAG may at any time at the time of RFP process or even after award of the contract, by a written order given to the bidder, make changes within the general scope of the Work. The Bid shall accordingly be amended.

23 RIGHT TO ACCEPT ANY BID AND TO REJECT ANY OR ALL BIDS

OC-SAG reserves the right to accept and/or reject any bid, and to annul the Tender process and reject any or all bids at any time prior to the award of work, without there by incurring any liability to the affected bidder or any obligation to inform the affected bidder or bidders of the grounds for OC-SAG’s action.

24 NOTIFICATION OF AWARD

24.1 Prior to the expiration of the period of bid validity, OC-SAG will notify the

successful bidder in writing by registered letter or by fax or Email that its bid has been accepted.

24.2 Upon the successful Bidder's furnishing of performance security (10 % of the contractual amount in shape of Bank Guarantee (irrevocable) valid for 180 days from closing of Games, OC-SAG will promptly notify the name of the winning bidder to each unsuccessful Bidder and will discharge their Bid Security.

24.3 If, after notification of award, a Bidder wishes to ascertain the grounds on which its bid was not selected, it should address its request to OC-SAG. OC-SAG will promptly respond in writing to the unsuccessful Bidder.

25 SIGNING OF CONTRACT

25.1 At the time OC-SAG notifies the successful bidder that its bid has been accepted OC-SAG will send the Work Order, incorporating all requirements of OC-SAG. Within Seven working days of receipt of the Work Order, the successful bidder shall sign and date the Work Order or the subsequent amended work order, and return the copy to OC-SAG.

26 FAILURE TO AGREE WITH THE TERMS AND CONDITIONS OF THE RFP

Failure of the successful bidder to agree with the Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event OC-SAG may award the contract to the next best value bidder as in this RFP or call for new proposals . .

27 REVELATION OF COMMERCIALS

Commercials in any form or by any reason before opening the Bid should not be revealed, failing which the offer shall be liable to be rejected.

28 PERFORMANCE SECURITY

28.1 To ensure due performance of the Contract, Performance Security is to be obtained from the bidder, which has been selected. Performance Security is required to be in accordance with Annexure C.

28.2 Bidder, to whom the letter of Intent is issued, shall have to furnish a "Performance Security" of 10% of the accepted value of the contract in the form of Bank Guarantee (irrevocable) from any Nationalized Bank in an acceptable form to be submitted within 15 days of the receipt of the Letter of

Acceptance.

- 28.3 The Performance Security should be furnished in the form of a Bank Guarantee from a Nationalized Bank in an acceptable form within 15 days of issue of Work Order failing which a penalty of INR 5000/- per day of the contracted amount will be charged from the applicant safeguarding the interest of OC-SAG in all respect. The validity of the “Performance Security” would be valid up to the period of 180 days post- closing of the games or 30 days after submission of all documentation and reports (whichever applies first) and may be extended by a further period, as deemed appropriate by OC-SAG.
- 28.4 All incidental charges whatsoever such as premium, commission etc. with respect to the Performance security shall be borne by the Bidder
- 28.5 Failure to comply with the requirements of Scope of Work specified in this RFP, as per the judgment of OC-SAG, shall constitute sufficient grounds for the forfeiture of the Performance Security.
- 28.6 The “Performance Security” shall be released after completion of the contract in all respects and provided further that there is no breach of the contract on the part of the bidder.
- 28.7 No interest or cost will be paid on the Performance Security by OC-SAG.

29. AWARD OF CONTRACT

29.1 Award Criteria

OC-SAG will award the contract to the successful bidder whose bid has been determined to be substantially responsive and has been determined as the lowest evaluated bid, provided further that the Bidder is determined to be qualified to perform the Contract satisfactorily.

29.2 OC-SAG’s Right to vary Quantities at Time of Award

OC-SAG reserves the right at the time of contract award to increase or decrease by up to 25% of the quantity of goods and services originally specified in the scope of work without any change in unit price or other terms and conditions

30. TERMS OF PAYMENT

- 30.1 The Bidder shall quote a price for all the components of the solution to meet the

requirements of this RFP. All the prices will be in Indian Rupees

- 30.2 No adjustment of the price quoted in the Commercial Proposal shall be made on account of any variations in costs of labor and materials, currency exchange fluctuations with international currency or any other cost component affecting the total cost in fulfilling the obligations under the contract
- 30.3 The price quoted in the Commercial Proposal shall be the only payment, payable by Organising Committee, 12th South Asian Games to the successful Bidder for completion of the contractual obligations by the successful Bidder under the Contract. The terms of payment will be advance payment of 25% of the contract agreement value to be paid on signing of the contract agreement and submission of performance bank guarantee against the advance payment on application from the contractor. Another 25 % will be paid after satisfactory certification of completion 50 % scope of works by OC-SAG or Concerned FA head. Balance 50% will be released within 30 days after closing ceremony of the games on the satisfactory certification by the OC-SAG or Concerned FA head. The price would be inclusive of all taxes, duties, charges and levies as applicable
- 30.4 The prices, once offered, must remain fixed and must not be subject to escalation for any reason whatsoever within the period of the validity of the proposal and the contract. A proposal submitted with an adjustable price quotation or conditional proposal may be rejected as non-responsive.
- 30.5 Bidder should provide all prices, quantities as per the prescribed format given in Format for Bid Response – Commercial Bid. Bidder should not leave any field blank. In case the field is not applicable, Bidder must indicate “0” (zero) in all such fields.
- 30.6 All costs incurred due to delay of any sort, shall be borne by the Bidder.
- 30.7 OC-SAG reserves the right to ask the Bidder to submit proof of payment against any of the taxes, duties, levies indicated within specified time frames.

31. TERMS AND CONDITIONS

- a. All the information/details to be supported by authentic documents duly certified by the authorized signatory.
- b. OC-SAG reserves the right to counter offer the selected bidders to bring at par with the lowest rates quoted in the commercial bid by the selected bidder.
- c. OC-SAG reserves the right to re-call or cancel the process of appointment of bidder under this RFP at any time and to invite fresh bids in respect of the mandate herein proposed;

- d. OC-SAG reserves the right to extend the time for submission of bids at its sole discretion at any time prior to the Due Date;
- e. Save as expressly authorized by OC-SAG in writing the service provider shall not without OC-SAG's prior express approval incur any liabilities on behalf of OC-SAG nor pledge the credit of OC-SAG nor make any representations nor give any warranty on behalf of OC-SAG;
- f. The mere submission of bids in response to this RFP by a bidder, or the rejection thereof by OC-SAG in its absolute discretion, shall not itself constitute any relationship, legal or otherwise between OC-SAG and the bidder or give or be deemed to give rise to any cause or grievance to the bidder against OC-SAG and further shall not for any reason and in any manner confer on the bidder any right or entitlement to raise any disputes regarding any term or condition contained herein nor in respect of any act or omission or decision taken by OC-SAG;
- g. In the event of any misstatement or misrepresentation being discovered or detected in the information furnished/ documents submitted by the bidder in response to this advertisement/RFP or at any later stage or in the event any contravention by the bidder of the conditions and criteria stipulated by OC-SAG, the appointment/ engagement of the bidder shall stand terminated /cancelled and no further fee shall be payable or be paid by OS-SAG to the bidder and the Earnest Money Deposit/performance guarantee, as applicable , submitted by the bidder shall be forfeited forthwith by OC-SAG , without any further notice.
- h. The bidder must strictly comply with all terms and conditions herein.
- i. OC- reserves the right to call upon any or all bidders to satisfy OC-SAG regarding the correctness and genuineness of any Document submitted or information furnished by the bidder or may call for any additional Documents/ information from the bidders to verify the information provided by the bidder or may further seek any clarification or elaboration from the bidder at any time prior to the finalizing the Bid; however, this shall not be construed to confer any kind of right or entitlement to the bidder to submit any additional Document/ Information after the submission of its Bid. Further, OC-SAG may call upon any or all the Applicant bidder/s to make a presentation to OC-SAG in respect of its capabilities represented by the bidder at any time prior to the finalization of the Bid; any bidder who refuses to or otherwise neglects to make such presentation to OC-SAG shall not be considered for any further evaluation and shall stand disqualified;

- j. OC-SAG is not bound to accept the lowest Commercial Bid as the technical competence , legal standing of the Bidder and the quality of services anticipated to be provided by the Bidder (to be determined primarily on the basis of the documents/information provided by the bidder or presentation made by the bidder) shall be material criteria for awarding the Bid;
- k. Any and all information contained in the Bid document has been furnished by OC-SAG in good faith and with the sole objective to assist the bidder to assess and respond to the RFP invited by the Bid Document. The Bid Document does not constitute an offer or solicitation; while reasonable effort has been made to provide such information which is necessary for the bidder to evaluate the essential scope of the engagement and opportunity under the Bid Document, however, the information contained in the Bid Document is only indicative and is not intended to exhaustively cover every element of the proposed opportunity. OC-SAG does not warrant the accuracy or completeness of the information contained in the Bid document.
- l. The bidder shall maintain and provide at its own expense and to the reasonable satisfaction of OC-SAG such offices and other premises administration facilities and marketing organization as may be necessary for the efficient and effective performance of its obligations under this Agreement.
- m. While due care has been taken by OC-SAG to provide information as is reasonably necessary for the bidder to evaluate the opportunity contained in the Bid Document, OC-SAG shall not be responsible or in any way be held liable for any inaccuracy or errors or omission or fact contained herein, nor for the consequences of any reliance by the bidder upon any information or representation contained herein in the event of any loss and/or damage suffered by the bidder on account of such reliance upon information or representation contained in the Bid Document. This Bid Document is OC-SAG privileged and is given for the benefit of OC-SAG solely in relation to the above invitation for RFP. It is not to be transmitted to any other person nor is it to be relied upon by any other person or for any other purpose or quoted or referred to.
- n. The selected bidder shall undertake not to divulge any information, document, etc., of OC-SAG to any third party, except when permitted in writing by OC-SAG/designated authority. The empanelled bidder for itself and for every employee / professional engaged by the bidder for

the work of OC-SAG, shall undertake to maintain the highest degree of confidentiality and secrecy with regard to all matters of OC-SAG.

32. CONFLICT OF INTEREST

The bidder shall not have financial interest in any vendor which is in conflict with the interest of OC-SAG, directly or indirectly. In case there is any other conflict of interest then the bidder has to withdraw from the matter assigned with prior approval of OC-SAG,

33. GOVERNING LAW

This RFP is to be interpreted in accordance with the laws of India and with the ethical requirements of that jurisdiction. Only in Assam or Meghalaya Courts as the case may be, shall have exclusive jurisdiction in case any dispute arise between the OC-SAG and the Bidder with regard to this RFP. The relations between the parties shall be governed by the applicable laws of India.

34. NO RIGHTS GRANTED

The parties recognize and agree that nothing in this RFP will be construed as granting any property rights, by license or otherwise, to any Confidential Information of OC-SAG, or to any invention or any patent, copyright, trademark or other intellectual property right that has issued or that may issue based on such Confidential Information. Other than as expressly permitted by a separate written agreement between the parties, neither party will make, have made, use, distribute or disseminate for any purpose any product or other item using, incorporating or derived from any Confidential Information of OC-SAG.

35. LOCAL CONDITIONS

35.1 It will be incumbent upon each Bidder to fully acquaint himself with the local conditions and factors, which would have any effect on the performance of the contract and/or the cost.

35.2 It will be imperative for each Bidder to fully inform himself/herself of all legal conditions and factors which may have any effect on the execution of the contract as described in the bidding documents. OC-SAG shall not entertain any request for clarification from the Bidder regarding such legal conditions.

35.3 It is the responsibility of the Bidder that all factors have properly been investigated and considered while submitting the bid proposals and that no claim whatsoever including those for financial adjustment to the contract

awarded under the bidding documents will be entertained by OC -SAG and that neither any change in the time schedule of the contract nor any financial adjustments arising thereof shall be permitted by OC-SAG on account of failure of the Bidder to apprise themselves of local laws/conditions.

36 CANCELLATION OF GAMES

36.1 If the Games are not held for any reason:

- a) **This Agreement will terminate with effect from the date on which OC-SAG officially announces that the Games will not be held or will not continue.**
- b) Each party will be relieved of its obligations under this Agreement.
- c) Save as expressly stated in this Agreement, OC-SAG will not be liable in any way to the 'Transport Service Provider' by reason of the termination or cancellation.

36.2 From the effective date of termination of this Agreement under clause 30.1, the 'Transport Service Provider' shall, unless OC-SAG requires otherwise.

36.3 The Following facilities will be extended to the service provider:

- a) The **Transport Service Provider** can use the Phrase '**Transport Service Provider** of OC-SAG' in their stationery.
- b) Permission to the **Transport Service Provider** to use the photographs of the work done for the Ceremonies only after the games.
- c) Performance Certificate will be issued to the **Transport Service Provider** after satisfactory completion of works as per the contract.

The OC-SAG Logo, would however, not be used.

1. ANNEXURE - A

UNDERTAKING

To: Organising Committee, 12th South Asian Games,

I/WE

Of (insert business address)

Hereby submit our Bid in response to the Request for Proposal (RFP) for appointment of the Games Design Agency for the 12th South Asian Games and undertake to execute and complete the services as we will be reasonably required to perform in accordance with our Bid, the RFP requirements and final work order to be issued by Organising Committee, 12th South Asian Games.

This RFP shall remain valid to be accepted by Organising Committee, 12th South Asian Games and shall not be withdrawn for a period of 90 days from2015.

I/We understand that Organising Committee, 12th South Asian Games reserves the right to accept/ reject any application and the selection is at their sole discretion.

Authorized Signature

Name in full _____

Organisation Name _____

Title _____

Date _____

2. ANNEXURE - B

DETAILED SCOPE OF WORK

The scope of work of the design consultant is extensive and is an attempt to cover much of the design requirements of the Games, barring the opening and closing ceremony. The design requirements have been divided into two components Design (Image) and Look. This scope of work is an RFP for only the Design (Image) component of the games. The requirement is to take all the design elements that emanate from the logo that has already been approved to all design requirements that will incorporate into the brand.

- i. Master Games colour palette. Sub palettes to be used in subsequent sub brands
- ii. Creation of a unique event Kit of Parts to enhance presentation and increase the profile and image of the Games
- iii. Typography that will be keeping with the Games look. This same typography can be used across all type requirements
- iv. Development of all Pre-Games visual language
- v. Development of all In-Games visual language
- vi. Graphic Standards Manuals for all venues, city and media centres and brand
- vii. Pictograms of all disciplines
- viii. Design guidebooks, publications and other literary materials required for spectators and general audience
- ix. Create specific identities for secondary programs such as Sponsorship, Volunteer, and Cultural etc.
- x. Develop designs for competition venue applications (includes Field of Play (FOP), Front of House (FOH), Back of House (BOH), MPC, VMC's, Mixed Zone)
- xi. Develop designs for all City Image and look
- xii. Review design concepts and sample venue with relevant FA's, city authorities and other agencies
- xiii. Create checklist for developing designs for practice venues (Image and Look)
- xiv. Design sign types, information pictograms, graphic standards and prepare way-finding manual
- xv. Design Look elements on buses, bus stands, railway stations and other outstation buses
- xvi. Identify all sports equipment requiring Look applications
- xvii. Design branding initiatives for the Volunteer Program (Launch, Banners, Hoardings, etc.)
- xviii. Consult on development of broadcast graphics
- xix. Agree to installation responsibilities in co-ordination with Image and Look provider (Look staff, Contractors, Overlay, Logistics)
- xx. Way-finding and venue operational signage
- xxi. Design elements for the website pages
- xxii. Assist in creating a unique design component that will be used in all Corporate Communications tools

- xxiii. Take forward Mascot Development---dressing up ___ etc.
- xxiv. Assist in Broadcast Development by creating a distinctive field of vision
- xxv. Work closely with advertising agencies on all brand building programs
- xxvi. Help implement a Brand Approvals system by working on guidelines to ensure coordinated use of the brand and to minimize opportunities for ambush marketing
- xxvii. Designs for prizes, medals, commemorative medals, certificates, stamp, victory stands etc.
- xxviii. Design all the stationery requirements for the Organising Committee, 12th South Asian Games
- xxix. Uniforms for all the athletes, officials, participants, officials, catering agencies, hospitality, housekeeping staff, volunteers, staff, etc.
- xxx. Design accreditation cards and tickets
- xxxi. Understand permanent Overlays for application of Design elements to venues
- xxxii. Work with all temporary overlay structures such as seating, chairs, entertainment areas, sponsorship boxes, hospitality suites, tracks etc. for application of design
- xxxiii. Create an integrated design for the Airport arrival and departure lounges; both Pre-Games and In-Games time to help identify athletes, VIPs, etc.
- xxxiv. Design baggage stickers, labels, identification tags, etc.
- xxxv. Assist in identifying landmark sites throughout Assam and Meghalaya for building wraps and provide appropriate designs
- xxxvi. Assist and advise strategies for designing wraps for transport such as buses, cars, railway stations, bus stands and other transport during pre-games and games time
- xxxvii. Design giveaways and mementos
- xxxviii. Provide designs for all collaterals for all the departments that need printing for the Games
- xxxix. Provide uniform colour coding for usage through all venues for security, transport, media, officials, etc.
 - xl. Branding application templates for Press, Outdoor, Television and other electronic media, websites, etc.
 - xli. Create separate logos, identities and strap lines where needed for Sub brands such as the sponsors
 - xlii. All branding requirements for the OC-SAG
 - xliii. Standardize press kits for all press briefings, conferences held within the OC-SAG and all internal events
 - xliv. Provide generic designs for street furniture, bus shelters and outdoor hoardings that are not event specific
 - xlvi. Design elements for games hotel, hotels for athletes & officials, helpdesk and kiosks

3. ANNEXURE - C

BANK GUARANTEE FORMAT

1. In consideration of the Organising Committee, 12th South Asian Games, (herein after called “OC-SAG ”) having agree to exempt _____ (hereinafter called the said Contractor (s) from the demand, under the terms and conditions of an agreement dated _____ made between _____ and _____ for (herein after called “the said Agreement”), of security deposit for the due fulfillment by the said contractor (s) of the terms and conditions contained in the said Agreement, on production of a bank Guarantee for Rs. _____ (Rupees _____ only).
2. We _____ (here in after referred to as “the Bank”, Indicate Bank’s name) at the request of _____ contractor(s) do hereby undertake to pay to the Organising Committee, 12th South Asian Games, an amount not exceeding Rs. _____ against any loss or damage caused to or suffered or would be caused to or suffered by the Organising Committee, 12th South Asian Games, by reason of any breach by the said Contractor (s) of any terms or conditions contained in the said Agreement.
3. We _____ (Indicate the name of the bank) do hereby undertake to pay the amount due and payable under this Guarantee without any demur, merely on a demand from the Organising Committee, 12th South Asian Games, stating that the amount claimed is due by way of loan or damage caused to or would be caused to or suffered by the Government by reason of breach by the said Contractor (s) of any of the terms or conditions contained in the said Agreement or by reason of the Contractor (s) failure to perform the said Agreement. Any such demand made on the bank shall be conclusive as regards the amount due and payable by this Guarantee shall be restricted to an amount not exceeding Rs. _____
4. We undertake to pay to the Organising Committee, 12th South Asian Games, any money so demanded notwithstanding any dispute or disputes raised by the Contractor (s) / Supplier (s) in any suit or proceeding pending before any court or Tribunal relating thereto our liability under this present being absolute and unequivocal.
The payment so made by us under this bond shall be a valid discharge of our liability for payment there under and the Contractor (s) / Supplier (s) shall have no claim against us for making such payment.
5. We, _____ (Indicate the name of the bank) further agree that the Guarantee herein contained shall remain in full force and effect during the period that would be taken for the performance of the said Agreement and that it shall continue to be enforceable till all the dues of the Government under or by virtue of the said Agreement have been fully paid and its claims satisfied or discharged or till the Organising Committee, 12th South Asian Games, certifies that the terms and conditions of the said Contractor (s) and accordingly discharges this Guarantee.
Unless a demand or claim under this Guarantee is made on us in writing on or before the _____, we shall be discharged from liability under this Guarantee thereafter.
6. We, _____ (Indicate the name of the bank) further agree with the

Organising Committee, 12th South Asian Games, that the Organising Committee, 12th South Asian Games, shall have the fullest liability without our consent and without effecting in any manner our obligations here under to vary any of the terms and conditions of the said Agreement or to extend time of performance by the said Contractor (s) from time to time or to postpone for any time or from time to time any of the powers exercisable by the Organising Committee, 12th South Asian Games, against the said Contractor (s) and to forbear or enforce any of the terms and conditions relating to the said Agreement and we shall not be relieved from our liability by reason of any such variation, or extension being granted to the said Contractor (s) or for any forbearance, act or omission on the part of the Organising Committee, 12th South Asian Games, or any indulgence by the Organising Committee, 12th South Asian Games, to the said Contractor (s) or any such matter or thing whatsoever which under the law relating to sureties would, but for this provision, have effect of so relieving us.

7. This Guarantee will not be discharged due to the change in the constitution of the Bank or the Contractor (s) / Supplier (s).
8. We, _____(Indicate the name of the bank) lastly undertake not to revoke this Guarantee during its conduct except with the previous consent of the Government in writing.
9. This Guarantee is governed by Indian law, place of jurisdiction and performance is India.

Date the ____ day of _____2013

for _____

(Indicate the name of the bank)

The following section provides the forms which outline the content and the format that the Bidders are required to follow in the preparation and submissions of their Bids. Further the bidder needs to ensure that all information requested is provided. Non-Compliance to these conditions could lead to disqualification of bids.

1. FORM I: BIDDER PROFILE

Respondents are required to provide details of the company background in the following format

General Background		
Sr. No	Item	Detail
1.	Corporate Information	
2.	Company Name	
3.	Company Address	
4.	Name of Contact Person	
5.	Email Id	
6.	Telephone No.	
7.	Fax No.	
8.	Roles & Responsibilities (in case of consortium)	

Attachments:

- a) Certificate of Incorporation
- b) Service Tax Registration Certificate

2. FORM II: PAST CREDENTIALS

Please highlight your past credentials in undertaking similar work in the area of running Public Relations campaigns in the past relevant to this assignment. Please restrict your response to 10 (ten) credentials ONLY

Respondents are required to provide details in the following format

Credential No.	
Client Name	
Client Address	
Key Client Contact:	
Client contact available to provide reference if required	Yes / No
Scope of services provided to the client	
Value delivered to the client	
Approximate Contract value/ Billing (In INR)	
Services provided by (Name of the Firm)	

Attachments:

- a) Please provide evidence in terms of work orders/ copy of contracts to validate the scope of services / contract value / billing
- b) Bidders may provide additional material to show case their work carried out on the said credential. PLEASE NOTE THAT THE SUBMISSION MUST BE BRIEF, CONCISE AND RELEVANT. UNNECESSARY INFORMATION SHALL ATTRACT NEGATIVE MARKING.

3. FORM III: TEAM STRUCTURE AND PROFILE OF PERSONNEL

- In this section, the bidder is required to provide details of the key personnel (ONLY who are proposed to be deployed on the Project) in the format given below
- Please also provide the details of the proposed Team structure in the form of an Organogram (CVs of all team members mentioned in the team structure must be included. The team members who will be co-located to the Organising Committee, 12th South Asian Games need to be identified.)
- Please NOTE, it is critical to propose the team structure and team members who shall actually be deployed on the project. Any change of team members at a later date could result in non-compliance to service levels and thereby invite levying of penalties.

This section should have details around:

- Team Structure including a Team Leader/Account Director
- Profile / CVs of personnel (ONLY of personnel who will be deployed for the stated project)
- Staffing Schedule clearly indicating on-site and off-site deployment

The staffing schedule shall clearly identify the resources, duration, phrase, for which the resources shall be deployed, time for which the resources shall be deployed, on-site / off-site deployment etc.

Sr. No		
1.	Full Name of the Person	
2.	Proposed Role in the Project	
3.	Whether the service would be available full time for the project	Yes/No
4.	Education Details	[Indicate college/university and other specialized education of staff member giving names of institutions, degrees obtained and dates of obtainment]
5.	Countries of work experience	[List countries where staff has worked in the last 10 years]
6.	Employment Record	[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment.] From [Year]: To [Year]: Employer: Positions held:
7.	Detailed task assigned for the project	[List all tasks to be performed under this assignment / job]
8.	Work undertaken that best illustrates capability to handle	Name of Assignment/ job or project: <ul style="list-style-type: none"> ▪ Year: ▪ Location: ▪ Employer: ▪ Main project features: ▪ Positions held:

		<ul style="list-style-type: none"> ▪ Activities performed: ▪ [Among the Assignment / jobs in which the staff has been involved, indicate the information for those Assignment/ jobs that best illustrate staff capability to handle the tasks listed under point 8.]
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4. FORM IV: APPROACH & METHODOLOGY

In this section the Bidder is expected to showcase understanding of the requirements of the Organising Committee, 12th South Asian Games, and the Bidder’s proposed Approach & Methodology including conceptualizing a phrase wise design campaign. The bidder is required to detail the overarching branding strategy to be adopted to reach out to the key target groups and provide details of activities and tactics it will seek to deploy to achieve this overarching strategy and the scope of work articulation in Section 19 of this tender.

The Bidders are suggested to present their Technical Bid divided into the following two chapters:

- a) Technical Approach & Methodology,
- b) Work Plan

5. FORM V: LETTER OF ASSOCIATION (IN CASE OF CONSORTIUM)

To be furnished on the letterhead of consortium member

To,

[Name of the Authorized Signatory of Prime Bidder]

[Designation of the Authorized Signatory of Prime Bidder]

[Legal name of the Prime Bidder]

[Complete address of the Prime Bidder]

Re: **Request for proposal (RFP) for appointment of Design Agency for the Organising Committee, 12th South Asian Games.**

Dear

We, [**legal name of the consortium member**], hereby confirm our association arrangement with [**Legal name of the Prime Bidder**] for submitting proposal for the above captioned project and to execute the project, upon invitation to do so.

We will work closely with [**Legal name of the Prime Bidder**] to ensure that all necessary resources and management support are provided to achieve the objectives of the engagement should we be invited to execute this assignment.

We hereby state that neither we nor any of our employees/experts are part of or supporting any other Firm directly or indirectly for the purpose of this bid.

We look forward to the opportunity to work with you and the Organising Committee, 12th South Asian Games.

Yours truly

Signature

[Name of the Authorised Signatory of Consortium Member]

[Designation of the Authorized Signatory of Consortium Member]

[Legal name of the Consortium Member]

[Complete address of the Consortium Member]

6. FORM A: COMMERCIAL BID FORMAT

- Bidders are required to provide an all-inclusive ‘Monthly Retainer Fee’ based on the Scope of Work mentioned in Section 19. Please note that there should be no disclaimers restricting any commitment to the Organizing Committee
- Bidder should provide the ‘Monthly Retainer Fee’ as per prescribed format under this Form. Bidder should not leave any field blank. In case the field is not applicable, bidder must indicate “0” (Zero) in all such fields
- All the prices (including taxes) for ‘Monthly Retainer Fee’ are to be entered in Indian Rupees ONLY (Percentage (%) values are not allowed)
- It is mandatory to provide breakup of all Taxes, Duties and Levies wherever applicable and/or payable
- The final Commercial Bid of the bidder shall be inclusive of all taxes, duties and levies including service tax, withholding tax etc.
- Purchaser shall take into account all Taxes, Duties and Levies for the purpose of evaluation

S.No	Details	Retainer Fee lumpsum (including Out of Pocket Expenses)
1.	Amount in INR	
2.	Taxes (including service tax, education cess etc., if any)	
3.	Total in figure 1+2 (INR)	
4.	Total in Words (INR)	

Payment Terms:

Period of Contract: From date of signing of Contract till 2 months after the Games.

- All payments shall be made after adequate sign-offs on delivery of the services from CEO, OC-SAG or an authorized official of the OC-SAG and adjusting any applicable penalties for non-compliance to Service levels agreed at the time of signing of contract
- Payment will only be made on a monthly basis or closure of contract, whichever is earlier
- The contract value/price awarded to the successful bidder will only be based on ‘Monthly Retainer fee’ for the scope of work as per section 19 of this tender document