

Expression of Interest- Advertising & Publicity Agency

Expression of Interest for Advertising and Publicity Agencies For Biotechnology Industry Research Assistance Company (BIRAC), A Government of India Enterprise

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Disclaimer: This EOI is not an agreement and is neither an offer nor invitation by the Authority to the prospective Applicants or any other person. The purpose of this EOI is to provide interested parties with information that may be useful to them in the formulation of their Applications pursuant to this EOI. This EOI includes statements, which reflect various assumptions and assessments arrived at in relation to the Consultancy that may not be accurate. The Authority may, in its absolute discretion but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this EOI.

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Chapter I - Letter of Invitation (LOI)

1. Background

Biotechnology Industry Research Assistance Council (BIRAC), is a Public sector undertaking registered under the Indian Companies Act 1956 as a Section 25 'Not for profit company', as an interface agency of DBT, Ministry of Science & Technology, BIRAC was set up with a vision to stimulate, foster and enhance the strategic research and innovation capabilities of the Indian biotech industry particularly SME's, to make India globally competitive in biotech innovation and entrepreneurship and to create affordable products and services

Taking into consideration the complex needs in furtherance of its mandate, BIRAC intends to empanel technically competent, experienced and financially sound advertising and publicity agencies at its Corporate Office in New Delhi. The services of advertising and publicity agencies will be mainly utilized for advertising and publication of work reports, brochures and branding of BIRAC. BIRAC has decided to empanel such eligible firms for a period of 02 (two) years extendable further on mutually agreed terms and conditions, who would render assistance in realizing the objectives as stated above from time to time. The selection of the agencies will be through a competitive bidding process.

2. Scope of Work (SoW)

The empanelled agency shall, as and when referred by BIRAC, render the following services on PAN India coverage basis:

- i. Newspaper advertising
- ii. Designing & Printing of Annual reports of BIRAC
- iii. Designing & Printing folder/brochures/pamphlets
- iv. Designing, Printing & binding of in-house journals/newsletters and other related printing jobs.
- v. Publicity & branding work
- vi. Designing and installation for display in exhibitions/fairs/workshops and related work.
- vii. Hoardings & other outdoor advertisements
- viii. Event management
- ix. Such other related jobs.

3. Essential eligibility criteria (EEC)

The advertising agency should fulfil the following criteria:

- i. The applicant should be legal entity registered in India.
- ii. A valid accreditation of Indian Newspaper Society (INS)
- iii. Full-fledged office set up in Delhi/NCR with state-of-art infrastructure.
- iv. Minimum 5 years' experience in advertising and publicity.
- v. Agency should have been on panel of at least 01 or more government department/PSU.
- vi. In-house Proficiency, translation and proof reading facilities in Hindi & English.
- vii. Minimum annual turnover of Rs. Two (02) crores during last three years each with documentary proof for years 2010-11, 2011-12 & 2012-13 certified by CA.
- viii. Rates for publication in newspapers, periodicals & publications will be as per DAVP rates applicable at the time of advertisement.
- ix. Agency must practice Chinese wall or Firewall policy within to deal with contrary interests or with confidential information

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- x. Agency should not have been blacklisted by any Central /State Government / Public Sector Undertaking, Govt. of India.
- xi. Agency should not be involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this Request for Empanelment and in the execution of agreement

4. Expected expertise/inputs

- a. Understanding of the scope of work
- b. Domain specific experience in each of the areas relevant to SoW
- c. Adequate in-house capacity to meet the requirements of SoW

Submission details

Bids should include the details mentioned in format which may be downloaded from the BIRAC website: www.birac.nic.in

Eligible agencies are invited to send their bids in sealed envelopes super scribed with “EOI for Empanelment –Advertising and Publicity Agency” only before **1400 Hrs** of 25th July at the address stated below:

Biotechnology Industry Research Assistance Council (BIRAC)

A-254, 3rd Floor, Bhisham Pitamah Marg, Defence Colony, New Delhi – 110 024 India

E-mail address: admn.birac@nic.in

Phone: + 91-11-47744500-10; Fax: + 91-11-47744511

5. Schedule of Events

S.No.	Event Description	Estimated date/time
1.	Last date of receiving bids	25 th July at 1400 hrs
2.	Opening of bids – Technical bid	25 th July at 1500 hrs
3.	Presentation cum Interaction	31 st July at 1100 hrs
3.	Letter of Award	

Disclaimer: The above schedule would generally be adhered to. Any change will be communicated.

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Chapter-II - Instruction to Bidders (ITB)

A. Standard Information

1. All communication including the submission of one original and a copy of the EOI in sealed envelopes should be addressed to **Biotechnology Industry Research Assistance Council “BIRAC”**, A Government of India Enterprise, at A254, Bhisham Pitamah Marg, Defence Colony, New Delhi-110024. The envelope shall be super scribed with “EOI for Empanelment –Advertising and Publicity Agency”

1. Offer in the bids shall remain valid for a period of 90 days from the last date of submission of the EOIs. The eligible firms shall respond to the invitation of the EOI by submitting their technical capacity and all the required documents in prescribed formats.

2. **Required Bid Format**-The bid must contain the following:
 - A Covering letter (Appendix-I)
 - Eligibility and Technical particulars (Appendix- II)
 - Power of Attorney (Appendix-III) in the format provided
 - Other supporting documents to substantiate the statements of the Bidder wherever necessary.

3. **Discretion of the BIRAC**
 - I. During technical evaluation of the Bids, BIRAC may, at its discretion, ask Respondents for clarification on their bid. The Respondents are required to respond within the time frame prescribed by BIRAC.

 - II. The BIRAC reserves the right to reject any or all the RFEs for the proposed Consultancy assignment without assigning any reason whatsoever.

 - III. The BIRAC also reserves the right to reject any bid if:
 - It is not in the given format
 - At any time, a material misrepresentation is made or uncovered, or
 - The agency/ firm/entity does not respond promptly and thoroughly to requests for supplemental information required for the evaluation of the bid.

4. Governing Terms and Conditions

The selection and engagement of the advertising agency shall be governed by the Expression of Interest (EOI) by the terms and conditions of the “Service and Confidentiality Agreement”. The cost for preparing the response to EOI including visits by the bidders is not reimbursable.

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B. Assignment Specific Information

a) Evaluation of the response to EOIs:

S.No.	Technical Capacity criteria	Maximum Score (Total 100)
1.	Relevant Experience as advertising agency for 5 years	10
2.	Key resource <ul style="list-style-type: none">• Team Members• In house language translators• In house creative art designers /copywriters• Infrastructure details (Please attach hard copies)	20
3.	Policy & Profile <ul style="list-style-type: none">• Nature of assignment carried out during its presence on the panel of government enterprises/PSUs• Firm's/Agency's policies on data protection, confidentiality & conflict of interest• Clients Profile	30
4.	Experience in outdoor Advertising /Event management	10
5.	Presentation	30

The bids shall be opened on **25th July at 1500 hrs, 2014** and the scores will be given as per the above criteria. High scoring bids up to ten (number may be less than ten but not exceeding ten) based on technical capacity criteria shall be shortlisted.

The shortlisted bidders will be called for a brief interaction cum presentation before a committee. Each of such session will be of 10 minutes duration. The venue of interaction cum presentation will be the office of BIRAC.

During the interaction/presentation, the shortlisted bidders will be rated on the following parameters:

- Ability to communicate the organizational expertise.
- Relevance of in-house resources to the SoW & clarity of thoughts.
- Case presentation on any one of the most significant assignments completed during the preceding year.

The bids obtaining the highest total combined score in evaluation of technical capacity criteria and presentation will be ranked as H-1 followed by the bids securing lesser marks as H-2, H-3, etc. High scoring Bids up to seven (07) (number may be less than seven but not exceeding seven) based on the technical capacity criteria shall be shortlisted and invited for empanelment and execution of agreement thereafter.

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The selected Advertising agencies will be empanelled for duration of 02 years extendable further on mutually agreed terms and conditions and the terms of empanelment shall be governed by the corresponding service and Confidentiality Agreement.

b) Assignment of the tasks

BIRAC reserves the right to assign the tasks to any of the empanelled agencies BIRAC also reserves the right to award work to any agency, not necessarily empanelled with BIRAC

c) Letter of Award (LOA)

On acceptance of Bid for awarding the contract, BIRAC will issue a Letter of Award “LOA“ to the successful Respondents in writing that their bids have been accepted in BIRAC and such successful Respondents will need to sign a “Service and Confidentiality Agreement”. After signing of the Agreement, no variation in or modification of any of the terms of the Agreement shall be made except by written amendment signed by the parties. The terms and conditions of the agreement are appended in as Appendix-IV.

d) Conflict of Interest

The firm/entity shall not receive any remuneration in connection with the assignment except as provided in the “Service and Confidentiality Agreement”.

e) Warranty of the firm

The firm/entity shall warrant that it is under no contractual restrictions of legal disqualifications or other obligations which will prohibit from entering into this consultancy assignment and that the statement and particulars herein contained in the EOI and in the relevant and supporting documents to this agreement are correct.

f) Period of Empanelment

The firm/entity would be empanelled for 02 years with effect from date of execution of the “Service and Confidentiality Agreement”. The period of empanelment is extendable further thereafter on mutually agreed terms and conditions.