

Notice inviting Tender (NIT)
For
Empanelment of Creative Agencies
to
Undertake Brand Building of SAI



Sports Authority of India
New Delhi

August, 2015

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1. TEXT OF ADVERTISEMENT



Sports Authority of India

No. 7(2)/SAI/Media/NIT/2015-16

Dated: 02.09.2015

Notice Inviting Tender

Sports Authority of India, New Delhi invites sealed Bids for empanelment of creative agencies for undertaking brand building of SAI.

The Bid Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and evaluation criteria etc. can be downloaded from the website www.sportsauthorityofindia.nic.in and <http://eprocure.gov.in/epublish/app>.

The last date of submitting the responses in sealed envelope in the prescribed format is 23.09.2015 by 03.00 PM.

(Manikant Sharma)
Asstt. Director (Media)

2. LETTER OF INVITATION



SPORTS AUTHORITY OF INDIA
JAWAHARLAL NEHRU STADIUM COMPLEX,
GATE NO.10, LODHI ROAD, NEW DELHI-110003

No. 7(2)/SAI/Media/NIT/2015-16

Dated: 02.09.2015

Dear Sir/Madam,

Sports Authority of India, New Delhi invites sealed bids for empanelment of Indian agencies for undertaking brand building of SAI.

The Tender Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and method of evaluation etc. is enclosed.

The Tender Document is also available on the SAI website www.sportsauthorityofindia.nic.in and <http://eprocure.gov.in/epublish/app>.

You may submit your responses in sealed envelopes in prescribed format to the address given below:

“Assistant Director (Media Division),
Sports Authority of India,
Jawaharlal Nehru Stadium Complex,
Gate no.10, Lodhi Road, New Delhi-110003.”

Queries if any may be referred in writing to Assistant Director (Media Division), Sports Authority of India at the above mentioned address or at E-mail media.iccsai@gmail.com / manikant.s@nic.in.

S. No.	Critical Dates	Date	Time
1.	Publishing Date	02.09.2015	10.00 AM
2.	Document Sale / Download Start Date	02.09.2015	10.00 AM
3.	Document Sale / Download End Date	22.09.2015	05.00 PM
4.	Bid Submission Start Date	03.09.2015	10.00 AM
5.	Bid Submission End Date	23.09.2015	3.00 PM
6.	Bid Opening Date	23.09.2015	4.00 PM

Yours faithfully,

(Manikant Sharma)
Assistant Director (Media Division)
For & on behalf of Director General, SAI
E-mail: media.iccsai@gmail.com
Ph.: 011 – 24362747

Encl.: Tender Document.

Sports Authority of India

3.1 Background:

Sports today is an integral part of all round development of the human personality and achieving excellence in sports has great bearing on national prestige and morale. In order to meet the increasing demands of the changing scenario, national as well as international, Government has taken it upon itself to implement programs to promote excellence in sports. At the forefront of the efforts stand the Sports Authority of India (SAI) an autonomous organization which is a society registered under Societies Registration Act 1860. The Authority is institutionally funded and controlled by Department of Sports, Government of India. Through its sports promotional schemes, SAI supports and nurtures talent in youth, and provides them with requisite infrastructure, equipment, coaching facilities and competition exposure.

3.2 The Sports Authority of India (SAI) was established by the Govt. in 1984 and primarily has the mandate to broad base and achieve excellence in sports SAI is also entrusted with the responsibility of maintaining & utilizing various sports complexes / Centres/Sub-centres/ Autonomous Institutions spread all across the country and on behalf of Ministry of Youth Affairs & Sports, various stadia and other related infrastructure in Delhi which were constructed / renovated for IXth Asian Games held in New Delhi in 1982 & CWG-2010.

4.0 Aims & Objectives:

4.1 SAI is looking for optimum cost effectiveness and seeking agencies who can deliver its campaign on the various activities (mentioned in the scope of work) in an informed manner purely on requirement basis. SAI will expect the empanelled agencies to continuously improve the brand image of SAI through multitasking efforts.

4.2 The empanelled agencies will work alongside SAI, Media & other Divisions to accomplish the allotted / agreed task in a time bound manner.

5.0 Tender Fees

A non-refundable tender fee for Rs 1000/- (One Thousand Only) in the form of a Demand draft or a Pay Order drawn in favour of “**Secretary, Sports Authority of India**” payable at **New Delhi** has to be submitted along with the bid documents. Non submission of the tender fee will be considered as major deviation and such bids will not be considered for evaluation.

6.0 Venue & Deadline for submission of proposal

Proposals, in its complete form in all respects as specified in the tender, must be submitted to Sports Authority of India at the address specified above. In exceptional circumstances and at its discretion, SAI may extend the deadline for submission of proposals by issuing an amendment to be made available on the SAI's website, in which case all rights and obligations of SAI and the bidders previously subject to the original deadline will thereafter be subject to the deadline as extended.

7.0 Scope of Work & Services:

The empanelled agencies are expected to carry out the following jobs on requirement basis during the period of empanelment.

- a. SAI is seeking to empanel creative, dynamic agencies, which can provide an innovative, resourceful and inspired approach to Brand Building.
- b. Preparation of concept / material for advertisement campaigns through various media (print, electronic, digital, OOH, etc. this will include preparation of Creative, Artworks, POSM/ POP, Short Film, Radio Jingle etc.).
- c. Preparation of creative / artwork / graphic designs/ posters/ hoardings/ etc.
- d. Preparation of time bound media plan for print, electronic and digital media.
- e. Creating designs for sports apparels, sports shoes and Sports kits etc.
- f. Designing, conceptualising and release of various types of advertisements in the print Media and electronic media.
- g. Designing, conceptualising, printing and supply of Brochures, Pamphlets, Wall Calendars, Corporate diaries, Greetings Cards, Souvenirs and other printing materials.
- h. Designing and preparation of Back Drops, Banners etc. in Flex and other Media.
- i. Preparation creation and telecast of Audio-Visual advertisement materials.
- j. Any other work related to creative design, printing, publishing & brand building exercise.

INSTRUCTION TO CONSULTANTS

8.0 Submission requirement:

8.1 The documents are to be submitted in the manner prescribed below:-

All information as detailed below is to be submitted in two hard copies in separately sealed envelopes and one soft copy in CD:-

- a. Tender submission form as per Format-1.
- b. Organizational Contact Details as per Format-2.
- c. Experience of the organization as per Format-3.
- d. List of three (03) experts/ consultants on payroll as per Format-4.
- e. Financial strength of the company as per Format-5.
- f. Additional information as per Format-6.
- g. Declaration as per Format-7.
- h. Power of Attorney in favour of Authorized Signatory with long and short-signatures of Authorized person.
- i. Consultancy organization must have its office in Delhi / NCR.
- j. Submission of Tender document duly signed by the authorized signatory with stamp on each page.

8.2 Tender Documents have been hosted on the website www.sportsauthorityofindia.nic.in and <http://eprocure.gov.in/epublish/app> and may be downloaded from the website. The bidders are expected to examine all instructions, forms, terms and other details in the tender document carefully. Failure to furnish complete information as mentioned in the tender document or submission of a proposal not substantially responsive to the tender documents in every respect will be at the Bidder's risk and may result in rejection of the proposal.

9.0 Duration of Engagement:

The engagement shall be for an initial period of Two (02) years which may be extended for One (01) more year subject to maximum of Two (02) years based on performance and mutual agreement.

10. Qualification Criteria:

Following will be the qualification criteria. Each agency should possess the following qualification criteria for empanelment. Responses not meeting the qualification criteria will be rejected and will not be evaluated.

S. No.	Pre-qualification Criteria	Supporting Compliance document
1.	The applicant shall be a firm/ company/ partnership/ proprietorship firm registered under the Indian Companies Act, 1956/ the partnership Act, 1932 and who have their registered offices in India and must have an office in National Capital Region of Delhi.	Copy of Certificate of incorporation and Partnership Deed, if any
2.	The firm should be in the business of providing similar consultancy services for at least 03 years as of 31.07.2015.	Certificate by Company Secretary of the Bidder's organization
3.	The Bidder has to be profitable and should not have incurred loss in 3 consecutive Financial Years (FY 2012-13, 2013-14 & 2014-15)	Format-5 to be certified & validated by Chartered Accountant (CA) of the bidder's organization.
4.	The Bidder should have an average annual turnover of Rupees Fifteen Lakhs in 3 consecutive Financial Years (FY 2012-13, 2013-14 & 2014-15) from only Services rendered in India	CA certified document with name of CA registration number, signature and stamp
5.	The Bidder shall have experience of providing: (i). Three similar completed consultancy services to Central Govt./State Govt./PSUs/ Govt. Bodies/Sports bodies in India costing not less than Rs. 20 Lakhs or (ii). Two similar completed services costing not less than Rs.25 Lakhs or (iii). One similar completed services costing not less than Rs. 40 Lakhs.	Copy of Work Order / Contract
6.	The consultancy firm should have at least 03 full time consultants / experts on its pay rolls	Certificate by Statutory Auditor or Company Secretary of the Bidder's organization
7.	The firm should not be blacklisted by any Central Govt. / State Govt. / PSU/Govt. Bodies	Certificate signed by the Authorized signatory
8.	PAN No. / Service Tax Registration Certificate	Copy of Certificate to be enclosed.
9.	Preference will be given to agency having prior experience in Brand Building / Brand revamping for any Central / State Govt. / Govt. Autonomous Bodies/Sports bodies.	--
10.	The Bidder must have an office in Delhi / NCR. Office in other metros will be an added advantage.	--

11.0 Evaluation Criteria and Method of Evaluation:

- a. Screening of the responses shall be carried out as per eligibility conditions mentioned in this document and based on verification of testimonials submitted and the shortlisted agencies will be required to make a presentation to a selection committee showcasing their proposals.
- b. Evaluation of the eligible agencies inter alia based on their past experience of handling similar type of project, experience related to sports promotional activities, strength of their man power, financial strength of firm and presentation / proposal to the selection committee whose decision will be final.
- c. SAI will take up references and reserves the right to pay due heed to the Bidder's performance elsewhere and any past experience with SAI.
- d. Finally short listed agencies (whose presentations are approved by the selection committee) will be empanelled with SAI.

12.0 Response:

- 12.1 Bidders must ensure that their Bid response is submitted as per the formats attached with this document.
- 12.2 Application in sealed cover superscribed, as "Tender for empanelment of agencies for Brand Building".

13.0 Conflict of Interest:

- 13.1 Where there is any indication that a conflict of interest exists or may arise, it shall be the responsibility of the Bidder to inform SAI, detailing the conflict in writing as an attachment to this Bid.
- 13.2 SAI will be the final arbiter in cases of potential conflicts of interest. Failure to notify SAI of any potential conflict of interest will invalidate any verbal or written agreement.
- 13.3 A Conflict of Interest is where a person who is involved in the procurement has or may be perceived to have a personal interest in ensuring that a particular Bidder is successful. Actual and potential conflicts of interest must be declared by a person involved in a Bid process.

Are you aware of any conflict of interest between your company and SAI? Yes/ No.

14.0 Condition under which Tender is issued:

The tender is not an offer and is issued with no commitment. SAI reserves the right to withdraw tender and or vary any part thereof at any stage. SAI further reserves the right to disqualify any bidder, should it be so necessary at any stage.

15.0 Last date of submission of Tender:

The last date of submission of Tender is 23.09.2015.

16.0 Performance security:

16.1 All empanelled agencies are required to submit a performance security of Rs. 10,000/- (Rupees ten thousand only) in the form of a Demand draft or a Pay Order drawn in favour of Secretary, Sports Authority of India, payable at New Delhi which will be refunded after the expiration of empanelment. In case the job assigned to the empanelled agencies is more than the value of Rs 1,00,000/- (Rupees One lakh only) then the agency selected for the job required to

submit the difference between the performance security initially paid and the 10% of the financial value of the job assigned within 7 days from the date of the issue of notification/letter of award of work by SAI. This total amount will be treated as performance security. The additional amount paid will be refunded after the satisfactory execution of the work.

17.0 Terms of Payment:

17.1 The Agency shall submit the invoice for payment when the payment is due as per the agreed terms. The full payment shall be released after completion and acceptance of the work executed.

17.2 Once the assigned job is completed, the Agency shall submit the requisite deliverables as specified time to time during the award of the work. Agency shall communicate the acceptance of deliverables in writing. SAI shall release or cause to be released the requisite payment upon acceptance of the deliverables. Payment shall be withheld if deliverables are not accepted. In case some deliverables are not accepted by SAI, the Agency shall re do the work at no additional cost and submit the deliverables afresh to SAI for its acceptance.

17.3 The agency shall be liable to pay such direct and indirect taxes, duties, fees and other impositions levied under the applicable laws of India.

18.0 GENERAL TERMS AND CONDITIONS

18.1 The agency is required to follow professional ethics and regulatory rules/laws, if any, while dealing with SAI and ensure confidentiality in all matters that may become detrimental/ cause loss or damage to the interest/image of SAI in any manner.

18.2 The inclusion of your agency in our panel does not guarantee you for assigning any minimum business on behalf of SAI.

18.3 SAI is not liable to pay any amount during the period of no work and payment will be done strictly only on the basis of actual work done satisfactorily based on the documentary proof. No other claim on whatever account shall be entertained by SAI.

18.4 SAI will express its intention for work from time to time with stipulated time-frame/schedule. Empanelled agencies shall be required to submit their proposals for any kind of work/assignment along with the estimated cost in a sealed envelope. The decision of SAI for awarding the work shall be final.

18.5 SAI reserves all the rights in final/part/cancellation of the award of work.

18.6 In the event of any loss occasioned to SAI, as a result of any lapse on the part of the agency which will be established after an enquiry conducted by the SAI, the said loss can be claimed from the agency up to the value of the loss. The decision of SAI in this regard will be final and binding on the Agency.

18.7 Subject to the provision of Force Majeure under FCC clause 13, any unexcused delay by the agency in maintaining its contractual obligations towards performance of services shall render the agency liable to any or all of the following sanctions:

- i) Imposition of penalties,
- ii) Forfeiture of its Performance Security and
- iii) Termination of the empanelment for default
- iv) Black-listing of agency

19.0 FORMATS FOR SUBMISSION:

FORMAT – 1

TENDER SUBMISSION FORM	
<p>To,</p> <p>The Director General, Sports Authority of India, Jawaharlal Nehru Stadium, CGO Complex, Lodhi Road, New Delhi – 110003.</p> <p>Sub: Submission of tender document.</p> <p>Dear Sir,</p> <p>In response to your Notice Inviting Tender (NIT) published on-----for empanelment of creative agencies to undertake brand building of SAI, we would like to express our interest to carry out the proposed tasks. As instructed, we attach 2 sets of the following documents in separately sealed envelopes and one soft copy:</p> <ol style="list-style-type: none">1. Organizational Details (Format-2)2. Experience in related fields (Format-3)3. List of three (03) experts / consultants on payroll (Format-4)4. Financial strength of the organization (Format-5)5. Additional information (Format-6)6. Declaration (Format-7) <p style="text-align: right;">Sincerely Yours,</p> <p style="text-align: right;">Signature of the applicant</p> <p style="text-align: right;">[Full name of applicant]</p> <p style="text-align: right;">Stamp</p> <p style="text-align: right;">Date: xxxxxxxxxxxx</p> <p>Encl.: As above.</p> <p>Note: This is to be furnished on the letter head of the organization.</p>	

FORMAT - 2

Organizational Contact Details	
1. Name of Organization	
2. Main areas of business	
3. Type of Organization Firm/ Company/ partnership firm registered under the Indian Companies Act, 1956/ the partnership Act, 1932	
4. Whether the firm has been blacklisted by any Central Govt. / State Govt./PSU/ Govt. Bodies / Autonomous? If yes, details thereof.	
5. Address of registered office with telephone no. & fax	
6. Address of office in National Capital Region of Delhi	
7. Contact Person with telephone no. & e-mail ID	

Enclose:-

1. Copy of Certificate of Incorporation.
2. Copy of Article of Association in respect of 3 above.
3. Undertaking in respect of 4 above.

Signature of the applicant

Full name of the applicant

Stamp

Date

FORMAT - 3

Experience in Related Fields

Overview of the past experience of the Organization in all aspects related to Brand Building related

S.No.	Item	Number of Assignments during last 3 years	Order Value of each assignment in Lakhs of Rs. (Enclose copy of each order)	Mention the name of Client/ Organization (Enclosed completion certificates)
1.	Experience of assignments of similar nature			
1.1	Experience in carrying out similar assignments in Sports.			
1.2	Experience in carrying out similar assignments in Public sector.			

Decision of Evaluating Committee in ascertaining “similar nature” and “similar assignment” will be final

Signature of the applicant

Full name of applicant

Stamp & Date

FORMAT - 4

List of three (03) experts/consultants on payroll

S.No.	Name	Designation	Qualification	Relevant Experience
1.				
2.				
3.				

Signature of the applicant

Full name of applicant

Stamp & Date

FORMAT - 5

Financial Strength of the Organization						
S.No.	Financial Year	Whether profitable? Yes/No	Annual Net Profit (in Crores of Rs.)	Overall Annual Turnover (in Crores of Rs.)	Annual Turnover from only Consultancy Services rendered in India (In Crores of Rs.)	Average Annual Turnover from only Consultancy Services rendered in india [Average of three consecutive financial years 2012-13, 2013-14 & 2014--15]
1.	2012-13					
2.	2013-14					
3.	2014-15					

Note: Please enclosed auditor's certificate in support of your claim.

Signature of the applicant

Full name of applicant

Stamp & Date

FORMAT - 6

Additional Information

1. List all enclosures related to the previous sections.

S.No.	Description	No. of pages

2. Additional information to support the eligibility as per Section 10 (Not more than 2 pages).

Signature of the applicant

Full name of applicant

Stamp & Date

FORMAT - 7

Declaration

We hereby confirm that we are interested in competing for the Consultancy Services to undertake the task related to Brand Building of SAI

All the information provided herewith is genuine and accurate.

Authorized Person's Signature.

Name and Designation:

Date of Signature:

Note: The declaration is to be furnished on the letter head of the organization.