

**Philately Division, Postal Directorate**

**Dak Bhawan Sansad Marg**

**New Delhi -110001**

**F.No : P-46/17/2021-Phil-DOP**

**Tender Notice for Conceptualizing, Developing, Composing and Designing and limited Printing of Digital Play Book/e Coffee Table Book – India@75 : Journey Through Postage Stamps**

Director Philately, Philately Division, Postal Directorate, New Delhi invites Tenders from Reputed Creative Agencies with expertise in digital content creation, based in Delhi NCR, for conceptualizing, developing, composing, designing and limited printing of a Digital Play Book/e Coffee Table Book on India@75: Journey through Postage Stamps. Specifications of the job and other terms and conditions are available in the tender document.

Interested agencies are requested to submit their bids separately on the CPP Portal tender Titled “– Tender for **“Conceptualizing, Developing, Composing & Designing and limited Printing of Digital Play Book/e Coffee Table Book – India@75 : Journey Through Postage** latest by **17.2.2022.**”

Postal Directorate reserves the right to reject/cancel the tender process at any time without assigning any reason thereof. For any query in the matter, contact may be made at telephone No.011- 23096020

Sri Abhishek Srivastava

ADG(Philately)

**Date: 3<sup>rd</sup> January, 2022**

**Tel: 011- 23096020**

**Sub: Conceptualizing, Developing, Composing and Designing and limited Printing of Digital Play Book/e Coffee Table Book – India@75 : Journey Through Postage Stamps**

Postal Directorate invites limited tenders under two bid systems (simultaneous receipt of separate technical and financial bids) from Reputed Creative Agencies with expertise in digital content creation, based in Delhi NCR for conceptualizing, developing, composing, designing and limited printing of a Digital Play Book/eCoffee Table Book on India@75 – Journey through Postage Stamps.

**2. Specification of work:**

2.1 India Post with a network of more than 1.5 lakh Post offices is the largest service delivery network of the country. With a host of mailing, financial, insurance, retail and a number of G2C services, India Post is the preferred choice of citizens for service delivery, especially in rural and semi urban areas. In last seven years, India Post has digitized its front end and back end operations and has launched new digital services for the citizens at the last mile. The range of services offered, along with details is available at [www.indiapost.gov.in](http://www.indiapost.gov.in)

2.2 India Post performs the sovereign function of the release of postage stamps. These stamps are issued under two categories- commemorative and definitive. Commemorative Postage Stamps are issued to commemorate national and international events, institutions, personalities, milestones etc. of national and international importance. These stamps are the most authentic source of information relating to culture, heritage, history, personalities and institutions working for the building of nation. Commemorative Postage Stamps (CPS) are collected by Philatelists in India and abroad for the very informative, artistic and economic values. Under the umbrella of Universal Postal Union, Postal Administrators of different Nations also share their stamps. Details of stamps issued by India Post are available at [www.postagestamps.gov.in](http://www.postagestamps.gov.in)

2.3 The commemorative Postage stamps issued by India Post since 1947 are an excellent source to imagine and share the Journey of India in last 75 years. These stamps have been issued after a thorough research on the subjects and carry a lot artistic value as well. Stamps issued in areas like governance, personalities, women power, infrastructure, etc. can be used to tell the millennial, 'The Journey of India in

last 75 years'. Hence, it is proposed to Conceptualize, Develop, Compose, Design and Print the Digital Play Book/e Coffee Table Book – India@75: Journey Through Postage Stamps.

2.4 The selected agency should be able to weave a story of Journey of India in last 75 Years through Postage Stamps. The major areas to narrate this story should include (not limited to) through personalities, Institutions, Milestones in areas like,

- a. Youth and Education
- b. Infrastructure
- c. Economy
- d. Communications
- e. Health
- f. Good Governance
- g. Cultural Heritage
- h. Unsung Heroes
- i. Women Power
- j. Science and Technology
- k. Spirit of India

The creation of the story involves research, artistic interpretations, creating story boards. The end product should be convincing, appealing and must cover all the dominant dimensions of the rise of New India.

### 3.1 Schedule and Critical Date

**The tentative schedule and critical dates of the limited tender are given below**

<b>S.N o.</b>	<b>EVENT</b>	<b>DATE (Expected)</b>
<b>1</b>	<b>Issue of tender – e-procurement portal</b>	D+0 D = 4.1.2022
<b>3</b>	<b>Last date for submission of Proposals/bids</b>	D+45 18.2.2022
<b>4</b>	<b>Opening of Technical Bids &amp; evaluation of bids</b>	D+48 21.2.2022

<b>5</b>	<b>Intimation of bidders qualified for technical presentation</b>	D+50 23.02.2022
<b>6</b>	<b>Presentation by agencies who qualified the Technical Evaluation of bid</b>	D+55 28.02.2022
<b>7</b>	<b>Opening of Financial Bid</b>	D+60 7.3.2022( being Saturday & Sunday on 5 <sup>th</sup> &6 <sup>th</sup> March)
<b>8</b>	<b>Award of Work Order</b>	Approximately 10 working days after the opening of financial bids  NOTE: Services should start from the day of award of work succeeding the date of issuing work order.
<b>9</b>	<b>Delivery of the Digital Play Book /e Coffee Table Book</b>	40 days after the award of work order.
<b>10</b>	<b>Delivery of 500 physical copies of Digital Play Book/e Coffee Table Book</b>	50 days after the award of work order.

Disclaimer: Department of Posts reserves the right to change the above dates as needed.

### 3.2. Submission of Bids

3.2.1 The bids should be submitted online on the CPP Portal

3.2.2 Any bid received in the physical form shall be rejected and returned to the bidder unopened.

### 3.3. Earnest Money

As per directions of Ministry of Finance, instead of Bid Security amount (EMD), interested parties have to submit a duly signed Bid Security declaration addressed to ADG (Philately). (See Annexure 4).

### 3.4 Performance Security:

A Performance Security amount deposit consisting of 3% of the contract value signed between ADG Philately and successful bidder agency in the form of A/c Payee Demand Draft or Pay Order or NEFT/RTGS transfer in favour of Postmaster (Sansad Marg HO), payable at New Delhi should be submitted with the acceptance of letter of intent. A bank guarantee may be furnished in the format mentioned in Annexure V. After the tender process is completed, in case of non-performance of the contract, the entire amount of Performance Security of the Agency shall be forfeited. The validity of the Performance Security should be until 3 months of the successful completion of the work.

3.5 Estimated value of tender is 24 lakhs rupees only.

3.6 Eligibility – The firms applying for selection should preferably have

- a. 5 years experience in handling work of similar nature and scale in ministries, departments or PSUs of Central Government or State Government. However, if the agency/ company is having a valid start up certificate of 'Startup India' it is exempted from 5 years condition.
- b. Must have executed 3 or more such projects for ministries, departments or PSUs of Central Government or State Government in last three years.
- c. Full fledged office in the municipal limit of NCR, Delhi
- d. Must have human resources on payroll for research work, creative conceptualization and digital content creation.
- e. The agency should be a firm/company/registered/ incorporated in India ( Submit proof thereof)
- f. The agency should NOT be blacklisted by any Central/ State Govt./Public Undertaking in India ( Self Declaration)

#### 4. Selection Process

**Stage 1:** All bids submitted by eligible agencies, before the due date mentioned in the Schedule of Critical Dates in Para 3.1 above shall be considered for opening of technical bid.

**Stage 2:** Bidders in whose case, the technical bid complies with all the conditions specified in Annexure 1 shall be qualified for the technical presentation.

**Stage 3:** A presentation shall be made by the qualified bidders in person/online on a date and at a time that is informed in advance to the bidder. The aspects of the presentation and the rating system are explained in details in Annexure 2. A technical score shall be given to each bidder making a presentation.

**Stage 3.1 :** In case, more than one bidder quotes the same rate, preference would be given to the bidder scoring higher score in the 15- minute Presentation (Annexure 2). As the aspects of the presentation and rating system are based on 'Novelty', 'Creativity' and various other subjective heads, it is highly unlikely that two bidders would be given similar scores.

**Stage 4:** Financial Bids of bidders qualifying in Stage 3 will be opened. In case financial bids are not in the format specified in Annexure 3, the bidders will be disqualified. The financial bids shall be rated as per system explained in Annexure 3 and a score shall be given to each shortlisted bidder.

**Stage 5:** The bidder receiving the highest aggregate score (adding the pro-rata scores obtained in Stage 3 and Stage 4 after applying a 70:30 ratio to score obtained in Technical Presentation and Financial Bid) shall be awarded the work contract.

## **5.1 Contract Agreement**

A Contract agreement will be signed with the selected external agency and ADG (Philately). The contract agreement will clearly state the mutually agreed upon terms and conditions of the services to be furnished by the external agency. Execution of Contract Agreement or Award of work should be done before commencement of the work.

## **5.2 Payment**

Bills may be raised on the basis of approved estimates after satisfactory completion of the work. Payment will be made only after the execution of work carried out by the agency to the satisfaction of the Postal Directorate. All the bills/invoices should be submitted to proper authority of philately division (details to be mentioned in the contract agreement) immediately after or along with dispatch of the consignment.

- i) No advance payment shall be made.
- ii) Deduction at source for income tax or any other tax as applicable shall be made as per rules.
- iii) This Directorate shall not be liable for any default of payment by the agency to the parties involved or engaged by it for this project.
- iv) GST as applicable with education cess, if any, would be payable only after submission of documentary evidence of deposits by the agency.
- v) This Directorate shall not entertain any claim for damages, whether liquidated or otherwise, that may arise from any other party during or after the completion of all works.

**6. Penalty** In case, the agency fails to complete the work as per the agreed design along with modifications suggested by the Department within stipulated period, the Performance Security shall be forfeited. In case of failure to complete the work to the satisfaction of the directorate, the Agency will be liable to a maximum of 25% of the payment amount. The decision regarding penalty shall be taken by the competent authority. In case of delays, the Agency will be liable to the forfeiture of 1% of the payment amount each week.

## **7. Submission and opening of tender**

- i. Tenders received late will not be entertained.
- ii. Incomplete or conditional tenders will not be entertained.

- iii. Bidders shall not be permitted to alter or modify their bids after expiry of the deadline for receipt of bids.
- iv. One representative of the bidder may be present at the time of opening of tender.



**8. Force Majeure** - In case of a force majeure, the selected agency will endeavor to agree on an alternate mode of performance in order to ensure the continuity of service and implementation of the obligations of a party under the Contract and to minimize any adverse consequences of force majeure. Force majeure clause shall mean and be limited to the following in the execution of the conditions of empanelment placed by Postal Directorate :-

- War / hostilities
- Riot or Civil commotion
- Earthquake, flood, tsunami, tempest, lightning or other natural physical disaster
- Restriction imposed by the Government or other Statutory Body, including COVID restrictions, which is beyond the control of the selected Proposer, which prevents or delays the executive of the order by the selected Proposer.

In case of a force majeure, all parties will endeavor to agree on an alternate mode of performance in order to ensure the continuity of service and implementation of the obligations of a party under the Contract and to minimize any adverse consequences of force majeure.

**9. Compliance with the laws and regulation** – The agency will required to follow professional ethics and regulatory rules/laws if any, while dealing with DOP and ensure confidentiality in matters that may become detrimental/ cause loss or damage to the interest/image of DOP in any manner

**10. Liquidated Damages** – DOP reserves the right for termination of contract at any time by giving 15 days notice, if the services are found unsatisfactory and also has the right to award the contract to any other agency at the cost, risk and responsibilities of the bidder and excess expenditure incurred on account of this will be recovered by DOP from Security Deposit or pending bill or by raising a separate claim as the case may be.

**11. Conciliation/Arbitration** - If any dispute(s) or difference(s) of any kind whatsoever arise between the parties, the parties here to shall negotiate with a view to its amicable resolution and settlement through a committee appointed by the competent authority. For all such disputes, the venue of the arbitration shall be New Delhi, India.

12. For any query in the matter, contact may be made at telephone No.011-23096020

Sri            Abhishek  
                  Srivastava

ADG(Philately)

Tel:    011-23096020

## Annexure 1

### Documents to be attached/Information to be submitted for Technical bid to be accepted and for bidder to be eligible to take part in presentation in Stage 2

S. No	Parameters	Details/Document Attached
1	Name of Agency	
2	Address of Registered Office in Delhi NCR	
3	Contact Person/Mobile No	
4	Email Address	
5	Year of Incorporation /Establishment	
6	Constitution of the Firm – Public Ltd/Private Ltd./Prop.	
7	PAN No.	
8	GSTIN No.	
9	Documents narrating the work of agency as Para 3.5(a)	
10	Documents narrating the work of agency as Para 3.5(b)	
11	CV of resources to be deployed on the project	
12	Self Declaration for Non Blacklisting ( Para 3.5(f))	
13	EMD declaration document	
14	Certificate of Registration for Startup India under Industrial Policy and Pormotion of the Ministry of Commerce and Industry	

(Signature of Authorized Signatory with date and seal)

## Appendix 1

(To be furnished on the Bidder's Letter head)

To,

Director Philately  
Department of Posts  
Dak Bhawan, Sansad Marg  
New Delhi -110001

Date :

**Subject: Bid for Conceptualizing, Developing, Composing and Designing and limited Printing of Digital Play Book/e Coffee Table Book – India@75 : Journey Through Postage Stamps**

Dear Sir,

We have read the limited tender document dated and agree to accept all the terms and conditions contained in the said document.

2. We also confirm that in the case of deviating from or declining LTD's work order or deliberately/knowingly providing wrong /false information/credentials/documents in support, the ITD reserves the right to terminate/rescind the contract at any stage, forfeit the EMD and Performance Bank Guarantee and other dues of the Agency, if any, and to take any other action as may be deemed fit.
3. Our bid, in conjunction with your acceptance of our proposal shall constitute a binding work order for us.
4. We understand that you are not bound to accept our proposal or to give us any reasons in the extent of rejection of our proposal nor are you required to defray any expenses incurred by us in bidding.
5. We therefore request you to consider our bid for determination of the contract.

Thanking you.

Yours faithfully,

For and on behalf of

Name.....

Designation

Seal

## Annexure 2

### Presentation and the Rating system

1. All bidders in whose cases the technical bid is compliant with the requirements in Annexure 1 shall be called to make a 15-minute presentation on how they intend to execute the work in this limited tender. The proposed theme and design should be presented in the 15-minute presentation.

2. **The presentation will be rated on the following aspects,**

Sl. No.	Aspect	Score
1	Design, Quality and originality in earlier e coffee Table book/ Digital Play Book made by the bidder	20
2	Novelty and creativity of the proposed idea for The Digital Playbook/ e-coffee table book in the present work	40
3	Whether the idea proposed by the bidder is practically deliverable in the time frame specified	20
4	Size, experience and previous track record of the team that will be working with the Directorate on this project.	10
5	Whether the agency has successfully executed more than 5 such projects in the past 3 years	10
6	Total	100

3. Only bidders scoring a total of more than 70 points will be qualified for the opening of financial bid.

4. A pro-rata score out of 70 points will be assigned to each bidder who qualifies the condition mentioned in Sl. NO.3 above. Assuming 4 bidders have participated in the presentation, an illustration of the scoring system is given below,

Sl. No.	Bidder	Total Score Obtained in the Competition	Pro Rata Score (Out of 70)
1	Bidder W	95	70
2	Bidder X	90	66.31 (90/95 * 70)
3	Bidder Y	80	58.94 (80/95 * 70)
4	Bidder Z	65	Disqualified

### Annexure 3

## Format and Scoring of Financial Bid

### Financial Bid Format

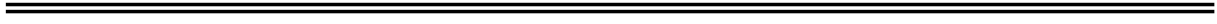
Item	Cost	
	Amount in words	Amount in figures
Cost of Financial Proposal ( inclusive of all Taxes) –Research, Conceptualization, Design, eBook/Digital Book development		
Printing of 500 Copies ( inclusive of all taxes) <ul style="list-style-type: none"><li>● Size: 11 inch x 11 inch</li><li>● Pages: 100 + End papers + Cover with Jacket</li><li>● Paper: 170 gsm Art Matt inside and 200 gsm Art Matt Cover and Jacket</li><li>● Binding: Hardbound</li><li>● Colour: 4 Colour with UV on Cover</li><li>● Packaging :5 books in one carton. All books to be covered with reusable plastic packets</li></ul>		
Value : GST : Other Taxes (if any) : Total Cost of Financial Proposal		

GST would be payable at the applicable rates as may be in force from time to time.

**For Financial Evaluation, the "Cost of Financial Proposal" for the period will be considered.** This fixed amount should cover costs/expenses of the bidder for undertaking work as detailed in the Tender document.

Signature  
For and on behalf of  
Name  
Designation

**Seal** \_\_\_\_\_



## Scoring of the Financial Bid and Cumulative Score

A pro-rata score out of 30 points will be assigned to each bidder who qualifies Stage 3 of the process and in whose case the Financial Bid is in the format as specified above.

An illustration of the scoring system, assuming financial bids of 4 bidders are opened, is given below:

Sl. No.	Bidder	Financial Bid Amount	Pro Rata Score (Out of 30)
1	Bidder W	1,20,000	<b>22.5</b> <b>(90,000/1,20,000 * 30)</b>
2	Bidder X	1,00,000	<b>27</b> (90,000/1,00,000 * 30)
3	Bidder Y	90,000	30

## Cumulative Scores

Sl. No.	Bidder	Score in Technical Part	Score in Financial Part	Cumulative Score (Out of 100) ( A+B)
1	Bidder V	70	22.5	92.5
2	Bidder X	66.31	27	93.31
3	Bidder Y	58.94	30	88.94

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## **Annexure 4**

### **Format of Bid Security Document**

Date: [insert date (as day, month and year)]

BidNo.: [ ..... ]

To,

Director Philately  
Department of Posts  
Dak Bhawan, Sansad Marg  
New Delhi -110001

We, the undersigned, declare that:

We understand that, according to your conditions, bids must be supported by a Bid-Securing Declaration.

We accept that we will automatically be suspended from being eligible for bidding in any contract with the Bank for the period of time of 3 years from the date of opening of bid (s)., if we are in breach of our obligation(s) under the bid conditions, because we:

- (a) have withdrawn our Bid during the period of bid validity specified in the Letter of Bid; or
- (b) having been notified of the acceptance of our Bid by the Bank during the period of bid validity, (i) fail or refuse to execute the Contract, if required, or (ii) fail or refuse to furnish the Performance Security.

We understand this Bid-Securing Declaration shall expire if we are not the successful Bidder, upon the earlier of (i) our receipt of your notification to us of the name of the successful Bidder; or (ii) twenty-eight days after the expiration of our Bid.

Signed: [insert signature of person whose name and capacity are shown] In the capacity of [insert legal capacity of person signing the Bid-Securing Declaration]

Name: [insert complete name of person signing the Bid-Securing Declaration]

Duly authorized to sign the bid for and on behalf of: [insert complete name of Bidder] Dated on

\_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_ [insert date of signing]

Seal (where appropriate)

[Note: In case of a Joint Venture, the Bid-Securing Declaration must be in the name of all partners to the Joint Venture that submits the bid.]

## Annexure 5

### Format of Performance Bank Guarantee

To

Senior Postmaster  
Sansad Marg HO  
New Delhi 110001

Whereas, <<name of the supplier and address>> (hereinafter called “the applicant/supplier”) has undertaken, in pursuance of contract no. <<insert contract no.>> dated. <<insert date>> to provide services **for Conceptualizing, Developing, Composing and Designing and limited Printing of Digital Play Book/e Coffee Table Book – India@75 : Journey Through Postage Stamps**

And whereas it has been stipulated by in the said contract that the applicant/supplier shall furnish you with a bank guarantee by a recognized bank for the sum specified therein as security for compliance with its obligations in accordance with the contract;

And whereas we, <<Name of the Bank>>a banking company incorporated and having its head /registered office at <<address of the registered office>> and having one of its office at <<address of the local office>> have agreed to give the supplier such a bank guarantee.

Now, therefore, we hereby affirm that we are guarantors and responsible to you, on behalf of the supplier, upto a total of **Rs. <<Insert Value>> (Rupees <<insert value in words>> only)** and we undertake to pay you, upon your first written demand declaring the supplier to be in default under the contract and without cavil or argument, any sum or sums within the limits of Rs. <<Insert Value>>(Rupees <<insert value in words>>only) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the applicant/supplier before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the applicant/supplier shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This Guarantee shall be valid until <<Insert Date>>

Notwithstanding anything contained herein:

- I. Our liability under this bank guarantee shall not exceed **Rs<<Insert Value>> (Rupees <<insert value in words>> only)**.
- II. This bank guarantee shall be valid up to <<insert expiry date>>.

- III. It is condition of our liability for payment of the guaranteed amount or any part thereof arising under this bank guarantee that we receive a valid written claim or demand for payment under this bank guarantee on or before <<*insert expiry date*>>failing which our liability under the guarantee will automatically cease.

(Authorized Signatory of the Bank)

Seal:



