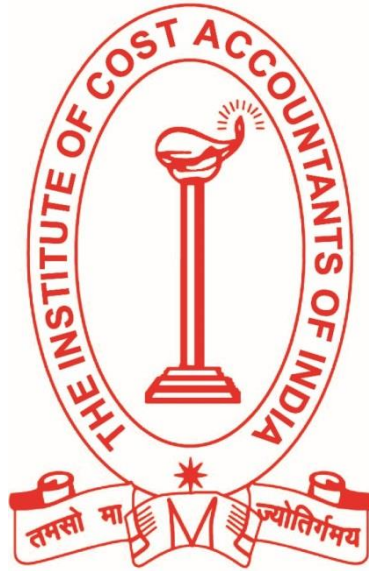


TENDER DOCUMENT

Media Management Services- Media, Press Conference and other related activities for 60th National Cost Convention 2022

Last Date of Submission: Friday, the 13th May, 2022 up to 15:00 Hrs



The Institute of Cost Accountants of India

(Statutory Body under an Act of Parliament)

CMA Bhawan, 3, Institutional Area,
Lodhi Road, New Delhi-110003

Tender Notice

ICMAI/2022/NCC/Media Management

Date: 07th May, 2022

Date of Invitation: May 7, 2022

Date of Closure: May 13, 2022 on or before 15:00 Hrs

The Institute of Cost Accountants of India is organizing 60th National Cost Convention- 2022 (60th NCC-2022) on 27th & 28th May, 2022 at **Indira Gandhi Pratishthan**, Kathauta Chauraha Road, Vibhuti Khand, Gomti Nagar, Lucknow, Uttar Pradesh 226010.

In this connection, sealed quotations are invited for the Media Management Services with regard to the NCC-2022. **The reputed Media Management Service providers based in Delhi / NCR & Lucknow region, who have prior experience of covering large scale events, may apply.**

In case you are interested, the technical Bid (Annexure A) should be duly filled in and signed & stamped on all the pages and kept in a separate sealed envelope marked "A" super scribing as "TECHNICAL BID for Media Management Services – 60th NCC-2022". Name and Address of the bidder has to be mentioned on the envelope.

The Financial Bid (Annexure B) duly filled and signed should be sealed in a separate envelope marked "B" super scribing as "FINANCIAL BID for Media Management Services – 60th NCC-2022". Name and Address of the bidder has to be mentioned on the envelope.

- i) The Envelope "B" should contain the financial bid only.
- ii) The sealed envelopes marked as A and B to be put in a Master Envelope super scribed as "Media Management Services – 60th NCC-2022". The bidder must mention his name address, telephone no. and email id on the main cover.

The scope of work is as follows:

S No.	Description	Size	Qty	Days
(A) Newspaper Advertisement				
1	One Newspaper advertisement in Lucknow edition of leading English & Hindi (Both) Newspaper	Quarter Page or Half Page	1	1
2	Design of newspaper advertisement			
*One must provide quote for Times of India, Navbharat Times, Hindustan Times, Hindustan (Hindi), Amar Ujala, and other local newspaper.				
**To save cost kindly provide quotes for Combo of one Hindi and one English newspaper, like (Times of India +Navbharat Times) (Hindustan Times + Hindustan (Hindi)).				
(B) TV Scroll Advertisement				
1	TV Scroll (10 Sec) in leading Lucknow local news channel Hindi (Equally distributed from 8 am to 8 pm)		20 Per day	7
2	TV Scroll in leading Lucknow local news channel English (Equally distributed from 8 am to 8 pm)		20 Per day	7

S No.	Description	Size	Qty	Days
Kindly provide quote for at least 3 News channel each for Hindi and English				
(C) Radio Advertisement				
1	Radio Advertisement (10 Sec) in leading local FM Channel (Equally distributed from 8 am to 8 pm)		40 Per day	7
Kindly provide quote for at least 3 local FM Channels				
(D) PR Activities				
1	Arranging Pre-Event press conference at Lucknow and inviting Journalist from leading Hindi, English, Business newspapers etc.			1
2	Inviting Journalist from Print Media and Electronic media for Media coverage of 60 th NCC on both days 27 th and 28 th May.			2
*PR agency must ensure that 30 plus journalist attend the pre event press conference and 60 th NCC on both days.				
**PR agency must also ensure that at least 50 percent of journalist should cover the event in their respective media (Print or electronic) within 48 Hrs				

Note: Item and Quantity may vary as per requirement.

Terms and Conditions

1. The Institute of Cost Accountants of India does not bind itself to accept the lowest tender and reserves the right to reject or partially accept any or all of the tenders received, without assigning any reason.
2. Minimum Average Annual Turnover INR 25 Lakhs (Rupees Twenty Five lakhs) during the last 3 financial years.
3. Purchase order will be communicated to the selected vendor by post/email.
4. Taxes shall be paid as applicable and quoted by the vendor.
5. Final Settlement of the Invoice will be made within 15 days subject to meet the requirement.
6. The matter with design will be given by the Institute, (design if any will be made by the vendor and the same must be approved by the concerned officer of the Institute).
7. The committee reserves the right to reject any/ all quotations without assigning any reason there for.
8. Vendor shall quote all inclusive cost for media services as requested by Institute in this tender document.
9. The Institute would not be liable to pay any extra cost to the selected vendor.
10. The assigned work should be finished and delivered as per time frame to be given by the Institute.
11. The vendor shall indemnify, defend and hold harmless the Institute from and against any and all liability, including all loss, damage, cost, expense or otherwise which shall be incurred by the Institute by reason of any default on the part of vendor in execution of work.
12. The Quantity of items may vary (increase/ decrease) at the time of placing the order.
13. For any query/clarification for Tender document, please contact **Dr. Giri Kethraj Additional Director at 011-24666110, 9818863133** during the validity time for receipt of quotations.

Part A: Technical Bid

Details of the Company

S.No.	Details Requested	Provide Details
1.	Name of the Company/ Vendor	
2.	Year of Incorporation/ Establishment (attach proof)	
3.	PAN No	
4.	TAN/ TIN No	
5.	GST No.	
6.	Contact No. & email id	
7.	Complete Address	
8.	Turnover/business Volume per year during last three financial year (Attach proof)- Average Turnover for following three years must be INR 25 lakhs 2020-21 2019-20 2018-19	
9	Experience of undertaking such assignments in last 3 years (Kindly share details of few such assignments)	
10.	RTGS Bank Account Details Bank Name & Address: Bank Account No: IFSC Code: MICR Code: Branch:	

Declaration:-

I, _____ hereby certify that "I am not debarred by Department of Commerce or any Central or State Ministry/Department concerned."

Name and Signature of Bidder / printer with Corporate Seal

Date:

Part B: Financial Bid

S No.	Description	Size	Qty	Days	Unit Price (Rs)	Taxes (Rs.)	Total (Rs.)
(A) Newspaper Advertisement							
1	Name of newspaper or Combo of Hindi & English Newspaper	Quarter Page	1				
2	Name of newspaper or Combo of Hindi & English Newspaper	Half Page	1				
3	Design of newspaper advertisement		1				
*Kindly Provide details for Page no, 1,3, 5 and non-premium page, add rows as per your requirement							
(B) TV Scroll Advertisement							
1	TV Scroll (10 Sec)in leading Lucknow local news channels Hindi (Equally distributed from 8 am to 8 pm)		20 Per day	7			
2	TV Scroll in leading Lucknow local news channels English (Equally distributed from 8 am to 8 pm)		20 Per day	7			
*Kindly provide quote for at least 3 News channels each for both Hindi and English							
(C) Radio Advertisement							
1	Radio Advertisement (10 Sec) in leading local FM Channel (Equally distributed from 8 am to 8 pm)		40 Per day	7			
*Kindly provide quote for at least 3 FM radio channels, add rows as per requirement							
(D) PR Activities							
1	Arranging Pre Event press conference at Lucknow and inviting Journalist from leading newspapers Hindi, English, Business etc.			1			
2	Inviting Journalist from Print Media and Electronic media for Media coverage of 60 th NCC on both days 27 th and 28 th May.			2			

Note:

*The above quantity may increase/ decrease as per requirement.

**Kindly add rows in the table as per your requirement.

Name and Signature of Bidder / printer with Corporate Seal

Date: