



सत्यमेव जयते

**Embassy of India,
Rabat, Morocco**

<http://www.indianembassy rabat.com/>

**TENDER FOR PROMOTION AND PUBLICITY OF 'MOROCCAN AYURVEDA
WEEK' AND 'NAGHMA ZWINA' EVENTS IN MOROCCO**

Tender No.: RAB/321/01/2020

Date: 31 January, 2020

Last date for submission of bids: 20 February, 2020

**Embassy of India
88, Rue Ouled Tidrarine, Souissi, Rabat**

No. RAB/321/01/2020
Embassy of India,
Rabat
(Morocco)
Cultural Wing

Dated: January 31, 2020

NOTICE INVITING TENDER

Embassy of India, Rabat invites Tender under two bid system from registered companies firms for **Promotion and Publicity of 'Moroccan Ayurveda Week' and 'Naghma Zwina' events in Morocco.**

2. The tender documents can be downloaded from the websites <http://www.indianembassy rabat.com/> or <http://www.epublish.gov.in> from **January 31, 2020 to February 20, 2020. No tender fee will be charged for the tender documents.** Please note that any corrigendum/addendum in the above tender documents, if required, will be hosted in the website of the Embassy of India, Rabat, as given above.

IMPORTANT DATES

SI.No.	Events	Date
1.	Tender Publish Date	31.01.2020
2.	Bid Submission start date	31.01.2020
3.	Bid Submission end date	20.02.2020 (at 1730 hrs)
4.	Opening of Technical Bids	21.02.2020 (at 1100 hrs)
5.	Opening of Financial Bids (of only those who qualify in the minimum eligibility criteria)	Date to be intimated later

3. The interested firms should submit the bids in two separate sealed covers, superscribed as "Technical Bid" and "Financial Bid" as per Scope of Work mentioned in **Annexure I**. Both sealed covers should be put in a single enveloped superscribed as "Tender No. RAB/321/01/2020 for **Promotion and Publicity of 'Moroccan Ayurveda Week' and 'Naghma Zwina' events in Morocco** and addressed to "Second Secretary (EEC), 88, Rue Ouled Tidrarine, Souissi, Rabat". The bid should be submitted to the Cultural Wing, Embassy of India, 88, Rue Ouled Tidrarine, Rabat. Please note that no tender documents will be accepted after the expiry of stipulated date and time for the purpose (February 20, 2020 till 1730 hrs) under any circumstances.

4. The Technical Bids will be opened on **February 21, 2020 at 1100 hrs** by a Committee duly constituted by the Competent Authority of the Embassy of India, Rabat. The financial bids of only those bidders, whose Technical Bids are found responsive, shall be opened by the Committee authorized for the purpose.

5. The Competent Authority reserves the right to reject any or all the bids, or cancel the tender, without assigning any reason and the decision of the competent authority of the Mission shall be final and binding.

(Ajay Sethi)
Second Secretary (EEC)
Tel No +212 537 63 58 01
Email: sscom.rabat@mea.gov.in

Section I : SUBMISSION OF PROPOSALS

1. Two bid System:

The two bid system will be followed for this tender. In this system, bidder must submit his offer in two separate sealed envelopes as explained below:

Envelope No. 1: "Technical Bid" shall contain:

- a. The company shall enclose the full company profile with details of its registered office, the name & designation of its contact person along with his telephone/mobile no. and email address. The company should have a valid Registration Number (IF/ICE No.) and proof of the same is to be enclosed.
- b. **Conflicts of Interest.** An undertaking (self-certificate) that the agency hasn't been blacklisted by a Central/State Government institution in India or by any other Govt/ Missions abroad. It shall also have certified that there are no conflicts of interest between any existing contracts.
- c. Duly filled in Technical Bid (**Annexure - II**) with proper seal and signature of authorized person on each page of the bid submitted.
- d. Self Attested copy of TVA Registration certificate, as applicable.
- e. A copy of Certificate of Incorporation, Partnership Deed/Memorandum and Articles of Association, as applicable.

Envelope 2: "Financial Bid" shall contain:

Price Schedule (Annexure - III) complete in all respects with proper seal and signature of authorized person. Both the technical bid and financial bid envelopes should be sealed separately and clearly marked as "Envelope no. 1 - Technical Bid" and "Envelope no. 2 - Financial Bid". Both the sealed envelopes should be placed in a third larger envelope clearly mentioning "Technical Bid & Financial Bid" for '**Promotion and Publicity of 'Moroccan Ayurveda Week' and 'Naghma Zwina' events in Morocco**' and addressed to "**Second Secretary (EEC), Embassy of India, Rabat, Morocco**".

Note 1: Please write tender number on each envelope and seal all the envelopes.

Note 2: Please do not put "Financial Bid" (prices quoted) in the technical bid envelope. If the price quoted is submitted with technical bid, the tender will be rejected.

2. Opening of Technical Bids:

- a. All the technical bids received by the Embassy of India, Rabat will be opened on February 21 at 1100 hrs in the O/o Second Secretary (EEC), Embassy of India, Rabat.
- b. After being opened, the Technical Bids will be evaluated, by the Embassy of India, Rabat, based on the available documents submitted by the bidder.

- c. After evaluation of the Technical Bids, the Embassy of India, Rabat will intimate the date for opening of the Financial Bids of only those bidders who qualify at Technical Bid stage.
- d. Financial Bids of those bidders who do not qualify at Technical Bid stage will be returned to the respective bidders unopened.

3. Opening of Financial bids:

- a. Financial bids of the short listed bidders only will be opened, in the presence of the bidders or their authorized representative, who choose to attend, **date to be intimated later.**
- b. The authorized representative of bidders, present at the time of opening of the bids shall be required to sign an attendance sheet as a proof of having attended the financial bid opening.
- c. The bidder's name, bid prices, discounts and such other details considered as appropriate by the Embassy of India, Rabat will be announced at the time of the opening of the bids.
- d. **Technically accepted competitive bids ONLY will be considered for the opening of Financial Bids.**

4. Period of validity of bids:

- a. Bids shall be valid for a minimum 90 days from the date of submission of bids. A bid valid for a shorter period shall stand rejected.
- b. The Embassy of India, Rabat may ask for the bidder's consent to extend the period of validity. Such request and the response shall be made in writing only.

5. Submission of Bids:

The Bid shall be neatly arranged, plain and intelligible. Each page of the bid should be signed. They should not contain any terms and conditions, printed or otherwise, which are not applicable to the Bid. The conditional bid will be summarily rejected. Insertions, postscripts, additions and alterations shall not be recognized, unless confirmed by bidder's signature.

6. Deadline for Submission of Bids:

- a. Bids must be submitted before the due date and time at the address specified in the tender document. In the event of the specified date for the submission of bids being declared a holiday for the Embassy of India, Rabat, the bid-closing deadline will stand extended to the next working day up to the same time.
- b. The Embassy of India, Rabat may extend this deadline for submission of bids by amending the bid documents and the same shall be suitably notified on the website of the Embassy of India, Rabat.

7. Late Bids:

Any bid inadvertently received after the deadline for submission of bids, will not be accepted and returned unopened to the bidder.

8. Criteria for Award of Contract/Order:

- a. The Embassy of India, Rabat shall award the contract to the eligible bidder whose technical bid has been accepted and determined as the lowest evaluated financial bid.
- b. The lowest price criteria shall be applied on the total.

9. Purchaser's Right to amend Scope of Work:

If, for any unforeseen reasons, the Embassy of India, Rabat is required to change the Scope of Work, this change shall be acceptable to the bidder without change in the unit price quoted.

10. Interpretation of the clauses in the Tender Document

In case of any ambiguity/ dispute in the interpretation of any of the clauses in this Tender Document, Embassy of India's interpretation of the clauses shall be final and binding on all parties.

Section II : MINIMUM ELIGIBILITY CRITERIA

1. The following shall be the minimum eligibility criteria for selection of bidders at technical bid stage of the bidding process:-
 - (a) **Legally Valid Entity:** The Bidder/Bidding Firm shall necessarily be a legally valid entity either in the form of a Limited Company or a Private Limited Company registered under the relevant Act or a firm having trade license granted by Ministry of Commerce to do business in Rabat. The proof for supporting the legal validity of the Bidder/Bidding Firm shall be attached with the bid.
 - (b) **Registration:** The Bidder/Bidding Firm must have TVA/tax registration with the concerned authority. The proof in support of the same shall be attached with the bid documents.
 - (c) **Experience:** The Bidder shall have experience in undertaking similar works/projects for Embassies /Government offices/hotel/large business establishments, etc.
 - (d) Company profile/information regarding key personnel: The bidding company shall also include in its bid details about the company and about its key personnel.
2. Documents supporting the Minimum Eligibility Criteria:
 - (i) As proof of having fully adhered to the minimum eligibility criteria under Section II, 1 (a), attested copies of certificates issued by the respective authority should be attached with the bid documents.
 - (ii) As proof of having fully adhered to minimum eligibility criteria at 1(b), attested copy of tax (TVA) registration certificate should be attached with the bidding document.
 - (iii) As proof of having fully adhered to minimum eligibility criteria at 1(c), attested copies of experience certificates for completed work/ongoing work issued by the Foreign

Embassies/Government offices/hotel/large business establishments, etc. shall be attached with bid document.

- (iv) As proof of having fully adhered to minimum eligibility criteria at 1(d), copies of supporting documents for company profile/information about key personnel may be provided.

SECTION III: SPECIAL CONDITIONS OF CONTRACT (SCC)

1. Prices:

- a. The price quoted shall be considered firm and no price escalation will be permitted.
 - b. Bidders must quote the price in the format given in Price Schedule at **Annexure -III** of this document.
 - c. All amounts are to be quoted only in Moroccan Dirhams.
 - d. The prices quoted should be inclusive of taxes.
- 2.** The company should have an established office with adequate number of staff and infrastructure related to the concerned job in Rabat.
- 3.** No advance payment will be admissible. Payment will be made only after the completion of work to the Embassy's satisfaction.
- 4.** All necessary manpower, material and transport shall be the sole responsibility of the winning bidder.

5. Penalty for delayed Services:

- b. The Embassy of India, Rabat reserves the right to levy penalty @ of 1 % of tender value per week of delay beyond the scheduled deliveries/execution of the order successfully, subject to maximum of 5% of the order value.
- c. The Embassy of India, Rabat reserves the right to cancel the work order in case the delay is more than 02 weeks.

6. Force Majeure:

The Embassy of India, Rabat may consider relaxing the penalty and work requirements, as specified in this document, if and to the extent that, the delay in performance or other failure to perform its obligations under the contract is the result of a Force Majeure. Force Majeure is defined as an event of effect that cannot reasonably be anticipated such as acts of nature (like earthquakes, floods, storms etc.), acts of states, the direct and indirect consequences of wars (declared or undeclared), hostilities, national emergencies, civil commotion and strikes at successful Bidder's premises.

SCOPE OF WORK

1. In connection with the second edition of Moroccan Ayurveda Week being held in three cities of Morocco from 12-19 March 2020 as well as the Festival of Indian culture in Morocco titled “Naghma Zwina” to be held in five cities of Morocco from 26 March to 5 April 2020, the Embassy of India, Rabat is seeking a digital agency to publicize and promote these two events in Morocco in the social media.

2. The agency will develop communication/content strategies and execute them to publicize the two events effectively and widely in Morocco through social media tools such as Facebook, Instagram, etc. in local languages i.e. French and Arabic before and during the events.

3. Cost for following heads need to be listed in the Financial bids:
 - i. Concept development

 - ii. Content creation

 - iii. Dissemination of materials

 - iv. Cost of advertising (per view/likes)

 - v. Agency charges

TECHNICAL BID SHEET

DETAILS OF BIDDER

NAME OF THE COMPANY :

COMPANY'S REGISTRATION DETAILS :

NAME AND DESIGNATION OF
AUTHORIZED REPRESENTATIVE :

COMMUNICATION ADDRESS :

PHONE NO./MOBILE NO. :

FAX/E-MAIL I.D. :

EXPERIENCE DETAILS :

PARTICULAR DETAILS OF THE BIDDER'S

REPRESENTATIVE

NAME OF THE CONTACT PERSON DESIGNATION

PHONE No

MOBILE No

E-MAIL ID

DETAILS ABOUT KEY PERSONNEL OF THE BIDDING COMPANY
(With ID proof/supporting documents)

- 1.
- 2.
- 3.
- 4.
- 5.

(Seal & Signature of the Company)

Financial Bid Proforma

2. Name of the firm:
3. Address of the Registered Office:
4. Correspondence address:
5. Contact details:
 - a. Telephone:
 - b. Fax:
 - c. E-mail:

Sl. No.	Work description	Charges	Remarks, if any
(i)	a) Concept development b) Content creation c) Dissemination of materials d) Cost of advertising (per view/likes) e) Agency charges		
(ii)	Taxes (if any)		
	Total		

[Signature(s) of the Tenderer(s) with Name, Designation, Date & Seal]