



SHORT TENDER NOTICE

No. ASDMA/45/2016/ 19

Dated: 25th April 2016

Assam State Disaster Management Authority invites quotation from Registered Agencies and Firms affixing Rs. 8.25 court fee stamp for carrying out innovative media campaign for the Apartment Society Sensitization Programme.

I. Background

The "Sensitisation Programme on Earthquake in the Apartment Societies" is planned to enhance the capacity of the apartment dwellers and provide risk reduction education in a participatory and innovative manner, using the materials prepared by ASDMA in 200 Apartment Societies in Guwahati City.

ASDMA has conducted similar exercise in the year 2014 in 400 Apartment Societies in two phases. However, it was observed in the exercise that there was want of active participation from the residents in a number of Apartment Societies. Hence, the exercise in 2016 plans to address this issue

II. Scope of Work

The intention of the Authority is to select an Agency/ Firm who can effectively work with the Authority to design and execute innovative media campaign in 200 Apartment Societies in Guwahati City. The aim of the media campaign is to generate awareness about this exercise and also to ensure greater participation from the residents of the Apartment Societies

- A. The Campaign concept should be creative and innovative
- B. The Campaign concept should be participatory in nature. It should go a step further from simple information dissemination to involvement of an audience
- C. The campaign should be packaged in a way where the agency brings the apartment residents for the sensitization activity
- D. The entire activity needs to be video documented.

III. Eligibility criteria

1. Agency/ Firm should be registered under State/Central Government Act.
2. Agency/ Firm should have professional experience in designing and conducting at least Ten Awareness Campaigns
3. Should have at least five person under their payroll


IV. Tender Process

1. The Tender Document envelope containing quotation should be super scribed "Quotation for Innovative Campaign for Apartment Society Sensitization Programme". The bid must be submitted in three separate sealed envelopes

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- a. One for Eligibility Criteria
 - b. Second one for Technical Bids and
 - c. Third one for Financial bids
2. Eligibility Criteria bid should contain the following
- a. Rs. 8.25 court fee stamp to be affixed along with the quotation
 - b. Registration Certificate/ trade licence
 - c. PAN card issued by Income Tax Department to be submitted.
 - d. Up-to-date VAT registration in Assam must be submitted.
 - e. Details regarding the experience of 10 awareness campaigns carried out by the Applicant in the form of either work order or completion reports
 - f. Self - declaration certificate that the Agency was not barred by any PSU/Govt. Dept. in doing projects with them.
3. Technical bids of only those Tenderers will be opened which qualifies the Eligibility Criteria
4. The Technical Bids will be evaluated on
- a. Innovativeness of the Campaign – 50 marks
 - b. Execution Strategy – 50 marks
5. The tenderer has to score a minimum of 60% of total marks to qualify the Technical bid.
6. Financial bids of those Tenderers will be opened which qualifies the technical Bids
7. For the Financial Bid the following points must be followed
- a. The rate of the entire campaign must be quoted.
 - b. The Rates quoted must be inclusive of VAT Charges and other applicable taxes
 - c. The rates are to be quoted in figures as well as in words.
8. The selection in the Financial Bid will be as per lowest quoted rate unless otherwise decided by the Authority
9. The undersigned reserves the right to reject a part or the whole of quotation without assigning any reason thereof.

All queries should be clarified from the ASDMA office during office hours. The quotations must be submitted on or before **5th May 2016 at 3:00 PM**. The quotation shall be opened on the same day after closing and tenderer if any may remain present



Chief Executive Officer
Assam State Disaster Management Authority
Assam Sachivalaya, Dispur

No. ASDMA/45/2016/ 19-A

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Copy to:-

1. Deputy Commissioner, Kamrup Metro with a request to cause display in D. C.'s office Notice Board
2. Administrative Officer, Assam Administrative Staff College, for display in their Notice Board.
- ✓ 3. System Expert, ASDMA for uploading it in the ASDMA official website
4. ASDMA Notice Board.


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Assam Sachivalaya, Dispur