

F. No. C-11002/2015/NGMA

National Gallery of Modern Art  
(Ministry of Culture)  
Jaipur House, New Delhi – 110003  
Ph. 91-011-23384640 ; 23382835  
[www.ngmaindia.gov.in](http://www.ngmaindia.gov.in)

**Tender Notice for Retainership for creatives, designing and allied activities for branding and promotion of NGMA.**

NGMA invites Tender from reputed and experienced individual / firm / consortium of firms of repute for design consultancy services for work of Retainership for Creatives, designing and allied activities for branding and promotion of NGMA.

National Gallery of Modern Art is a subordinate office of Ministry of Culture, Government of India and is a premier Institute of Modern & Contemporary Art in India. Besides organizing exhibitions, NGMA also maintains a State-of-the Art Shop offering various types of exhibition catalogues, portfolios, reproductions and memorabilia, etc., for the benefit of the visitors.

The retainership will initially be for a period of one year which could be extended by the Competent Authority upon satisfactory completion and on mutually agreed terms & conditions. The quotation in the prescribed proforma may please be addressed to the Director, National Gallery of Modern Art, Jaipur House, New Delhi. Interested bidders may submit their bids either in the Tender Box kept at Gate No. 1 or through Speed Post within 15 days from publication of this Tender.

The bid documents containing the specifications, terms & conditions etc., can be obtained against cash payment / DD (in favour of Director, NGMA payable at New Delhi) only of cost of tender form, i.e. Rs. 500/- (Non-refundable) on or before 07.09.2015 up to **01:00 PM** during working hours from the office of NGMA. The tender documents directly downloaded from the website, must be attached with a draft of the tender cost in favour of director, NGMA, New Delhi payable at New Delhi. The tender documents are available on the following website [www.eprocure.gov.in](http://www.eprocure.gov.in) and [www.ngmaindia.gov.in](http://www.ngmaindia.gov.in).

The bids will be opened by the Tender Committee at a time convenient to the NGMA in the presence of the participating bidders who may like to be present.

The last date for submission is 07.09.2015 at 3.00 pm.

Place: NGMA, New Delhi

Date: 24.08.2015

(Director)

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**Scope of Work**

NGMA maintains a well stocked Art Shop offering various types of souvenir items for the benefit of the visitors. In order to appoint a designer on retainership / contract basis for undertaking the designing work of its publications, stationery, souvenir / memorabilia etc., produced from time to time. NGMA is looking for an agency for the following tasks.

**Concept design and detailing of art works for the under mentioned areas, for the National Gallery of Modern Art, New Delhi including the following services :-**

- Design for publicity material for exhibition
- Designs for invitation cards for the exhibitions.
- Designs for Publicity posters, pamphlets for the exhibitions
- Designs for banners for exhibitions
- Designs for directional signage's and title boards for exhibitions
- Designs for introductory panels for the exhibitions
- Designs for catalogues for the exhibitions
- Gallery signage's as per specific exhibitions

**Other allied works**

- Stationery design
- General Publications
- Portfolios
- Greeting cards
- Brochures of all kinds
- Leaflets as per specific requirements
- Prints in various sizes
- Newspaper advertisements
- Books, etc.

The creativity and quality is pre-requisite for all of the work, enlisted below :-

1. The total no. of designs may vary month to month. The main creative work includes : - designing of exhibition catalogue, posters, pamphlets, fliers, gift articles, flex banners, backdrop, vinyl posters, hoardings, etc. - CD stickers and entry stickers., stationery, visiting cards - Dissemination material –Designing and layout of periodic newsletter. - Designing of exhibition material – captions, title panels, time-lines, etc.
2. The design work should be submitted in soft copy as native format file and print file (indesign, pdf, jpg, cdr, png, etc) in a CD or any other storage media.
3. The successful bidder is required to submit work report every month to NGMA in soft with samples of the work done in the entire month.
4. Proposal to be submitted for design work only. The cost of material and printing will be borne by NGMA. The proposal should include computer based designs. Coordination with the third party for this to be done by the NGMA.
5. Graphics, figures and any other visuals should not be copied from any website unless these are freely available. To the extent possible innovativeness and original photos created by the agency have to be used.
6. No copyright violation should be entertained in content and graphics.
7. Advising NGMA on advertising and publicity campaign based on national events and festivals.
8. Delivery schedule (how much time (approx)- response and delivery - will be taken in performing and commissioning the design tasks (creative's) need to be mentioned in the communication).
9. The agency / firm have to provide various options in colors and creative's /designs to enable NGMA to choose one.

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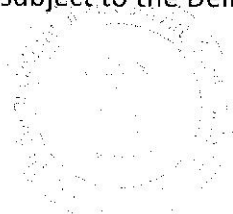
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**Note- Please specify years of experience and turnover at relevant places in the tender**

**General Terms and Conditions**

- 1) The responding designers / designing firm should have undertaken similar job for any reputable Gallery / Museums of comparable standing in the past and shall be capable of design and execute the designing work at short notice.
- 2) The agency should be an organization registered in India under the law applicable to them and should be working in Delhi NCR region for last three years.
- 3) The responding designers / designing firm should have qualified technical staff who possess Degree / Diploma in BFA or Design from NID, College of Art or any other reputed Design / Art Institution.
- 4) **Performance Security Deposit :** The Successful bidder shall deposit an amount of Rs. 25,000/- (Rupees Twenty Five Thousand only) as Performance Security Deposit in the form of Bank Guarantee / Fixed Deposit Receipt drawn in favour of the Drawing and Disbursing Officer, National Gallery of Modern Art, New Delhi, in order to safeguard the interest of the department in all respect. The security deposit shall remain valid for a period of 90 days beyond the date of completion of all contractual obligations of the successful bidder. The security deposit will be forfeited in case non-compliance of the terms and conditions of the Tender Document.
- 5) The agency should have office in Delhi NCR region.
- 6) It should not have been blacklisted by any Government organization.
- 7) Timely submission of quality work is the important condition of this contract, failing which Director (NGMA) deserves the absolute right to cancel the work order, without giving any reason and appoint a new agency.
- 8) Legal dispute, if any, would be subject to the Delhi jurisdiction.



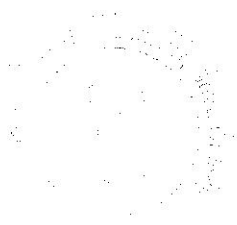
- 9) Agency approaching this office is required to be well acquainted with the kind of work of NGMA before submitting tender.
- 10) The validity of the Bid should be at least 90 days from the last date of submission.
- 11) The bidder has to sign and stamp each page of document.
- 12) Eligibility criteria for applying for the tender.
  - i. Valid PAN/TAN/Tin and Commercial Tax registration for the similar work on the date of application.
  - ii. Proof of past satisfactory assignment of the same nature done in the reputed departments.

These certificates are to be put inside the 1st envelope.

The tenders shall submit the tender in two sealed envelopes ***marked as 1st and 2nd.*** **The first envelope should contain the copies of all relevant documents pertaining to eligibility criteria and second envelope should contain the tender form of the price bid.** In case, the 1st cover is not annexed for eligibility criteria in the proper form as mentioned above in clause (4), and/or the envelope marked 2nd will not be opened at all and the same will be rejected and no representation shall be entertained in this regard. ***These two envelopes are to be put inside the third separate envelop.***

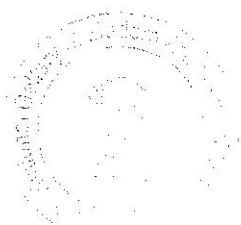
**All sealed cover envelopes must be super scribed "Retainership for creatives, designing and allied activities for branding and promotion of NGMA" on the top of envelop.**

- 13) No unsolicited correspondence shall be entertained after the submission of the bid.
- 14) If an order is placed with the firm, the services shall be governed by an agreement as per NGMA guidelines in force at the time.
- 15) Additional terms and conditions may be incorporated in the work order, if needed, to safeguard the interests of NGMA.
- 16) Tender is not transferable.
- 17) No Agency commission will be paid to any authorized agent in India.
- 18) Accepted rate cannot be altered during the tender agreement period.



- 19) NGMA reserves the right to reject any / all offers without assigning reasons thereof.
- 20) The rates should be exclusive of applicable taxes and charges.
- 21) This contract will remain in force for one year, which can be extended for another one year with mutual consent.
- 22) No advance payment shall be made for execution of work order.
- 23) Payment will be released after submission of Bill in triplicate. The payments for the supply will effected through Electronic Transfer / RGTS and the tenderers are required to furnish their Bank Details, as and where necessary.
- 24) The bidder has to submit client list with NGMA.
- 25) The bidder has to submit work samples of creatives and designs and any other material which sustains the case for bidder along with the technical bid.
- 26) Director , NGMA , may at his discretion visit the office of a successful bidder before award of work-order.
- 27) The technical bids will be opened by the Tender Committee at a time convenient to the NGMA in the presence of the participating bidders who may like to be present.
- 28) The conditional bids shall not be considered and will outrightly rejected.
- 29) The NGMA reserves the right to amend or withdraw any of the terms and conditions contained in the Tender Document or to reject any or all tenders without giving any notice or assigning any reason ; even the lowest tender does not necessarily qualify for the order. The decision of the Director (NGMA) in this regard shall be final and binding on all.
- 30) Termination Clause : The contract can be terminated anytime without assigning any reason / notice by the NGMA.

  
Director  
National Gallery of Modern Art  
New Delhi  
27-2-2015



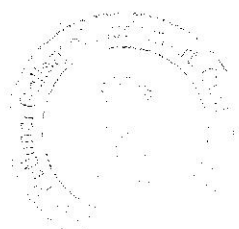
**TECHNICAL BID**

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**Tenderer must submit the following information along with his bid**

1)	Name of the firm	:	
2)	Address	:	
3)	Head Office	:	
4)	Status/Constitution (proprietary, private Ltd. etc)	:	
5)	Owner /Founder	:	
6)	Support Contacts	:	
7)	Staff strength and capabilities (annexure I)	:	
8)	Experience/Domain expertise (annexure II)	:	
9)	PAN number	:	
10)	TAN number	:	
11)	TIN number Attachment: (a) Annexure I (b) Annexure II	:	

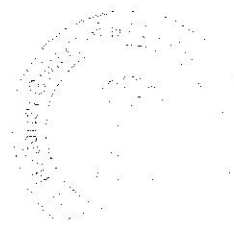


**Annexure-I**

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Details of key staff members:

Sr No.	Name of Employee / Staff member	Designation	Qualification	Experience in years



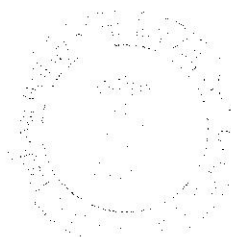


**Annexure-II**

**Tender Notice for Retainership for creatives, designing and allied activities for branding and promotion of NGMA.**

**Details of experience:**

Sr No.	Name of Company / firm / Art Gallery	Name of project	Details of assignments



**FINANCIAL BID**

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Price must be quoted in the following format

Sr.No.	Description	Total Price
1.	Per month fee of Retainership for creative's ,designing and allied activities for branding and promotion of NGMA.	Rs _____ per month.
2.	Taxes, if any	

Date:

Authorized Signatory \_\_\_\_\_

Place:

Name, Signature With stamp

