

F.No. C.11012/2017-18/NGMA  
National Gallery of Modern Art  
(Ministry of Culture)  
Jaipur House, New Delhi-110003  
Ph.91-011-23384640; 23382835

Tender Notice for 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 catalogues, portfolios, reproductions and memorabilia, etc; for the benefit of the visitors.

NGMA invites Tender for Rate :- contract under two bid system from reputed and experienced individual/ firm/ consortium of firms or reputed for design consultancy service for work of Retainership for Creative, designing and allied activities for branding and promotion of NGMA. The retainership will initially be for a period of one year extendable by mutual consent. The quotation in the prescribed proforma may please be addressed to the Director General, National Gallery of Modern Art, Jaipur House, New Delhi so as to reach him on or before **08 August 2018 at 3.00 pm.**

The bit documents containing the specifications, terms & conditions etc; can be obtained against cash payment/ DD (in favour of Drawing & Disbursing Officer, NGMA, New Delhi, payable at New Delhi) only of cost of tender, i.e; Rs.200/- ( Non-refundable) on or before **08 August 2018 at 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 Drawing & Disbursing officer, NGMA, New Delhi payable at New Delhi. The Tender documents are available on the following website [www.ngmaindia.gov.in](http://www.ngmaindia.gov.in) and [www.eprocure.gov.in](http://www.eprocure.gov.in) upto 08 August 2018.

Vendors who are interested to submit their bid can do so by following the terms and conditions mentioned in this document. The technical specifications are mentioned in the attached annexures.

The last date for submission is 08 August 2018 at 3.00 pm

Place: NGMA, New Delhi  
Date: 23.07.2018

  
(Adwaita Charan Garanayak)  
Director General

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### **Specifications for 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 to design presentation of graphics design that will have contemporary global styling with understanding of printing technique blends in design such as 3D sculptured embossing, UV texturing and knowledge of screen print 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 / newsletters 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 below work.

- 31) 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 until these are freely available. To the extent possible innovativeness and original photos created by the agency 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.

### **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 the following :-
  - i) Master of Fine Arts as regular candidate.
  - ii) Fdegree / MFA Diploma in printmaking or Design from NID or any other reputed Fine 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 the contract, failing which Director General (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/GST and commercial Tax Registration for the similar work on the date of application.
  - ii) Proof of past satisfactory of the same nature done in the reputed departments.

These certificates are to be put inside the 1<sup>st</sup> Envelope.

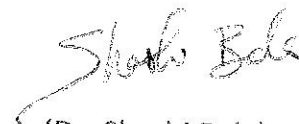
The tenders shall submit the tender in two sealed envelopes marked as 1<sup>st</sup> and 2<sup>nd</sup>. The 1<sup>st</sup> envelope should contain the copies of all relevant documents pertaining to eligibility criteria and 2<sup>nd</sup> envelope should contain the tender form of the price bid.

In case, the 1<sup>st</sup> cover is not annexed for eligibility criteria in the proper form as mentioned above in Clause (3), and or the envelope marked 2<sup>nd</sup> will 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 3<sup>rd</sup> separate envelope.

All sealed cover envelopes must be superscribed "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) The tenderer is eligible only for accepted tender rates and not eligible for any other charges.
- 20) NGMA reserves the right to reject any / all offers without assigning reasons thereof.

- 21) The rates should be exclusive of applicable taxes and charges.
- 22) This contract will remain in force for one year, which can be extended for another one year with mutual consent.
- 23) No advance payment shall be made for execution of work order.
- 24) Payment will be released after submission of bill in triplicate. The payments for the bill will be effected through Electronic transfer / RGTS and the tenderers are required to furnish their Bank Details, as and where necessary.
- 25) The bidder has to submit client list with NGMA.
- 26) 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.
- 27) Director General (NGMA) may at his discretion visit the office of a successful bidder before award of work order.
- 28) 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.
- 29) The conditional bids shall not be considered and will outrightly rejected.
- 30) 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 General (NGMA) in this regard shall be final and binding on all.
- 31) Termination clause: The contract can be terminated anytime without assigning any reason / notice by the NGMA.

  
(Dr. Shashi Bala)  
Curator  
NGMA, New Delhi