

**DIRECTORATE OF INCOME TAX**  
(Public Relations, Printing Publications & Official Language)  
6<sup>th</sup> Floor, Mayur Bhawan, Connaught Circus, New Delhi-110 001

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Dated:28.09.2015

**Limited Tender Notice for Departmental pavilion in Exclusive lounge of the Income Tax Department at the Times of India presents "Times Utsav", Bandra Kurla Complex, Mumbai**

The Directorate of Income Tax (PR,PP&OL) invites sealed financial bids from all 12 empanelled Ad agencies as well as the Ad agencies which appeared for the presentations for empanelment for 2015-16, for conceptualization, fabrication and maintenance of the Pavilion of Income Tax Department at "**Times Utsav**", **Bandra Kurla Complex, Mumbai** from **16<sup>th</sup> – 25<sup>th</sup> October, 2015**. Specifications of the job and other terms and conditions are attached with this letter and can also be obtained from Room No. 603, 6<sup>th</sup> Floor, Mayur Bhawan, Connaught Circus, New Delhi-110001, on **29<sup>th</sup> September, 2015** and **30<sup>th</sup> September, 2015** between **11.00 A.M. to 5.00 P.M.**

Sealed quotations in prescribed format along with EMD of Rs.50,000 drawn in favour of DDO, ZAO,CBDT New Delhi and addressed to Director of Income Tax (PR,PP&OL), 6<sup>th</sup> Floor, Mayur Bhawan, Connaught Circus, New Delhi-110001, superscribed "Financial Bid" respectively should be placed in one Sealed Envelope superscribed "for conceptualization, fabrication and maintenance of Pavilion of Income Tax Department at the **Times Utsav**" and should be dropped in the tender box kept in Room No.603, 6<sup>th</sup> Floor, Mayur Bhawan, Connaught Circus, New Delhi-110001 latest by **5.00 P.M. of 1<sup>st</sup> October 2015**. The Tender shall be opened at 5.00 P.M. on **5<sup>th</sup> October 2015** in Conference Hall, 5<sup>th</sup> Floor, Mayur Bhawan, Connaught Circus, New Delhi. The bidders may, if they so desire, send one representative to be present at the time of opening of the Tender.

The Directorate reserves the right to cancel the Tender process without assigning any reason thereof. For any queries in the matter, contact may be made at Telephone No. 011-23411797.

Sd/-  
(Salil Bijur)  
DDIT (Publicity) - I  
Tel: 011-23411797

**TENDER NOTICE**

**Sub: Tax Payers' lounge for Departmental pavilion in Exclusive lounge of the Income Tax Department at the Times of India presents "Times Utsav", at Bandra Kurla Complex, Mumbai**

The Directorate of Income Tax(PR,PP&OL) New Delhi, invites Financial Bids from its empanelled Ad agencies for conceptualization, fabrication and maintenance of Pavilion of Income Tax Department for **Departmental pavilion in Exclusive lounge of the Income Tax Department at the Times of India presents "Times Utsav", at Bandra Kurla Complex, Mumbai** from 16<sup>th</sup> – 25<sup>th</sup> October, 2015.

**2. Specification of work:**

2.1 Sealed quotations are invited for the following work:-

The Pavilion has to be fabricated for **Departmental pavilion in Exclusive lounge of the Income Tax Department at the Times of India presents "Times Utsav", at Bandra Kurla Complex, Mumbai** from 16<sup>th</sup> – 25<sup>th</sup> October, 2015 in an area of 136 sq. mtr. (17 mtrs. Frontage x 8 mtrs. Depth) (open on two sides) (map is attached). **The length, breadth and height of the Pavilion will be 17 x 8 x 2.4 mtr. respectively.** In this regard, conceptualization, making of design, modification of designs from time to time as per the requirement and instructions of the Department, presentation of the designs before the Department, modifications thereof as per requirements, presentation of the revised design/model before the Department and upon selection of the design, model, fabrication of the actual Pavilion as per the requirement, specification, time schedule and instructions by the Department and maintenance of such Pavilion of Income Tax Department during **"Times Utsav", at Bandra Kurla Complex, Mumbai** from 16<sup>th</sup> – 25<sup>th</sup> October, 2015 is the main work required to be undertaken on a **turnkey basis**.

2.2 The said design should include the following:-

- (i) Flooring of the stall should be at a height of 4 inch above the ground level. The floor should have wooden finish or vitrified tile finish.
- (ii) One sitting room with 2 executive quality sofa sets and 3 centre table.
- (iii) One store room with shelves to store the books, stationery, etc.

- (iv) Two reception counters and one counter each for e-filing, 26AS and PAN, along with adequate furniture/chairs and storage space. Laptops should be provided for the counters other than the reception counters along with provision for 3G dongles for Internet support.
- (v) Provision of a drawing area for children along with sufficient stationery for holding drawing competitions throughout the duration of "Times Utsav".
- (vi) One counter for issue of photo certificates of 170 GSM along with adequate equipment and technical support.
- (vii) Two book shelves made of glass and 3-4 brochure stands.
- (viii) Three elegant glass round tables along with 4 sleek chairs for each table. Provision for two dozen extra chairs for seating within the lounge must also be made. Planters etc. for the stall should also be provided.
- (ix) Provision of 4 LCD/Plasma screens (42" or above) and 2 LCD/Plasma screens (55" or above) along with DVD players/laptops for running videos/presentations.
- (x) Provision for high quality Hindi / English speaking manpower in adequate numbers to manage the stall including hostess, MC, supervisors, cleaners, security guards, technicians, etc.
- (xi) Branding and signage including standees etc. using flex/vinyl and back lit material as appropriate for the stall as per the requirement of the Department.
- (xii) The backdrop and fascia for the stall has to be designed by the agency.
- (xiii) Lighting (spot lights and halogens) as per the design and requirement to the satisfaction of the Department.
- (xiv) High quality sound system for making announcements as well as providing audio to the film being run on the LCD screens.
- (xv) The agency shall arrange for passes from "Times Utsav" when required for the lounge.
- (xvi) Tea/coffee vending machine and provision for lunch/snacks etc. for the personnel deputed as well as dignitaries visiting the stall.
- (xvii) The agency shall distribute gift items for (a) children (b) other taxpayers/dignitaries with proper branding of the Department during various competitions organized during the event.

- (xviii) The agency would also be required to engage 8 Tax Return Preparers (TRPs) to manage the information counters at a remuneration of Rs. 750/- per day per TRP. The Department would reimburse the agency on the basis of actual not exceeding Rs. 60,000/- (Rs.750/- x 8 TRPs x 10 days).
- (xix) Any other item required by the Department for smooth running of the stall.
- (xx) The copyright of the work shall vest with this Directorate and it would have exclusive rights on the work and the awards won, if any.

2.3 The actual structure should be as per design submitted at the time of presentation tentatively on **5<sup>th</sup> October 2015** after incorporating all the suggestions made by the Department from time to time.

### 3. Time Frame

The agency shall, immediately upon the receipt of work order, coordinate with the organizers of “**Times Utsav**”, at Bandra Kurla Complex, Mumbai, for taking possession of the bare space for fabrication of the stall on **13.10.2015** incorporating all the modifications suggested by the Department in the design presented by the agency. The agency shall also get the final designs, brandings, signages etc. approved by the Directorate and ensure that the fabrication of stall is completed by **15.10.2015**. Thereafter, the said Pavilion should be maintained as such till **25.10.2015**.

4. The bidder agencies will have to submit sealed envelope duly marked as tender for **Departmental pavilion in Exclusive lounge of the Income Tax Department at the Times of India presents “Times Utsav”, at Bandra Kurla Complex, Mumbai** from **16<sup>th</sup> – 25<sup>th</sup> October, 2015**. The said envelope is to be marked for “**Financial Bid**” and should contain all cost estimates.

### 5. Financial Bid

Envelope super-scribed “**Financial Bid**” should contain consolidated cost estimates within an upper limit of **Rs. 15,50,000/-** (exclusive of applicable service tax) for the entire work. The agencies are required to understand the work properly before quoting the rates. The Financial Bid should be submitted along with copies of the proposed design. The said Financial Bid should include all the expenses in respect of conceptualization, fabrication & maintenance of Pavilion during **Exclusive lounge of the Income Tax Department at the**

**Times of India presents “Times Utsav”, at Bandra Kurla Complex, Mumbai from 16<sup>th</sup> – 25<sup>th</sup> October, 2015** which includes all material, labour charges and incidental charges for fabrication and maintenance of the Pavilion in **Annexure ‘A’** attached with the Tender Notice.

**7. Earnest Money**

Earnest money deposit (EMD) / Bid Security of **Rs.50,000/- (Rupees Fifty Thousand Only)** in the form of A/c Payee Demand Draft or Pay Order in favour of **“DDO, ZAO, CBDT, New Delhi**, payable at New Delhi should accompany the bids and the same will be returned to unsuccessful bidders, after the tender process is completed. In case of non-performance of the contract, the entire amount of EMD of the Agency shall be forfeited.

**8. Selection Process**

All the participating empanelled Ad agencies would be asked to make presentation before the Tender/Screening Committee on **5<sup>th</sup> October, 2015** (tentatively) for evaluation. The time of presentation will be conveyed subsequently. Since this assignment involves high quality creativity and innovative approach, final selection shall be made on the basis of creative quality and design by giving **70:30 weightage** to creative presentation & Financial Bid respectively. Concept, innovative ideas and creativity in designing the Pavilion would be given **utmost** importance while evaluating the design and presentation by the said agency. The Screening Committee will evaluate the presentation on the criteria mentioned in **Annexure ‘B’** and agencies obtaining more than 70 points with minimum of 50% in each criteria specified will be eligible for the opening of Financial Bid. Financial Bids will be opened only for such short-listed agencies. The decision of this Directorate with regard to selection of agency will be final and binding and no communication in this regard will be entertained.

**9. Payment**

- (i) Bills may be raised on the basis of approved estimates after satisfactory completion of the work. Payment will be made only after the execution of work carried out by the agency to the satisfaction of the Directorate.
- (ii) No advance payment shall be made.
- (iii) Deduction at source for income tax or any other tax as applicable shall be made as per rules.

- (iv) This Directorate shall not be liable for any default of payment by the agency to the parties involved or engaged by it for this project.
- (v) Service tax as applicable with education cess would be payable only after submission of documentary evidence of deposit by the agency.
- (vi) This Directorate shall not entertain any claim or damages, whether liquidated or otherwise, that may arise from any other party during or after the completion of all works pertaining to the Pavilion.

#### **10. Penalty**

In case the agency fails to complete the fabrication work as per its design along with modification suggested by the Department within stipulated period i.e. on or before 15.10.2015, penalty of **Rs.50,000/- per day** will be imposed on the agency. In case the Pavilion is not completed before **16.10.2015**, in addition to the penalty mentioned herein before, proportionate amount of rent expense paid by the Department to the **“Exclusive lounge of the Income Tax Department at the Times of India presents “Times Utsav”, at Bandra Kurla Complex, Mumbai from 16<sup>th</sup> – 25<sup>th</sup> October, 2015”** for the said space will also be recovered. In case of failure to complete the work to the satisfaction of the Directorate, the Agency will be liable to penalty and legal action may also be initiated against the agency for non-performance of the contract.

#### **11. Submission and opening of tender**

- (i) The tender should reach this Directorate by **1700 hours on 1<sup>st</sup> Oct., 2015**.
- (ii) Separate sealed envelope should be used for Financial Bid.
- (iii) Financial Bids should be submitted separately as annexed with this tender notice.
- (iv) Tenders received late will not be entertained.
- (v) Incomplete or conditional tenders will not be entertained.
- (vi) Bidders shall not be permitted to alter or modify their bids after expiry of the deadline for receipt of bids.
- (vii) The sealed tender should be super-scribed for conceptualization, fabrication and maintenance of Pavilion of Income Tax Department during **“Exclusive lounge of the Income Tax Department at the Times of India presents “Times Utsav”, at Bandra Kurla Complex, Mumbai from 16<sup>th</sup> – 25<sup>th</sup> October, 2015”**.
- (viii) The Financial Bids of only those Agencies shall be opened which qualify the minimum requirements after presentation as details in para 8 supra.

- Last date of issue of Tender form : 1700 hours on 30<sup>th</sup> September 2015
- Last date and time of receipt of tender : 1700 hours 1<sup>st</sup> October 2015
- Date and time of opening of tender : 1700 hours on 5<sup>th</sup> October 2015

(ix) One representative of the bidder may be present at the time of opening of tender.

12. The Directorate reserves the right to cancel the tender process without assigning any reasons.

13. All disputes shall be subject to the territorial jurisdiction of Delhi.

14. For any clarifications, interested parties may contact the undersigned:



Safil Bijur  
DDIT(Publicity)  
O/o DIT(PRPP&OL), New Delhi  
Ph. 011-23411797

**Annexure 'A'**

**Financial bid for fabrication, conceptualization and maintenance of Departmental pavilion in Exclusive lounge of the Income Tax Department at the Times of India presents "Times Utsav", at Bandra Kurla Complex, Mumbai**

S.No.	Work	Rate (Rs. per person / item)	Cost (Rs.)
1	<p>Conceptualization, designing and fabrication of the Pavilion in "Mumbai Shopping Festival" at Bandra Kurla Complex, Mumbai in an area of 136 sq. mtr. (17 mtrs. Frontage x 8 mtrs. Depth) (open on two sides) respectively required to be undertaken on a turnkey basis, including maintenance of the pavilion during entire duration of "Mumbai Shopping Festival" at Bandra Kurla Complex, Mumbai. This should include:-</p> <ul style="list-style-type: none"><li>• One sitting room with 2 executive quality sofa sets and 1 centre table.</li><li>• One store room with shelves to store the books, stationery, etc.</li><li>• Drawing area for children alongwith sufficient stationery for holding drawing competitions throughout the duration of the Mumbai Shopping Festival at Bandra Kurla Complex, Mumbai.</li></ul>		
2.	The backdrop, facia & brandings / signages for the stall.		
3.	Flooring of the stall at a height of 4 inch above the ground level. The floor should have wooden finish or vitrified tile finish.		
4.	Two reception counters and one counter each for e-filing, 26AS and PAN, alongwith adequate furniture/chairs and storage space. Laptops should be provided for the counters other than the reception counters.		



5.	One counter for issue of photo certificates of 170 GSM to children alongwith adequate equipment and technical support.		
6.	Two book shelves made of glass and 3-4 brochure stands.		
7.	Three elegant glass round tables alongwith 4 sleek chairs for each table. Provision for two dozen extra chairs for seating within the lounge must also be made. Planters etc. for the stall.		
8.	Provision of 4 LCD/Plasma screens (42" or above) and 2 LCD/Plasma screens (55" or above) alongwith DVD players/laptops for running videos/presentations.		
9.	Provision for high quality English / Hindi speaking manpower in adequate numbers to manage the stall including hostess, MC, supervisors, cleaners, security guards, technicians, etc.*		
10.	Lighting (spot lights and halogens) as per the design and requirement.		
11.	High quality sound system for making announcements as well as providing audio to the film being run on the LCD screens.		
12.	Tea/coffee vending machine and provision for lunch/snacks etc. for the personnel deputed as well as dignitaries visiting the stall limited to Rs. 50000/-.		
13.	Misc. items required for smooth running of the stall limited to Rs. 50,000/-.		
14.	Prizes/gifts/takeaways to be given to children/participants with branding of the Dept limited to Rs. 75,000/-		

Annexure 'B'

Name of Agency:

Date of Presentation:

Sl.No.	Item	Points	Remarks
1.	Concept/Theme	20	
2.	Innovation	20	
3.	Design/Creativity	20	
4.	Key personnel involved	10	
5.	Past experience	10	
6.	Ideas for enhancing public participation	10	
7.	Branding, space and design	10	
	<b>Total</b>	<b>100</b>	