



SUNDARBAN CO-OPERATIVE MILK & LIVESTOCK PRODUCERS' UNION LTD., SOUTH 24 PARGANAS

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NOTICE INVITING e-TENDER (2nd Call) FOR

Publicity & Offline Brand Promotion through Alteration in Product Packaging Design Artwork

NIT No.: SMLU/HO/SAD/e-NIT (2nd Call)/22-23/284

Date: 29.08.2022

Sundarban Cooperative Milk & Livestock Producers' Union Ltd., South 24 Parganas is inviting Online Tender (e-Tender) in two bid system for Publicity & Offline Brand Promotion through Alteration in Product Packaging Design Artwork as per specification terms and conditions mentioned hereunder:

IMPORTANT DATE AND TIME SCHEDULE

| Sl. No. | Particulars | Date & Time |
|---------|---|--------------------------|
| 1 | Date of uploading (Publishing) of N.I.T. Documents (Online) | 29.08.2022 at 1530 hrs |
| 2 | Documents download start date (Online) | 29.08.2022 at 1535 hrs |
| 3 | Technical Bid proposal submission start date (Online) | 29.08.2022 from 1535 hrs |
| 4 | Bid Submission end date (Online) | 05.09.2022 at 1500 hrs |
| 5 | Technical bid opening date | 07.09.2022 at 1600 hrs |
| 6 | Financial Bid Opening date | To be notified later |

Details of the work:

| | |
|-------------------------------|---|
| Nature of Work | Publicity & Offline Brand Promotion through Alteration in Product Packaging Design Artwork |
| Scope of Work | <p>Product Packaging Design Artwork for Sundarini products like Organic Milk, Ghee, Honey, Rice, Dal, Oil, Sweets, Snacks etc. The work will include Master Packaging Design, Variant Packaging Design and Packaging Size Adaptation towards creating brand promotion and publicity in the market.</p> <p>Based on this tender PO may be placed to the selected bidder for supplying designs of different category of products with variant and size adaptation as per requirement and as per selected Master/Variant/Size Adaptation per Unit Rates.</p> |
| Bid Inviting Authority | Managing Director, Sundarban Cooperative Milk & Livestock Producers' Union Ltd. |

| | |
|--|---|
| Statutory & Non Statutory Documents | <ol style="list-style-type: none"> 1. COMPANY PROFILE which consists of MOA & AOA etc. Declaration that the Company is operational for at least 3 years. 2. GSTIN (GST Registration Certificate) 3. PAN CARD 4. INCOME TAX RETURN of last 3 years. 5. COPY OF AFFIDAVIT as per Annexure-II DULY SIGNED & SEALED AND NOTARIZED BY THE BIDDER. 6. MINIMUM 03 YEARS OF WORK EXPERIENCE in Packaging Designing, Creative Designing etc. COMPLETION CERTIFICATES as a proof of EXPERIENCE must be uploaded. 7. MINIMUM TURN OVER of Rupees 10 (ten) Lakhs. AUDITED BALANCE SHEET of last 3 years. 8. CLIENTELE BASE 9. WORK PROFILE 10. TESTIMONIALS, IF ANY OR CASE STUDY/SUCCESS STORY where creative designs and packaging designs have resulted in favourable outcomes, preferably implemented by the agency. <p>All these documents are mandatory. Failure to upload the documents will result in disqualification in technical bid evaluation.</p> |
| Earnest Money Deposit | Not Applicable. The Bidder has to give Bid Security Declaration as per format specified at Annexure-III |
| Technical Bid Evaluation | The Technical Bid will be evaluated by the Tender Committee. Bidders shall upload all the necessary documents in the Technical Folder which will be verified and evaluated by the Tender Committee. |
| Financial Bid | <p>Rate shall be quoted in the Financial bid.</p> <p>The bidder shall quote the rate online through Computer only in the space marked for quoting rate in the Bill of Quantities (BOQ). Only downloaded copies of the above documents, digitally signed by the bidder are to be uploaded (Excel file).</p> <p>The rate quoted per unit item by the tenderer shall be inclusive of all elements of taxes and duties, demands, tolls etc. The tenderer shall include income tax, GST etc. as applicable, octroi if any and all other charges if applicable while quoting the rate, FOR (freight on road) delivery of the material in the place of delivery installation and commissioning.</p> |
| Validity of Bid | 365 days |
| e-Tender registration and bidding | <p>ONLINE BID SUBMISSION:</p> <p>The bidders are required to submit the Technical and Financial bid documents ONLINE i.e. uploading of the documents complete in all respect by following the Online Bid submission procedure.</p> |

| | |
|------------------------------|---|
| Download of Tender | <p>1. Download of Tender</p> <p>Tender to be downloaded only from the e-Tendering portal of Govt. of West Bengal i.e. https://wbtenders.gov.in. The tender will be submitted in two bid system i.e. Technical bid & Financial bid only through online.</p> <p>2. Online Bid submission procedure</p> <ol style="list-style-type: none"> i. Registration of Bidders: Agencies/Bidders who are interested in participating e-tenders will have to get enrolled & registered with the Government e-Procurement system through logging on to https://wbtenders.gov.in ii. Digital Signature certificate (DSC): Each bidder is required to obtain a class-II or Class-III Digital Signature Certificate (DSC) having Signing and Encryption certificate for submission of tenders from the approved service provider of the National Information's Centre (NIC) on payment of requisite amount or any service provide as may be allowed by the Finance Department, Govt. of West Bengal. iii. Tender Download: The bidders can search & download NIT & Tender Documents electronically from computer once he logs in to the e-Tendering portal https://wbtenders.gov.in using the Digital Signature Certificate. This is the only mode of collection of Tender Documents. iv. Submission of Tenders: General process of submission, Tenders are to be submitted through online to the stipulated website in two folders, (one is Technical Bid & the other is Financial Bid) before the prescribed date & time using the Digital Signature Certificate (DSC). The documents are to be uploaded duly digitally signed. The documents will get encrypted (transformed into non readable formats). |
| Award of Contract | The bidder selected after evaluation of financial bid by the tender committee will be given Award of Contract, subject to fulfillment of Terms and Conditions provided in the tender. |
| Publication of Tender | <ol style="list-style-type: none"> 1. E-Procurement Portal Govt. of West Bengal (https://wbtenders.gov.in) 2. South 24 Parganas District Website (https://s24pgs.gov.in) 3. Website of the Milk Union (https://www.sundarini.organic) 4. Office Notice Board |

Detailed Specifications of Requirement:

| Name of the Components | Qty. |
|--|--------|
| Publicity & Offline Brand Promotion through Alteration in Product Packaging Design Artwork | 01 Job |

Component-wise Detailed Technical Specification:

| Name of the Item | Specifications of the Item(s) |
|-------------------------------------|---|
| Product Packaging Designing Artwork | <p>a) Designing of Sundarini products in order to grab potential customers, increase sales conversion with <u>smart, attractive, strategic and contemporary look keeping the vision, mission of the organization, competitor brands, brand promotion and USP of Sundarini products.</u></p> <p>b) Master Packaging Design for each category of products</p> <p>c) Variant Packaging Design for all variants of products under each Master Design</p> <p>d) Packaging Size Adaptation for various sizes of variants of products under each Master and Variant Designs</p> <p>e) Multiple design concepts</p> <p>f) Unlimited modifications till the time complete satisfaction of the Competent Authority</p> <p>g) Complete final print ready files and OPEN & EDITABLE TYPE File handover</p> <p>h) Recommendation for choosing Packaging Type, Material, Possible Sourcing etc.</p> <p>i) Tentative list of products along with Category, Variant and Size details are provided below</p> |

| LIST OF SUNDARINI PRODUCTS FOR PACKAGING DESIGN ARTWORK | | |
|---|---------------------------------------|-----------|
| Category (Master) | Product (Variant) | Pack Size |
| Organic Milk (in glass bottle) | Whole Cow Milk | 500 ml |
| | Whole Cow Milk | 1000 ml |
| | Double Toned Milk | 500 ml |
| | Double Toned Milk | 1000 ml |
| | Skimmed Milk | 500 ml |
| | Skimmed Milk | 1000 ml |
| Paneer (in BOPP Pouch) | Organic Malai Paneer | 200g |
| | Fresh Paneer | 200g |
| Curd (in Cup) | Misti Doi (Sweet Curd) | 80g |
| | Plain Curd | 80g |
| Butter | Handcrafted Butter | 50g |
| Ghee (in glass bottle) | Premium Cow Ghee | 200 ml |
| | Premium Cow Ghee | 400 ml |
| | Organic Cow Ghee | 250 ml |
| | Bilona Cow Ghee | 100 ml |
| | Bilona Cow Ghee | 350 ml |
| Honey (in glass bottle) | Mangrove Honey | 250g |
| | Mangrove Honey | 500g |
| | Organic Wild Sundarban Honey | 325g |
| Organic Wood Press-Cold Pressed Oil (in glass bottle) | Wood Pressed Cold-Pressed Mustard Oil | 1 Lt. |
| Syrup-based Sweets (in Can) | Kolkata Rasogolla | 1 Kg |
| | Gulab Jamun | 1 Kg |

| | | |
|--|--|-------|
| Organic Cereals (in BOPP Pouch and Kraft Paper Pouch) | Dudheswar Rice | 1 Kg |
| | Dudheswar Rice | 10 Kg |
| | Brown Rice | 1 Kg |
| | Gobindabhog Rice | 500g |
| | Gobindabhog Rice | 1 Kg |
| | Radhatilak Rice | 500g |
| | Radhatilak Rice | 1 Kg |
| | Sona Moong Dal | 500g |
| | Sona Moong Dal | 1 Kg |
| Dry Sweets | Soan Papri/Laddu/Kaju Barfi Box | 500g |
| Dry Snacks | Jhuri Bhaja, Coconut Namkeen, Chira Bhaja, Nimki | 200g |

GENERAL TERMS & CONDITIONS

1. The documents submitted by the bidders should be properly indexed & digitally signed.
2. During the scrutiny, if it comes to the notice to the tender inviting authority that the credential(s) and/or any other paper(s) has/have been of any bidder found incorrect/ manufactured/ fabricated, that bidder will not be allowed to participate in the tender process and that application will be rejected outright. Sundarban Cooperative Milk & Livestock Producers' Union Ltd. reserves the right to cancel the N.I.T. at any time without showing any reason and no claim in this respect will be entertained.
3. During evaluation the Committee may summon any bidder and seek clarification/information regarding bids within the stipulated time frame. In case the bidders fail to clarify any query during the stipulated time frame the bid shall be liable for rejection.
4. The Milk Union may reject any bid from any party with unsatisfactory performance with the Milk Union or any other Milk Union in the past.
5. Inspection of materials may be undertaken at the supplier's premises whenever necessary by the Tendering Authority/ any officer authorized by the undersigned.
6. The Bidders must have local arrangement (within West Bengal) for 'prompt after sale service' of the installed unit as and when required within warranty period free of cost.
7. Bidders are required to go through the Tender Documents understand the requirement the location of the installation and commissioning and then quote their rate. Rate once quoted by the bidder shall be deemed to be quoted by the bidder after understanding the requirements of the Milk Union. Rates once quoted are final and no alteration in rate shall be allowed. All the pages of this NIT must be duly signed and sealed by the bidder as a token of acceptance of the Terms and Conditions of the NIT.
8. **Site Inspection:** It is required for the bidder to perform site inspection to be supplied at his own expense.

9. **Bid Price: THE PRICE SHOULD BE QUOTED IN BOQ FORMAT ONLY. PRICE IS MAINLY DIVIDED IN 3 (THREE) HEADS.**

(a) **Master** Packaging Design Cost **per Unit** which consists of the cost of packaging design artwork for each product category as Master Design Charge including all costs and applicable Taxes etc.

(b) **Variant** Packaging Design **per Unit** which consists of the cost of packaging design artwork charge for each type of product under one product category/master design inclusive of all costs and taxes.

(c) **Size Adaptation** Packaging Design Cost **per Unit** which consists of the cost of packaging design artwork charge for each size of product pack comes under one product category/master design/variant inclusive of all costs and taxes.

Price shall be calculated on the basis of (a) + (b) + (c) together. No additional charges whatsoever shall be provided. GST is to be shown separately in each case.

BID PRICE INCLUSIVE OF ALL TAXES ALONGWITH SUPPLY OF ALL ORIGINAL DESIGN FILES (OPEN & EDITABLE TYPE) IN PEN-DRIVE AND ONLINE TO THE MANAGING DIRECTOR, SUNDARBAN COOPERATIVE MILK & LIVESTOCK PRODUCERS' UNION LTD.

10. **Bid Validity:** The rate once quoted in this Tender shall remain valid for a period of 365 days from the date of Financial Bid Evaluation. Bidders are therefore required to assess their rates before quoting them.

11. **Warranty:** Sundarban Milk Union shall not be responsible for any kind of Copyright Infringement of any design provided by the selected bidder. The selected bidder will have to provide Declaration in writing.

12. **Payment:** 100% Payment shall be released in NEFT/RTGS to the Bank Account of the supplier after submission of 3 copies of invoice along with **ALL ORIGINAL DESIGN FILES (OPEN & EDITABLE TYPE) IN PEN-DRIVE AND ONLINE** subject to necessary satisfactory work done certificate from respective In-Charge of the job. The payment shall be withheld, in case of violation of any tender terms & conditions.

13. **EMD & Security Deposit:** EMD Not Applicable. The Bidder has to give Bid Security Declaration as per format specified at **Annexure-III**.

14. **Insurance:** The supplier shall make arrangements for insuring the goods against loss or damage incidental to manufacture or acquisition, transportation, storage and delivery. If the equipment's is not commissioned and handed over to Sundarban Cooperative Milk & Livestock Producers' Union Ltd. within specified period, the insurance will have to be extended by the supplier at their cost till the successful installation, testing, commissioning and handing over of the goods to the Sundarban Cooperative Milk & Livestock Producers' Union Ltd.

IT IS OBLIGATORY FOR THE BIDDER TO NOTE THAT FAILURE TO MAINTAIN DELIVERY& I/C SCHEDULE OF ORDERED ITEM WILL HOLD THE SUPPLIER RESPONSIBLE & ACTION WILL BE TAKEN STRICTLY AS PER TENDER RULES LAID DOWN HEREIN WITHOUT ANY PREJUDICE OR ANY SHORT OF PLEA WILL NOT BE CONSIDERED EXCEPT ANY INCIDENT OCCURRED "BY ACT OF GOD" OR NON READINESS OF SITE BY ANY MEANS MAY BE CONSIDERED ONLY.

12. **Penal Measure:** Time being the essence of the contract, failure to supply the materials within due time or delay in installation and commissioning of the materials shall invite penalty.

I. **Liquidated damages of 0.5%** per day subject to a maximum of 10% of the total cost of materials shall be charged if goods are not delivered installed or commissioned in time and the amount will be deducted from the Security Deposit and bills submitted by the supplier.

- II. For violation of any terms and conditions of the contract Sundarban Cooperative Milk & Livestock Producers' Union Ltd. reserves the right to cancel the contract without assigning any reason thereof. On termination of Contract the Performance Bank Guarantee will be forfeited. The subsequent company will be blacklisted for 3 years.
13. **Loading and Unloading:** Not applicable.
14. **Documentation:** Complete documentation like principal warranty papers, operation manuals, document of technical specifications and guarantee cards have to be furnished by the supplier. Failure to submit any of the above documents in hard copies at the time of supply of the materials shall lead to non-acceptance of the material.
15. **Delivery, Installation and Commissioning:** Not applicable.
16. **Standards:** The Goods supplied under this Agreement shall conform to the standards mentioned in the Technical Specifications and when no applicable standard is mentioned, to the authoritative standards appropriate to the Goods' country of origin.
17. **Registration of Goods:** If required under the Applicable Law, Goods supplied under the Agreement shall be registered for use in India.
18. **Patent Rights:** The Supplier shall indemnify the Purchaser against all third party claims of infringement of patent, trademark, or industrial design rights arising from use of the Goods or any part thereof.
19. **Wooden Packing:** Not applicable.
20. **Termination for Default** The Purchase, without prejudice to any other remedy for breach of the Agreement, by written notice of default sent to the Supplier, may terminate this Agreement in whole or in part:
- a) If the Supplier fails to deliver any or all of the Goods within the period(s) specified in the Purchase Order, or within any extension thereof granted by the Purchaser; or
 - b) If the Goods do not meet the Technical Specifications or registration requirement (if any) stated in the Agreement; or
 - c) If the Supplier, in the judgment of the Purchaser has engaged in fraud and corruption, in competing for or in executing the Agreement; or
 - d) If the Supplier fails to perform any other obligation(s) under the Agreement.
21. **Termination for Insolvency:** The Purchaser may at any time terminate the Agreement by giving written notice to the Supplier if the Supplier becomes bankrupt or otherwise insolvent.
22. **Termination for Convenience:** The Purchase, by written notice sent to the Supplier, may terminate the Agreement or the Purchase Order, in whole or in part, at any time for its convenience. The notice of termination shall specify that termination is for the Purchaser's convenience, the extent to which performance of the Supplier under the Agreement or Purchase Order is terminated, and the date upon which such termination becomes effective. The Goods that are already supplied before the Supplier's receipt of notice of termination shall be accepted by the Purchaser at the terms and prices described in the Agreement and the Purchaser order.

23. **Dispute Resolution** Any dispute arising out of the Agreement, which cannot be amicably settled between the parties, shall be referred to adjudication/arbitration in accordance with the Arbitration and Conciliation Act of 1996 of India. The venue of adjudication/arbitration shall be Kolkata. The language of arbitration shall be English.
24. **Applicable Law:** The Agreement shall be interpreted in accordance with the laws of Union of India.
25. **Force Majeure:** If, at any time during the subsistence of this contract, the performance in whole or in part by either party of any obligation under this contract is prevented or delayed by reasons of any war or hostility, act of public enemy, civil commotion, sabotage, fire, floods, explosion, epidemics, quarantine restriction, strikers lockout or act of God (hereinafter referred to as events) neither party shall have any claim for damages against other in respect of such non-performance or delay in performance.
26. The undersigned reserves the right to accept or reject any tenders and to cancel the entire tender process without assigning any reason whatsoever.

Sd/-
Managing Director
Sundarban Cooperative Milk &
Livestock Producers' Union Ltd.

Annexure-I

FORMAT FOR CHECK LIST

Information about Bidders

(To be furnished with the Tender)

| Serial Number | Description | Particulars | | |
|---------------|---|------------------|----|----------|
| | | Please ✓ Mark | | Page No. |
| | Item | Yes | No | |
| 1. | Name of the Firm | | | |
| 2. | Registered Address with PIN code, Phone No., FAX, e-mail, etc. | | | |
| 3. | Name of the person authorized to enter into & execute Contract Agreement. | | | |
| 4. | Application submitted in Annexure-I | | | |
| 5. | Authorization Letter of Signatory from Company | | | |
| 6. | Scanned document of Authorized dealer/distributor certificate and agreement between the manufacturer and the Distributor/Bidder (if applicable) | | | |
| 7. | Scanned document of PAN Card of the Authorized Signatory. | | | |
| 8. | Scanned document of GST Registration Certificate. | | | |
| 9. | Scanned document of Tax Clearance Certificate /Paid Challan. | | | |
| 10. | Scanned document of Trade License. | | | |
| 11. | Scanned document of Terms & Conditions of the tender duly digitally signed of each page. | | | |
| 12. | Scanned document of Printed Literature/ Brochure/ Booklet /Drawings, Manuals whether enclosed | | | |
| 13. | Digitally signed Scanned N.I.T. (Notice inviting Tender) duly uploaded | | | |

Signature with seal

Annexure – II

AFFIDAVIT

(To be furnished in a Twenty Rupees Non-Judicial Stamp Paper duly Certified by Notary Public)

- 1). I/We the undersigned solemnly declare that all the statements made in the documents, records etc., attached with this application are true and correct to the best of my/our knowledge.
- 2). I/We the undersigned do hereby certify that neither my/our firm/company nor any of its constituent partners have abandoned any work/works of similar nature and magnitude in India, in the past.
- 3). I/We the undersigned do hereby certify that any of the contracts awarded to me/us has not been terminated rescinded, due to breach of contract on my/our part in the past.
- 4). I/We the undersigned authorize (s) and request any bank / person / firm / corporation / Government Departments to furnish pertinent information deemed necessary and requested by the SMLU to verify the statement made by me/us or to assess my/our competence and general reputation.
- 5). I/We the undersigned, understand(s) that further qualifying information / clarifications on the statement made by me / us may be requested by the SMLU and agree(s) to furnish such information/clarification within SEVEN Days from the date of receipt of such request from the SMLU.

Dated Signature of Applicant with Seal:

(To be signed by the officer authorized by the Firm/Company to sign on behalf, the Firm/Company with company's seal)

Note: In case of sole proprietary concern, affidavit should be signed only by the sole proprietor.

(Title of the Officer)

(Title of the firm/Company)

(Date)

The above named deponent has understood the contents well and solemnly and sincerely declared and affirmed by the deponent in my presence at.....and signed before me on this day of..... (Seal).

(Signature of the Notary Public)

Annexure – III

BID SECURITY DECLARATION FORM

Tender No.....

Date.....

To (insert complete name and address of the purchaser)

I/We. The undersigned, declare that:

I/We understand that, according to your conditions, bids must be supported by a Bid Securing Declaration.

I/We accept that I/We may be disqualified from bidding for any contract with you for a period of one year from the date of notification if I am /We are in a breach of any obligation under the bid conditions, because I/We

a) have withdrawn/modified/amended, impairs or derogates from the tender, my/our Bid during the period of bid validity specified in the form of Bid; or

b) having been notified of the acceptance of our Bid by the purchaser during the period of bid validity (i) fail or reuse to execute the contract, if required, or (ii) fail or refuse to furnish the Performance Security, in accordance with the Instructions to Bidders.

I/We understand this Bid Securing Declaration shall cease to be valid if I am/we are not the successful Bidder, upon the earlier of (i) the receipt of your notification of the name of the successful Bidder; or (ii) thirty days after the expiration of the validity of my/our Bid.

Signature of Tenderer Name with Seal:

Designation:

Organization Name:

Contact No.: