

Quotations are invited For the Execution of Digital Services for a Government of Gujarat project Hastkala Setu Yojana

**ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA,
AHMEDABAD**

Tender Bid



Tender No: EDII/ADMN/HSY/2022-2023/05

ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA (EDI)
(Via Ahmedabad Airport & Indira Bridge); P.O. Bhat 382 428 - Dist. Gandhinagar Gujarat - India
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Website: www.ediindia.org

The Institute invites Quotations from agencies for the Execution of Digital Services for a Government of Gujarat project Hastkala Setu Yojana

ABOUT EDII: Entrepreneurship Development Institute of India (EDII), Ahmedabad was set up in 1983 as an autonomous and not-for-profit Institute with support of apex financial institutions – the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII Campus. EDII has been recognized as the Centre of Excellence by the Ministry of Skill Development and Entrepreneurship, Govt. of India.

About the Project:

“Hastkala Setu Yojana” is a Commissionerate of Cottage and Rural Industry, Government of Gujarat initiated project. This project aims to build a favorable entrepreneurial ecosystem in Gujarat for creating successful grassroot entrepreneurs, primarily focusing on traditional arts and crafts. The project spans across 33 districts of Gujarat and has around 13422 artisans enrolled under it.

The project Hastkala Setu Yojana acts as a bridge between the artisans/ budding entrepreneurs by creating incubating facilities to link them to potential markets. This project envisages designing and implementing an integrated model to enable rural entrepreneurs with entrepreneurial opportunities for their livelihood generation and sustainable development.

Entrepreneurship Development Institute of India (EDII), has been appointed as the knowledge and implementation partner by the Commissionerate of Cottage and Rural Industry to implement the Hastakala Setu Yojana across all the districts of Gujarat. Entrepreneurship Development Institute of India (EDII), a not-for-profit organization, is an acknowledged National Resource Institute for Entrepreneurship Education, Research, and Training & Institutions Building.

Terms of Reference (ToR)

EDII invites sealed quotations from agencies for the “The execution of digital services, for a Government of Gujarat project Hastkala Setu Yojana.

The last date to submit tender is Friday, 18th August 2023 by 16.00 hours. Tenders received after the last date of submission will not be considered. The tender document should be addressed to:-

Sr. Manager (Administration),
Entrepreneurship Development Institute Of India;
(Via Ahmedabad Airport & Indira Bridge); P.O. Bhat 382 428
Dist. Gandhinagar Gujarat – India

Guidelines on Bid submission:

1. All bids to be submitted in single envelopes containing Technical and Financial bid and super scribed with Tender No. and title of the tender i.e. **“Execution of Digital Services for a Government of Gujarat project Hastkala Setu Yojana”**.
 - i) Technical Bid: - should be super scribed with Tender No., title of the tender i.e. **“Tender for Execution of Digital Services for a Government of Gujarat project Hastkala Setu Yojana”** and word **“TECHNICAL BID”** (prescribed hereinafter).
 - ii) Financial Bid: - should be super scribed with Tender No., title of the tender i.e. **“Execution of Digital Services for a Government of Gujarat project Hastkala Setu Yojana”** and word **“FINANCIAL BID”** containing rate quoted by the party duly signed by authorized representative.
2. Loose papers shall not be accepted and outright rejected. Hard bound copy only shall be accepted.
3. The Bid documents submitted must be without any overwriting, interlineations, corrections, double typing, etc. The Employer or its appointed committees may however, at its discretion, consider any document with any overwriting or corrections if the same has been duly initialled and dated by the Authorized Representative of the Tenderer.

Sr. No.	Key Information	Details
1.	Bid document available to download	The bid document can be downloaded from 05/07/2023 from website: www.ediindia.org
2.	Last Date and Time for submission of the physical	18/08/2023 by 04:00 PM Submitted to:

	documents	Sr. Manager (Administration) Entrepreneurship Development Institute of India (Via Ahmedabad Airport & Indira Bridge) P.O. Bhat 382 428 - Dist. Gandhinagar Gujarat – India
4.	Submission of Bid	The bid must be submitted in two sealed envelopes as follows: Envelope 1: Technical Bid and Design Concept. The Design Concept must be presented in form of sketches, 3D visualization images, photographs, etc. Envelope 2: The Financial Bid Envelope 3: Keep envelope 1 and envelope 2
6.	Validity of the Bid	180 days from the bid submission date
7.	Pre-Bid Meeting	Wednesday, 26 th July 2023 at 2.00pm

Activities Brief

The following activities are to be executed under Hastkala Setu Yojana.

1. Social Media Promotion
2. SEO & Website Promotion
3. Product Photography for Catalogue

Scope of Work:

1. Social Media Promotion:

The agency should have a prior understanding & must have worked for the promotion of Handicraft and Handloom sector.

Monthly Deliverables:

- Design, build and maintain Hastkala Setu social media presence. (Facebook, Instagram, Twitter, YouTube and LinkedIn).
- Plan and execute social media campaigns (at least a post in a day).
- Measure and report performance of social media posts (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Monthly planning meeting for brainstorming new and creative growth strategies.
- Craft a content calendar as needed in collaboration with Hastkala Setu Project team.
- Strategize social media campaigns to boost sales and brand engagement through paid promotion.
- Social Media followers' engagement/interaction.
- Innovative and Original Posts.
- Identify potential pitfalls in social strategies or content and adjust future plans accordingly.

- Build relationships with followers through consistent communications via comments, retweets, likes and more.
2. SEO & up-dation of project website with blogs
 3. Product Photography for Catalogue:
 - Coverage of various Artisans & Artisanal products available across Gujarat as per location specified by Hastkala Setu Yojana.
 - High End photographs for designing catalogue. It may include professional models also.
 - The soft copy of the total coverage has to be supplied in CDs or Pen Drives to Hastkala setu Head office.
 - The vendor shall be intimated about the photographic assignment on telephone or email one day in advance. **(if required)**
 - Photographs need to be clicked and submitted on uncompressed format (CR2 in case Canon & NEF in case of Nikon) and data to be kept with the agency in their custody for at least 1 month from the shoot.
 - All photographs shall be delivered within 2 days after completion of the assigned task at a particular location.

Objective:

The objective of the above- mentioned activities are to provide Hastkala Setu Yojana a better outreach. These promotional activities will help to generate business opportunities for the artisans of Gujarat.

Responsibility of the Bidder

- a) Information, material etc. borrowed by the Bidders, if any, shall remain the property of EDII and may be provided by the EDII for information, solely for the purpose of execution of this Contract. All such borrowed material shall be sole property of the EDII and shall be returned to EDII after submission of the bids.
- b) To execute the work with the best of industry practices within given time and approved budget.

Financial Eligibility

Criteria:

- The Average Annual Financial Turnover for the last 5 years shall be at least 50% of the estimated cost put to tender. The requisite turnover shall be duly certified by a Chartered Accountant with his Seal/signatures and registration number.
- The net worth of the company/firm as of 31st March of the previous financial year should be positive.
- The Tenderer should not have incurred any loss in more than two years during available last five consecutive balance sheets.

- The Tenderers are required to submit a summarized page of the Balance Sheet of the last financial year (audited) and also a summarized page of the Profit & Loss Account (Audited) for the last five years.

Proposal Ownership

The bid and all supporting documentation submitted by the bidders shall become EDII property and it reserves the right to accept or reject any request made by any bidder to return or destroy the bid and accompanying documentation.

Indemnity

The selected Bidder shall indemnify, protect and save EDII and its personnel against all claims, losses, costs, damages, expenses, action suits, and other proceedings.

Confidentiality of tender submissions:

The Contractor shall strictly treat and maintain the Employer's Confidential Information as "Confidential Information".

Force Majeure

"Force Majeure" means an event beyond the control of the select Bidder and not involving the vendor's fault or negligence and not foreseeable. Such events may include but are not limited to, Acts of God or public enemy, acts of Government of India in their sovereign capacity, acts of war, fire, floods, strikes, lock-outs, and freight embargoes.

If a Force Majeure situation arises, the select Bidder shall promptly notify EDII in writing of such conditions and the cause thereof within 30 calendar days. In such a case, the time for performance shall be extended by a period not less than the duration of such delay. If the duration of delay continues beyond a period of three months, EDII and the select Bidder shall hold consultations with each other in an endeavor to find a solution to the problem.

General Conditions:

1. From the time the bids are opened and the contract is awarded, the bidders should not contact the employer on any matter related to its technical and/or financial Bid.
2. Any effort by the bidder to influence the employer in the examination, evaluation, ranking of Bids, and recommendations of award of contract may result in the rejection of the bidders' bid
3. Any bid received by EDII after the last date for bid submission will be rejected
4. The Bidder shall bear all costs associated with the preparation and submission of its bid at EDII.
5. Payment terms: One month after submission of the bill. The rates quoted should be all-inclusive including GST. Submit a copy of Goods and Services Tax Registration documents along with your offer. The original invoice is to be submitted for release

- of payment. The invoice should contain invoice no., date, GST number of both the parties along with GST bifurcation, seal and sign.
6. The Tenderer shall be responsible for the taxes, duties, cess, fees, and other impositions payable by it under the Applicable Laws.
 7. The Tenderer shall not sub -contract the work to any sub- contractor without the prior approval of the Institute. In case the contractor is found engaging the subcontractor without prior approval, the Institute reserve the right to terminate the contract.
 8. The Contract rates shall remain firm for the entire duration of the Contract. No revision of the rate or adjustment of the Contract price shall be allowed on any account. The Contract rates are deemed to include the effect of all fluctuations in the cost of execution of Works during the duration of the Contract and completion of Works
 9. The Agency should sign all the pages of the tender documents before submission, as a token of having read & accepted the terms and conditions.
 10. The Employer also accepts no liability of any nature whether resulting from negligence or otherwise, howsoever caused, arising from reliance of any Tenderer.
 11. The tenderer who has downloaded the tender from the Institute's website www.ediindia.org shall not tamper/modify the tender form including the downloaded price bid template in any manner. In case the same is found to be tempered/ modified in any manner, the tender will be completely rejected and EMD/Bid Security would be forfeited
 12. Amendments to Notice Inviting Tender (NIT), if any, would be published on the website only, and not in the newspaper.
 13. The Tenderer shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, and expenses associated with any demonstrations or presentations which may be required by the Institute or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Tenderer and the Institute shall not be liable in any manner whatsoever for the same or any other costs or other expenses incurred by a Tenderer in preparation or submission of the Bid, regardless of the conduct or outcome of the Selection Process.
 14. Interested Tenderers should carry out an independent assessment and analysis of the requirements of the information, facts, and observations
 15. Intending tenderers are advised to visit again the Institute's website <https://www.ediindia.org/the-institute/tenders/> at least 3 days prior to the closing date of submission of tender for any corrigendum/addendum/ amendment
 16. Not more than one tender shall be submitted by one contractor or contractor having a business relationship. Under no circumstance will the father and his son(s) or other close relations who have a business relationship with one another (i.e. when one or more partner(s)/director(s) are common) be allowed to tender for the same contract as separate competitors. A breach of this condition will render the tenders of both parties liable to rejection.
 17. Persons tendering are informed that no erasures or alterations by them in the text of the document sent herewith shall be allowed and any such erasures or alterations shall be disregarded. If there is an error in writing, no overwriting should be done, the wrong word or figure should be struck out and the correct one written above or neat it in an unambiguous way.
 18. **The Institute will NOT ACCEPT ANY TENDERS THROUGH EMAIL.**

19. Any dispute, difference, or objection with regard to any matter relating to this contract shall be referred to the Sole Arbitration of any person appointed by the Director-General at the time of reference. The decision of the Arbitrator so appointed, shall be final and binding on both the parties.
20. Institute shall have the right to reject tender without assigning any reason and will have the discretion to award the work to more than one firm for the expediency of work. Therefore, EDII reserves the right to choose one or more parties or cancel the tender at its sole discretion.
21. EDII reserves the right to terminate the contract if the services are not found satisfactory, by giving one month's notice, and if the Agency wants to terminate the contract they will be required to give one month's notice in writing giving reasons thereof.
22. Jurisdiction for all legal matters will be at Gandhinagar, Gujarat State.

Sd/-
Authorized Signatory

AGENCY INFORMATION SHEET

1.	Name of the Agency	:	
2.	Address of Registered Office/Head Office: (With telephone no.)	:	
3.	Contact Person/Mobile No.	:	
4.	Email address	:	
5.	Year of Establishment	:	
6.	Constitution of the Firm: (Public Ltd./Private Ltd./Partnership/ Proprietorship, etc.)	:	
7.	Name of the Proprietor/Partners/ Directors: (Strike out whichever is not applicable)	:	
8.	PAN card No.	:	
9.	GST Registration No.	:	
10.	Experience in a number of years in handling various accounts	:	

DETAILS OF WORK EXPERIENCE CERTIFICATES

Sr. No.	Name, Address, Contact Person & Phone No. of the Client	Date and No. of Completion Certificate	Date of Start	Date of Completion	Cost of Work on Completion	Reference and Page No. of Documentary Proof of the detail missing in completion certificate

FINANCIAL DETAILS

Sr. No.		1 st FY	2 nd FY	3 rd FY	4 th FY	5 th FY
		Rs. (In Lacs)	Rs. (In Lacs)	Rs. (In Lacs)	Rs. (In Lacs)	Rs. (In Lacs)
		a	b	c	d	e
1	Profit / Loss					
2	Gross Annual Turnover of Previous 5 Financial Years ending as on 31st March of last FY					
3	Average Annual Turnover for previous 5 financial years(Rs in Lacs) = $(a+b+c+d+e) / 5$					
4	Net Worth (paid up capital + reserves) as on 31st March of last FY					

- Summarised page of Audit Profit & Loss Amount of previous five Financial Years duly certified by the chartered account, is to be submitted.
- Summarised page of Audited Balance Sheet of last Financial Year (ending 31st March of preceding FY) duly certified by the chartered account, is to be submitted.

Note: This Form -C is to be submitted in original

Signature of Tenderer with Seal

Signature of Chartered Accountant with Seal

Undertaking by the Service Provider

I/We have gone through the tender terms and conditions and they are acceptable to us.

Place:.....

Date:.....

Name:

Address:.....

.....

Signature:.....

(Signature of Authorized Person of Agency / Company with Official Seal)

Email:..... Mobile:.....

Financial Bid

Sr. No	Description	Unit	Quantity	Rate	Amount
1.	Social Media Promotion (posts)	Monthly	15-20		
2.	SEO & up-dation of project website with blogs	Annually	01		
3.	Product Photography for Catalogue 20-25 products per catalogue (total 6 catalogues)	Catalogue	06		
4.	Total amount for the above- mentioned activities				
5.	GST (bifurcation is compulsory)				
6.	Grand Total (Rs.)				

Signature:

Seal:

Name of the Company:.....

Email id:.....

Phone No.:.....

Address:.....

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VENDOR REGISTRATION FORM

1	Name of the Vendor/Client (Please submit valid proof for the same)	:	
2	Type	:	<input type="checkbox"/> Proprietorship <input type="checkbox"/> Company <input type="checkbox"/> Firm <input type="checkbox"/> Trust Others Please Specify _____
3	Status of Vendor	:	<input type="checkbox"/> Manufacturer <input type="checkbox"/> Authorised Dealer <input type="checkbox"/> Service Provider <input type="checkbox"/> Stockist/ Traders Others _____
4	Registered Address	:	
5	State	:	
6	Name of Contact Person	:	
7	Designation of Contact Person	:	
8	Contact Number	:	
9	Official E Mail Address	:	
10	PAN (Please attach copy for the same)	:	
11	Status of Vendor under GST	:	<input type="checkbox"/> Registered <input type="checkbox"/> Un-registered
12	GST No./Provisional ID Number (Please attach copy for the same)	:	
13	Payment Terms	:	
14	Are you associated or having relationship with any of the EDII employee?	:	<input type="checkbox"/> Yes <input type="checkbox"/> No
15	If YES, please provide the relationship details	:	

16	Have you ever worked with the EDII before	:	<input type="checkbox"/> Yes <input type="checkbox"/> No
17	If YES, please provide the reference	:	
	of transaction done	:	
18	Name of the Bank	:	
19	Address of the Branch	:	
20	Beneficiary Name (The Bank account to which any payment will be made, preferably, should not be on Individual's name. In case of proprietorship proper KYC should be submitted where name must match with the name provided in 1st row)	:	
21	Bank Account No.	:	
22	Bank Account Type	:	
23	IFSC Code for RTGS/NEFT	:	
	List of Documents to be provided	:	
1	Copy of PAN	:	
2	Copy of GST registration Certificate (All 3 pages) - If registered under GST	:	
3	Cancelled Cheque / Bank Passbook 1st page containing Bank details	:	
4	If Company, Certificate of Incorporation	:	
5	If Partnership firm / LLP, List of Partners	:	

Date:.....

Place:.....

Prepared by:.....

Approved by:.....