

Tender No.: NG/23
34th National Games Jharkhand

Short Tender Notice

Expression of Interest for concept creation to develop a promotion concept to enhance the brand value of the 34th National Games.

The Indian Olympic Association (IOA) has allotted 34th National Games to the State of Jharkhand.

The NGOC is empowered for all activities in connection with the preparation, organizing and conduct of the 34th National Games. The National Games is scheduled from 21st November to 5th December 2009.

The National Games is the biggest national sporting event of the country wherein people from all states participate and thus providing the ultimate platform for the upcoming and current athletes of the country.

NGOC has been mandated to identify a Company which will be a Partner with NGOC to promote and publicise the 34th National Games in the most innovative and non-traditional manner.

Scope of Work:

1. Create and develop a Promotional Campaign that would:
 - (a) Exceedingly enhance the brand value of the 34th National Games
 - (b) Take the National Games to the phenomenal stature that it should be
 - (c) Help in establishing the National Games as an event that the Corporate World would like to partner with
2. The promotional campaign should be very innovative and unique which would appeal to people from all the states of India and from all walks of life.

3. The campaign should include the publicity scope, which should reflect as in how much reach the campaign is capable of
4. Successful implementation of the promotional campaign

Responsibilities & Obligations of the bidder:

1. The interested parties shall submit the proposal on a turn-key basis. The proposal shall include the proofs of qualifications outlined below.
2. The selected company shall act in a transparent manner for the Event and shall not in any way act in the manner that is detrimental to the interest and reputation of the NGOC.
3. The Selected Company shall undertake to abide sincerely by all rules, regulations and laws of land for their responsibilities to market the event and shall agree to keep itself liable and Responsible for any such violation directly related to their responsibilities for the event.

Qualification:

1. The company should be based in India
2. Should have experience in the field for at least 2 years or have undertaken similar job in last 2 years.
3. Joint ventures shall not be allowed to participate in the tender.
4. The bidder must submit Income Tax paid proof and balance sheets for the last two years.
5. The technical bid should be submitted along with a Demand Draft of Rs. 10000/- (Ten thousand only) in favour of Director, NGOC payable at Ranchi as bid cost. This shall be non refundable.

Tender Process:

The Bid shall be submitted in two envelope system. The Technical Bid to be placed in one envelope and the Financial Bid in the other. Both envelopes shall be sealed and put in a separate envelope super scribed “ Bid for Promotional Campaign Partner”. The individual envelopes shall be marked Technical Bid & Financial Bid respectively.

1. Technical Bid

- (a) The bidding Company shall submit the technical bid according to the Scope of Work outlined above.

2. Concept:

- (a) The emphasis should be on creating an innovative promotional campaign that would capture the attention of people across India. The bidder shall submit his work plan as to how he/she could arrive at the approximate figure of revenue to be generated.

3. Financial Bid

- (a) The bidder clearly has to spell out the amount of expenditure involved.
- (b) The Financial Bid of such Bidders shall be opened who shall qualify in the Technical Bid.
- (c) The successful bidder shall have to enter in to an agreement with the Director, NGOC.
- (d) In case of any dispute the matter can be challenged in the appropriate Court of Jharkhand.
- (e) The Technical bid shall accompany a Bank Draft for Rs. 10000/- (Ten Thousand Only) in favour of Director, NGOC in any Scheduled/Nationalized Bank, payable at Ranchi. The bid document has been floated in our website **www.34thnationalgamesjharkhand.in**. The bidder can download the same.

- (f) The successful bidders in the Technical bid shall be invited for presentation as to how the bidder plans to execute the work. The tender shall be evaluated on Quality cum Cost basis.

The evaluation will be as follows

Technical bid - 20 Marks

Concept - 50 Marks

Financial Bid - 30 Marks

The bidder shall have to submit his/her presentation CD to Director, NGOC.

- (g) 10 percent of the bid cost shall be deposited as security money in the form of demand draft or Bank Guarantee drawn in favour of Director, NGOC payable/executable at Ranchi.

Date of Receiving Tender

The proposal shall be received in the office of the Director, NGOC by 3PM on before 23.09.09 and on the same day at 4PM the Bids shall be opened. Late Tenders shall not be accepted. The decision of the tender committee shall be final and binding on all bidders.

(P. C. Mishra)
Director, NGOC