



Government of India
Ministry of Communication & IT
Department of Electronics & Information Technology (DietY)
Unique Identification Authority of India (UIDAI)
3rd Floor, Tower II, Jeevan Bharati Building,
Connaught Circus, New Delhi 110001

Request for Proposal for designing and printing of Diaries-2016

The Unique Identification Authority of India, Headquarters, New Delhi invites RFP from the empanelled advertising agencies and other DAVP empanelled agencies/printers, in the enclosed format of technical & financial bid (Annexure I & II) for designing and printing of diaries for 2016.

1. For other DAVP empanelled agencies / printers, the firm should have carried out atleast two similar projects in last three years ending 2014-15 and are required to submit an EMD of Rs. 1,03,228/- in form of Demand Draft, in favour of **PAO, UIDAI, New Delhi** along with the bid. The EMD shall be refundable as per existing rules in this regard.
2. Proposal must be submitted at the UIDAI Headquarters, New Delhi office in one large envelope marked as '**Bid for designing and printing of diaries 2016**'. The envelope must contain two separate sealed envelopes: 'Technical Bid for designing and printing of diaries 2016' and 'Financial Bid for designing and printing of diaries 2016'. The sealed envelopes should reach by 02.12.2015 by 12.00 Noon addressed to:

Deputy Director (Media)
Unique Identification Authority of India (UIDAI)
3rd Floor, Tower II, Jeevan Bharati Building
Connaught Circus, New Delhi 110001

3. Bids will be opened on 02.12.2015 at 12.05 P.M. and the bidders are expected to be present during the bid opening process.
4. Financial bids of technically qualified bidders shall be opened on 04.12.2015 at 11.00 A.M.
5. UIDAI reserves the right to reject any application without assigning any reason.

(Harish Lal Verma)
Deputy Director (Media)

SCOPE OF WORK

Theme: Aadhaar is a unique digital ID which gives universal mobility of identity to its holders and enables them to avail various services which require proof of identification.

- Achievements of the Aadhaar project
- Aadhaar's role in enabling financial inclusion
- Highlighting new generation services,
- Other key features of Aadhaar such as integrity, privacy of data, non-duplication
- Beneficiaries can avail services by authenticating identity online and in real time
- Service providers can avail of Aadhaar identity platform to identify genuine beneficiaries, thus improving targeted delivery systems
- Host of options (resident portal, eAadhaar, contact centre) open to residents for finding out Aadhaar related information
- Educate residents about ways of verifying their Aadhaar seeding status in banks, LPG databases using *99*99# facility.
- Use of Aadhaar in various government schemes.
- Designing and printing the diaries for 2016 with enclosed specifications:

1.	Description of Work	Printing of Diary- 2016. Approx. number of pages: 234
		a. 16 prelim pages dedicated to UIDAI and standard content
		b. 186 date pages + 4 pages for notes/ reminders at the end
		c. 12 leaves (24 pages) for month separators
		d. 4 matt-finished soft cover pages (containing design) and 4 pages for pasting behind front and back cover.
2.	Total Number	10,000 Diaries
3.	Size	A 5 (5.83 x 8.27) inches
4.	Paper	80 GSM Superfine Maplitho in Off-white or Cream colour
5.	Language	Bi-lingual (Hindi + English)
6.	Cover Jacket	Hard bound with board; cover material Rexine/Leatherite
7.	Printing	a. 186- Date pages + 4 pages for notes/ reminders at the end : two colour printing on both sides
		b. 4 matt-finished soft cover pages with design: four colour
		c. 12 colour separators (24 pages) and 16 prelim pages: four-colour
		d. Cover: multi-colour, leaf printing in Gold.

- The agencies are required to submit a maximum of 2 different designs in the enclosed format. The design samples should be of actual print quality and should contain the following:-
 - Cover design
 - 16 prelim pages
 - 1 inside page (date page). Inside page may be cream or off-white
 - 2 designs of separators
 - 2 matt-finished soft cover pages with design
- Agencies are required to design the desired creative based on the theme mentioned above.

Note : The rates should be inclusive of the packaging in carton boxes.

Dispatch

These have to be dispatched to UIDAI HQ in person and the Regional offices in Delhi, Ranchi, Guwahati, Lucknow, Hyderabad, Bengaluru, Mumbai and Chandigarh through India Post as per the mailing list which will be supplied by UIDAI. The dispatch shall be through India Post and reimbursement will be made as per actuals on the production of bill supported by receipts of payment to India Post.

EVALUATION MECHANISM

- The selection of the agency will be based on the evaluation of the technical & financial bids by the Evaluation Committee. For evaluation, a Combined Quality Cum Cost Based System (QCBS) evaluation method will be followed, wherein a weighted composite success score will be calculated based on separate evaluations of the Technical Bid (70% weightage) and the Financial Bid (30% weightage). The minimum qualifying score for technically qualifying will be 70 marks out of 100. Bidders failing to attain the minimum technical qualifying score of 70 marks will be rejected.
- Financial bids of only those agencies will be opened who qualify with the minimum qualifying score on their technical proposals evaluated by the committee. Among the technically qualified bidders, the lowest financial bid would be accorded a score of 100 and other technically qualified proposals would be assigned financial score in inverse proportion to the lowest financial bid.

For example, if the lowest bid price is Rs. 100, the lowest bidder will get a score of 100. If the second lowest bid is Rs. 150, the bidder will get a score of $(100 / 150) \times 100 = 66.66$. The scores will be calculated up to 2 decimal points.

The composite final score will be calculated from the technical and Financial scores as shown in the illustrative example below.

Bidders A, B and C with technical bid marks of 80, 85 and 90 respectively, have been short-listed for consideration of their commercial bids. The commercial bids of the 3 bidder are as

follows: A= Rs. 5 lakhs, B= Rs. 7.5 lakhs and C= Rs. 10 lakhs. The composite final score (S) for A, B and C will be calculated in the following manner:

1	2	3	4	5	6	7
Bidder	Technical marks (out of 100 marks)	Weighted technical score (column 2 x 70%)	Financial Bid quote (in Rs. Lakhs)	Proportionate Financial score (lowest quote/bidder's quote) x 100	Weighted Financial score (column 5 x 30%)	Final composite score (S=column3+column6)
A	80	56.00	5	100.00	30.00	86.00
B	85	59.50	7.5	66.67	20.00	79.50
C	90	63.00	10	50.00	15.00	78.00

- The agency attaining the highest maximum combined evaluated score (Technical and Financial Score) would be selected. In the aforesaid example since bidder A has the highest composite final score (S=86.00), the work order will be given to bidder A.
- In case the highest composite score is the same for more than one bidder, the bidder with the higher Financial bid score will be awarded the contract. The decision of the committee will be final and binding.

PENALTY CLAUSE

- The prices quoted should be firm and remain valid for 60 days. Failing to comply with this condition or alteration/withdrawal of bids would render the UIDAI empanelled agencies liable for foregoing their PBG and disempanelment. For firms not empanelled with UIDAI, failure to comply with this condition or alteration/withdrawal of bids would render the agencies liable for foregoing EMD held by UIDAI.
- Delay in designing/printing/dispatching: 1% liquidated damages per day on the total cost of production till five calendar days from the scheduled deadlines. The assignment will not be accepted if the same is delivered after 5 days of last date of scheduled deadlines.

TECHNICAL BID FORMAT (WEIGHTAGE 70%)

- The agencies are required to submit a maximum of 2 different designs , in sealed envelope marked 'Technical bid for Diaries', as per the scope of work on the theme mentioned above. The design samples should be of actual print quality and should contain the following:-
 - Cover design
 - 16 prelim pages
 - 1 inside page (date page). Inside page may be cream or off-white
 - 2 designs of separators
 - 2 matt-finished soft cover pages with design

- The parameters to be used for technical evaluation of the theme will be based upon following criteria:
 - Understanding of the creative theme – 15%
 - Creative Ideas and strategic approach – 20%
 - Visualization of the theme – 25%
 - Layout and graphic design – 25%
 - Copy – 15%

FINANCIAL BID FORMAT (WEIGHTAGE 30%)

Agencies are required to submit the financial bid in sealed envelope marked 'Technical bid for diaries'

Cost of printing 10,000 diaries as per specifications given in scope of work Hard bound with board; cover material Rexine of this RFP (in Rs.) (Inclusive of all taxes and cost of packaging) In words	
Cost of printing 10,000 diaries as per specifications given in scope of work Hard bound with board; cover material Leatherite of this RFP (in Rs.) (Inclusive of all taxes and cost of packaging) In words	

NOTE:

- INCOMPLETE OR CONDITIONAL BIDS WOULD BE LIABLE FOR REJECTION.
- THE AFORESAID RATES SHOULD BE INCLUSIVE OF COST OF DESIGNING, ARTWORK, PLANNING, SYSTEM WORK, PRINTING, BINDING, PACKING, COST OF PAPER ETC. AND INCLUSIVE OF ALL APPLICABLE TAXES BASED ON THE TECHNICAL SPECIFICATIONS OF THE JOB.
- THE RATES FOR DISPATCH THROUGH INDIA POST SHOULD NOT BE INDICATED OR INCLUDED IN THE FINANCIAL BID AS THESE WILL BE REIMBURSED TO THE SELECTED AGENCY AS PER ACTUALS.
- THE QUOTES MENTIONED ABOVE WILL REMAIN VALID FOR A PERIOD OF 60 DAYS IRRESPECTIVE OF THE QUANTUM OF ADDITIONAL COPIES SUPPLIED
- RATES SHOULD BE QUOTED BOTH IN WORDS AND FIGURES, PREFERABLY TYPED
- ANY OVERWRITING IN THE FINANCIAL RATES MAY RENDER THE TENDER AS INVALID
- THE SELECTED ARTWORK OF THE AGENCY WILL BE THE SOLE PROPERTY OF UIDAI

(SIGNATURE)
AUTHORISED SIGNATORY OF THE AGENCY