

F.NO. DP/PUB/72/13
DIRECTORATE OF PUBLICITY AND PUBLIC RELATIONS
CUSTOMS & CENTRAL EXCISE
C.R. BUILDING, I.P. ESTATE
NEW DELHI-110 109

TENDER NOTICE FOR REPUBLIC DAY TABLEAUX-2014

This Directorate invites sealed tenders/bids on the behalf of Central Board of Excise & Customs (Ministry of Finance, Department of Revenue), from agencies to conceptualize, fabricate and display a tableaux during Republic Day Parade 2014 on the objectives and the suggested theme of the tableau as mentioned below:-

The primary role of the CBEC is to administer and collect indirect taxes. In addition to being the major contributor to exchequer, it is also the mandate of the Indian Customs to ensure compliance with provisions of various allied acts like Arms Act, NDPS Act, the Environmental Protection Act, Wild Life Act, CITES, ODS and Hazardous Wastes & Materials Act, Intellectual Property Rights, Patent Act, Prevention of Smuggling of Antiques, old coins & other items of national heritage, etc. Hence, Indian Customs has got an important role in the preservation & protection of environment and national heritage.

Indian Customs play an active role in protecting and preserving environment by enforcing the restrictions / prohibitions in import and export of specified goods under allied laws such as Environment Protection Act, Wild Life Act, Indian Trade and Merchandise Marks Act, Arms Act, etc.

The theme for the CBEC Tableaux for RD Parade, 2014 would highlight the role of Indian Customs in enforcing various allied acts with special emphasis on protection and preservation of Environment as Green Customs.

The Tableaux would showcase the uniformed Customs Officers at various borders, viz. land, coastal and international airport, combating cross-border environmental offences and protecting our natural heritage.

The portrayal of Uniformed Customs Officers preventing smuggling / illegal trade in wild life, flora & fauna (CITES); Ozone Depleting Substances (ODS) and Hazardous Wastes & Materials at the Indian Customs Tableaux will go a long way in projecting our pro-environment image and performance to the masses.

The following conditions have to be fulfilled by the interested agency for applying:-

1. Agency having experience of conceptualization of theme, fabrication and display of Republic Day Tableau at National level or State level at least for three years.
2. Agency having experience of conceptualization of theme, fabrication and display of tableau in other events of repute at least for four years can also apply.
3. Agency should have a minimum annual turnover of Rs. 1.00 (one) crore and above.
4. Agency must have experienced creative personnel like visualizer, concept director, fabricators etc. either on its rolls or on retainer basis.

5. Agencies that have won prizes/commendations for tableaux designed by them in the Republic Day parade in the previous years and/or having experience of fabricating tableau for such events will be given preference.
6. Agencies must be registered with the competent authority for VAT/Service Tax, etc.

Agencies fulfilling the above requirements may apply to the Addl. Commissioner, Directorate of Publicity and Public Relations, Customs & Central Excise, Room No. 169, Central Revenue Building, I.P. Estate, New Delhi-110 109 latest by **3.00 PM on 17th July, 2013** as per the tender document, appended below.

Opening of tenders will be at **3:30 P.M. on the same day i.e. on 17th July, 2013** in the office of the Commissioner, Directorate of Publicity and Public Relations, Customs & Central Excise, Room No 277, 2nd Floor, C.R. Building, New Delhi.

This Directorate reserves the right to reject/cancel the tender at any time without assigning any reason. No correspondence in this regard shall be entertained.

Sd/-
(B.S. SUHAG)
Deputy Commissioner
Tel: 011-23370843, Fax: 011-23370744

TENDER DOCUMENT

Guidelines for designing the tableaux as specified by Ministry of Defence (MOD)

1. The sketch should be simple, easy to comprehend and should avoid statistical data and unnecessary details. It should be able to convey the theme by itself through visual impact and should not require any explanation, writing or elaboration. It should have visual symmetry from both sides.
2. As far as possible, there should be some movement, sound and animation on the tableau.
3. Generally, the tableau is mounted on the tractors/trailers provided by the Ministry of Defence, free of charge.
4. The number of performers on the float should be kept to the minimum. Normally, on one trailer not more than 10 persons should be performing (The uniformed officers of the department shall be preferred in tune with the theme of the tableaux). No performers are generally permitted to be on the tractor component of the tableaux. Attractive ground elements, however, can be considered on a limited number of tableaux only if it goes with the theme.
5. In case of tableau on cultural, historical/traditional themes, the colours, designs, costumes, material, etc. used should be authentic.
6. The sketch should clearly depict as to how the tractor pulling the tableau will be used as part of the theme. Camouflaging the tractor should be in harmony

- with the main theme of the tableau. There should be gap of about 6-7 feet between the tractor and the trailer and/or between two trailers for turning or maneuvering. This should be taken into account while designing the tableau.
7. While preparing the sketches and subsequently, three dimensional models, the participants may take into account the following approximate dimensions of the trailers and tractors, which will be supplied to them for the fabrication of the tableau. Specifications of the trailer are:- length 24' 8", width 8', height 4' 2" and load carrying capacity 10 tons.
 8. The length, breadth and height of single tableau should not exceed 45', 14' and 16' (from the ground level respectively).
 9. Writing or use of logos on tableaux is not allowed except the name of States/UTs presenting which is allowed in Hindi in the front, in English on the back and in Regional language on the sides of the tableau. Similarly, in case of Ministries/Departments and other agencies, name of the Ministry/Department/Organisation is to be given in Hindi in the front and in English on the back. Design in virtual reality in the form of CD showing the various components displayed from different angles, can also be presented.

Other Guidelines

The selection process is multi-stage. After selection of the agency, the conceptualized proposal(s) shall be put up before the Expert Committee of Ministry of Defence (MOD). The selection of any one of the proposals would mean finalization of the theme and design for the Indian Customs Tableau. The selected agency will then submit, within the stipulated time period, three dimensional model on the theme and design finalized. Assessment of three dimensional model will be done by the Expert Committee. No cost will be paid for these works. Only on final selection of the three dimensional model of the proposed Tableaux by the Expert Committee, this Directorate will award the job of preparation and presentation of the Tableau to the organization concerned. The Committee of this Directorate reserves the right to accept or reject any offer without assigning any reason.

Submission of tenders/bids and selection of agency

As a part of the proposal, the desirous agencies will have to submit two Separate Sealed Envelopes placed within an outer envelope duly marked with the words "Tender for Tableau - 2014 Republic Day" in the following manner:-

(I) First envelope is to be super-scribed "**Technical Bid**" and should contain particulars regarding the following eligibility criteria alongwith documentary evidence substantiating the claim:-

- i) Experience of conceptualization of theme, fabrication and display of Republic Day tableau at the National Level and State level.
- ii) Experience of conceptualization of theme, fabrication and display of tableau in other events of repute.

- iii) Details of annual turnover for the last three years.
 - iv) Details of experience of creative personnel like visualizers or concept directors, fabricators etc.
 - v) Details of prizes won.
 - vi) Registration with the competent authority for VAT/Service Tax etc.
 - vii) The treatment suggested for the theme is to be selected by the Department. Besides a narrative explanation, the treatment should contain drawings and designs explaining the manners in which the theme can be presented. The agencies can present more than one design for the theme.
 - viii) Earnest money Deposit (EMD)/Bid Security of Rs. 1,00,000 (Rupees one lakh only) in the form of A/c Payee D.D. or Pay Order in favour of “DDO, Directorate of Publicity and Public Relations, Customs & Central Excise, New Delhi” should accompany the bids and the same will be returned to unsuccessful bidders, after the tender process is completed.
- (II) Second envelope superscribed “**Financial Bid**” should contain consolidated cost estimates. The agencies are required to understand the work properly before quoting the rates.

While submitting the bids, the agency would have to also enclose:

- i) The Chartered Accountant’s certificate indicating the turnover of the agency in the last three years,
- ii) Particulars of latest **PAN No.** alongwith copy.

Short listing will be made on the assessment of the technical bid, i.e. eligibility criteria and treatment of the theme and its presentation in the form of drawings and design. **Financial bids will be opened only for such short-listed agencies.** 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 technical & financial bid respectively.

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. This Directorate will also have a right to amend the pre-qualification/selection criteria etc. before opening the financial bids.

Scope of Work

- i) The work has to be undertaken on a **turnkey** basis and will include all aspects of fabrication of tableau i.e. from conceptualization, making of designs, modification of designs from time to time as per the requirement and instructions, presentation of the designs before the committee of the Department and Ministry of Defence, Govt of India, fabrication of the models, modifications thereof as per requirements and instructions, presentation of the model before the committee of the Department and Ministry of Defence and upon selection of the model, fabrication of the

- actual tableau as per the requirement, specification, time schedule and instructions by the Directorate and Ministry of Defence.
- ii) Providing of suitable/appropriate lyrics, composing of music, arrangements of artists and actual pre-recording of the music for use in the tableau.
 - iii) Arrangements of choreography as per requirement including arrangements of artists.
 - iv) The job will also involve actual presentation and display of tableau during the RD parade, full dress rehearsals (if required) and maintenance of required services at the time of presentation during the event.
 - v) The turnkey project would also include any other work that may have direct or indirect bearing with the fabrication and presentation of the tableau and may facilitate the project in any manner viz. printing of tableau brochures, PR with - print & electronic media etc. Information about the Department and relevant inputs as required will be made available by the Department.
 - vi) This Directorate will have the right to modify, change, accept or reject the work in totality or any part thereof or cancel the project any stage without assigning any reason.
 - vii) 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.

Performance security deposit

- i) In case of award of work a sum of 10% of the total value of cost shall be deposited as Performance Security by the awardee.
- ii) This Performance Security Deposit should be in the form of Pay Order/ Bank Draft in favour of “DDO, Directorate of Publicity and Public Relations, Customs & Central Excise, New Delhi” . Performance Security should remain valid for a period of 60 days beyond the date of completion of all contractual obligations.

Time frame

- i) The agency selected for the execution of the job has to complete the tableau as per the deadlines and time schedules fixed by this Directorate and the Ministry of Defence for completion of the various stages of the work so as to enable this Directorate to fine-tune the processes involved in fabrication as per requirement from time to time before the display.
- ii) The designated officer in-charge will have the right to make necessary modifications/alterations in the layout till the last moment in order to ensure that a quality product is finally put on display.
- iii) Failure to meet the time schedules will invite penalty @ 5% of the contract value per day.

- iv) After the event is over the party shall be responsible for dismantling and removing the materials as per the prescribed schedule of the Ministry of Defence and shall be liable to 'pay any demurrage that might be imposed by Ministry of Defence for noncompliance of dismantling schedule.
- v) The dismantling and removal of the material have to be done by the agency at its own cost and hence the same may be factored in the financial quote.

Term of Payments

Payment shall be made to the agency as per the following schedule:-

- 40% of the total contract value shall be released after completion of the work up to the preparation of the structure (including the woodwork).
- 30% of the total contract price shall be paid after completion of the Tableau to the satisfaction of this Directorate, before the presentation of the Tableau in the Parade.
- The balance 20% shall be paid after submission of the final bill after necessary measurements, certification etc. and satisfactory completion and display of the tableau as detailed in the scope of the work.
- 10% of the cost of the project will be deducted as salvage value of the tableau from the final bill.
- Deduction at source for income tax or any other tax as applicable shall be made as per rules.
- 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.
- The Directorate will not bear any additional cost whatsoever of any kind for any work that the agency may have to undertake in course of the project beyond agreed amount as per tender.
- Service tax as applicable with education cess would be payable only after submission of documentary evidence of deposit by the agency.
- 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 tableau.
- No payment shall be made in respect of proposals, drawing/sketch work and preparation of models etc.

In case of default of any kind, including failure to fulfill the terms and conditions of the job agreement/tender, this Directorate can forfeit the security deposit provided by the Agency.

Submission of proposals by the Agency will imply that it has read all the documents carefully and made itself fully aware of the work, The last date for receipt of tenders/bids alongwith all the necessary documents is **17th July 2013 upto 3:00 P.M.** Proposals received after this date and time will not be accepted.

Opening of tenders will be at **3:30 P.M. on the same day i.e. on 17th July 2013** in the office of the Commissioner, Directorate of Publicity and Public Relations, Customs & Central Excise, Room No 277, 2nd Floor, C.R. Building, New Delhi.

This Directorate reserves the right to reject/cancel the tender at any time without assigning any reason.

Tenders/bids complete in all respects should be sent by registered post or delivered in person to:-

The Addl. Commissioner

Directorate of Publicity and Public Relations,
Customs & Central Excise, Room No. 169,
C.R. Building, New Delhi- 110 109
Tel.: 23370213 Fax: 23370744

TECHNICAL BID

S. No.	Description of job	Details of Documents being attached substantiating the claim
1.	Relevant experience of conceptualization of theme, fabrication and display of Republic Day Tableaux at the National level and State level.	
2.	Presentation on treatment of Theme and Quality of Fabrication Technique of Tableaux.	
3.	Key Professionals like Visualizers or Concept Director, fabricators etc.	
4.	Awards/commendations for fabricating Republic Day Tableau	
5.	Infrastructure and Financial status of the Organization (a) Details of manpower and materials of Company; (b) Details of annual turnover for the last three years;	
6.	Treatment suggested for the theme (A narrative explanation must be enclosed)	
7.	Registration of agency with competent authority Viz. VAT, Service Tax, etc.	
8.	Earnest Money	
9.	PAN No.	

It is hereby certified that the information, as indicated above, is correct.

Signature:

Name of the person with designation:

Name of the Firm:

Address:

Tel. No.:

Fax No.:

Mobile No.:

FINANCIAL BID

I, authorized representative of the Company, hereby quote the rates inclusive of all incidental expenses and taxes for the following job of Indian Customs Tableau-2014 on behalf of my Firm/ Organization :-

S.No.	Description of job	Rates in figures & words
1.	Fabrication & Presentation of Tableau at the Republic Day Parade-2014 at Rajpath on 26th January showcasing the pro-environmental image and performance of the Indian Customs.	

These rates include all material, labour charges and incidental charges for fabrication and Presentation of Indian Customs Tableau at Republic Day Parade-2014 at Raj Path, New Delhi.

I, undertake to abide by the terms & conditions as laid down in the tender documents of Directorate of Publicity and Public Relations, Customs & Central Excise, New Delhi, and to follow the instructions given by the Evaluation Committee (Department) as well as Expert Committee of the Ministry of Defence, Government of India, from time to time.

Signature:

Name of the person with designation:

Name of the Firm:

Address:

Tel. No.:

Fax No.:

Mobile No.: