



MAHARASHTRA STATE SEEDS CORPORATION LIMITED

“Mahabeej Bhavan” Krishi Nagar, Akola - 444 104 , Phone:0724- 2455093 ,2258480
Mobile: 7588607601, Fax-2455287, 2455187, E -Mail- homarketing@mahabeej.com

E - TENDER - NOTICE

Ref. No.: MSSC/MKTG/ADVT/ Ad-Agency/2023/02

Date: 12/05/2023

Subject:- **E-Tender for appointing Advertisement Agency.**

Sealed e-Tenders are invited in Two Bid System to appoint an Advertising Agency for Release of Press advertisements in Maharashtra and other States.

Eligibility Criteria:

1. This is time bound activity hence participant must have capacity to do the job in stipulated period given in the tender or as per order issued from time to time by MSSCL. The leading advertising agencies having good negotiation skill, experience, of release of advertisements in National, Regional and Local News papers of Maharashtra and other States can apply.
2. e- Tender Fee: Rs. 590/- and EMD: Rs. 10,000/- should be paid online.
3. For detailed Tender Notice and Tender Forms please visit our website – www.mahabeej.com. or www.mahatenders.gov.in.
4. E-Tender documents containing the terms and conditions of the e-tender can be downloaded from the E-Tendering portal of Govt. of Maharashtra at www.mahatenders.gov.in. Help desk No.7588607727, 8669642749. The price bid will be accepted online only and not in physical form.
- 5 The last date of online submission of E-Tender & acceptance Technical Bids in physical form is **29.05.2023 (Monday) up to 11.00 Hrs.**

The Management of MSSCL, Akola reserves the right to accept or reject any or all the tenders/cancel the tenders without assigning any reasons thereof.

I/c. General Manager (Mktg.)
M. S. S. C. Ltd., Akola

**MAHARASHTRA STATE SEEDS CORPORATION LIMITED**

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Mobile: 8669642704, Fax-2455287, 2455187, E -Mail- homarketing@mahabeej.com

E-Tender for: Appointing Advertisement Agency**T E N D E R D O C U M E N T****E- Tender No. MSSC/MKTG/ADVT/ Ad-Agency/2023/02 Date: 12/05/2023****Sub.: E-Tender for: Appointing Advertisement Agency**

(E-Tender should be submitted online and also Technical Bid in Physical Form)

Last date of online submission and acceptance of Technical Bid in Physical Form
29/05/2023 up to 11.00 Hrs.

Opening of E-Tender Technical Bid (If Possible): 30/05/2023 at 11.00 Hrs.

E-Tender to be uploaded at www.mahatenders.gov.in and Technical Bid in Physical form to be submitted to:

General Manager (Marketing)
MAHARASHTRA STATE SEEDS CORPORATION LIMITED
Mahabeej Bhawan, Krishinagar, Akola - 444 104

Phone:0724- 2455093 ,2258480 Mobile: 8669642749,
Fax-2455287, 2455187,
Mail:homarketing@mahabeej.com, Web: www.mahabeej.com

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Date: 12/05/2023

Subject:- **E-Tender for appointing Advertisement Agency.**

Sealed e-Tenders are invited in Two Bid System to appoint an Advertising Agency for Release of Press advertisements in Maharashtra and other States.

Eligibility Criteria:

1. This is time bound activity hence participant must have capacity to do the job in stipulated period given in the tender or as per order issued from time to time by MSSCL. The leading advertising agencies having good negotiation skill, experience, of release of advertisements in National, Regional and Local News papers of Maharashtra and other States can apply.
2. e- Tender Fee: Rs. 590/- and EMD: Rs. 10,000/- should be paid online.
3. For detailed Tender Notice and Tender Forms please visit our website – www.mahabeej.com.
4. E-Tender documents containing the terms and conditions of the e-tender can be downloaded from the E-Tendering portal of Govt. of Maharashtra at www.mahatenders.gov.in. Help desk No.7588607727, 8669642749.
- 5 The last date of online submission of E-Tender & acceptance Technical Bids in physical form is **29.05.2023 (Monday) up to 11.00 Hrs.**
6. For Tender submission, the interested parties may upload the tender document complete in all respects at the e-Tendering portal of Govt. of Maharashtra at www.mahatenders.gov.in. The filled e-tender form shall accompany a scanned copy of online payment EMD and e-Tender fee along with the Technical Bid in physical form on or before the last date of submission. The e-tender fee shall be non refundable. **The Price-Bid will be accepted online only and not in physical form.**

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7. The bidders are requested to familiarize themselves with the use of the e-Tendering portal of Government of Maharashtra and the requirements for submission like registration on the portal, use of digital signature etc. well in advance. The bids need to be signed by digital signature as per the requirements of the e-Tendering portal.
8. The last date of online submission of E-Tender & acceptance Technical Bids in physical form is **29.05.2023 (Monday) up to 11.00 Hrs.** Technical Bid of all the E-Tenders received in time will be opened on **30.05.2023 at 11.00 Hrs.** (if possible or appropriate date will be communicated through MSSCL website), in the presence of interested tenders parties.
9. The Price bids of the eligible parties will be opened on the same day immediately after opening of Technical Bid (if possible).

The Management of MSSCL, Akola reserves the right to accept or reject any or all the tenders/cancel the tenders without assigning any reason thereof.

Sd/-
I/c. General Manager (Mktg.)
M. S. S. C. Ltd., Akola

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INSTRUCTIONS TO E- TENDERERS, TERMS AND CONDITIONS OF E- TENDER:

INVITATION OF OFFER:

Sealed e-tenders (in Two Bid System) are invited for appointing Advertisement Agency as stated in e-tender notice no. MSSC/MKTG/ADVT/ Ad-Agency/2023/02 Date: 12/05/2023

ELIGIBILITY CRITERIA:

This is time bound activity hence participant must have capacity to do the job in stipulated period given in the tender or as per order issued from time to time by MSSCL. The leading advertising agencies having good negotiation skill, experience of release of advertisements in National, Regional and Local News papers of Maharashtra and other States can apply.

E-Tender complete in all respects should be submitted in Two Bid System online at the e-Tendering portal of Govt. of Maharashtra at www.mahatenders.gov.in. and also the Technical Bid in physical form in sealed Envelope super-scribing "ENVELOP No. 1 - TECHNICAL BID FOR : **Appointing Advertisement Agency.** - on or before **29.05.2023 (Monday) up to 11.00 hrs.** in the office of General Manager (Marketing), MSSC LTD., MAHABEEJ BHAVAN, KRISHI NAGAR, AKOLA-444 104. If possible the e-tenders would be opened **on 30.05.2023 at 11.00 hrs.** (Technical Bid) in the presence of e-tenderers/e-tenderer's representative present at the time of opening.

Technical Bid sent by post should be sent by Registered post with acknowledgement due however online submission is must in this case also. Sealed Technical Bid submitted by hand delivery should be delivered to the office of General Manager (Mktg.), MSSC Ltd., Akola by obtaining acknowledgement. E-mail/Fax tenders would not be accepted.

TWO BID SYSTEM:

During online submission of e-Tender, the copies of all e-tender documents as detailed below along with the scanned copy/copies of online payment receipts for an amount equal to e-tender fee and EMD must be uploaded without which e-tender will be taken as incomplete and non-responsive and shall not be considered. The technical-bid must be digitally signed by the e-tenderer, else it is liable for rejection. In case of physical submission, only Technical Bid has to be submitted and **Price- Bid has to be submitted online only and not in physical form.**

Technical Bid for online submission and ENVELOPE No. 1 (SEALED) for Physical submission:

This Envelope should be marked as "ENVELOPE No-1- TECHNICAL BID FOR **Appointing Advertisement Agency.** The following documents should be uploaded in the Technical Bid and enclosed during the physical submission:-

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1. Copy of online payment towards E-Tender fee (Non-refundable) and its scanned copy be uploaded during online submission.
2. Copy of online payment amount towards EMD as stated in tender notice and detailed in Section-I (Part-A) and its scanned copy be uploaded during online submission.
3. Acceptance of Terms and conditions of the Tender form (Technical Bid) Section-I (Part -A), Technical Details Section-I (Part-B) along with relevant documents digitally signed for online submission and duly signed for physical submission.
4. The scanned copies of the certificates of GST and PAN No.
5. Other documents in support of claims as mentioned in Section-I (Part-A) and Section-I (Part-B) by the tenders. The above documents must be uploaded online and enclose during physical submission else the Tender is liable for rejection..
6. Tenderes must affix seal and put address on Technical Bid Envelope.
7. If relevant papers / documents are not found in Technical Bid envelop or even if price bid is found in Technical Bid, then also the tender will be considered as non eligible and will stand rejected.

PRCIE BID FOR ONLINE SUBMISSION ONLY:

The Price-Bid has to be submitted online only and not in physical form. This bid must be digitally signed along with all the details filled in else the tender is liable for rejection.

e-TENDER OPENING (TECHNICAL BID/ PRICE BID) :

The Technical Bid will be opened on the date as mentioned in the tender notice/document (if possible) and Price Bid may be opened on the same day (if possible) or separate date, if any, and will be communicated through MSSCL website.

REJECTION OF TENDER:-

1. Any party not fulfilling the conditions of Technical Bid shall be out rightly rejected.
2. Offers with alternatives to the specification given in the tender will be out rightly rejected.
3. Conditional tender shall not be considered. Printed terms and conditions of the tenderer shall not be considered as forming part of their tenders. In case any terms and conditions of the Contract applicable to this invitation to tender are not acceptable to tenderers, they should clearly specify deviation in their tender. The MSSCL reserves the right to accept or reject them. The MSSCL shall not be bound to give reasons for the refusal to consider the tender with deviations.

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4. The Tender analysis will be done and technically and commercially eligible parties as decided by the competent Authority of MSSCL will only be considered eligible. The process of competitive bidding involves the right to implement suitable evaluation process as considered best in the interest of MSSC Ltd.
5. Price Bid of eligible party in technical bid will only be opened.
6. No erasure or alteration is permitted in the documents submitted by e-Tender Parties (either in Technical or Price Bid), any such erasure or alteration if done, should be countersigned, failing which tender is liable for rejection.

Verification of infrastructure available by committee of MSSCL Officials:

The committee of MSSCL Officials (if feel necessary) will visit the place of working of the tender parties for verification of details given by the parties in the tender. The tender of all those parties will be rejected whose details given are not found Satisfactory. The decision of MSSCL Committee will be final and will be binding to all tender parties and will carry no legal claim or liability if any on MSSCL.

The team may visit (if necessary) immediately after Tender opening to tenderer's site and hence could not inform to any tender party for the same in advance.

As a part of verification, the tenderer may be invited for presentation (if feel necessary)

RATE OFFER:-

The rates offered should include all charges applicable the % of commission/Discount offered (Except GST) which will be paid as an actual.

IMPORTANT: The price bid –Rate Schedule should be uploaded in the MSSCL Prescribed format only and it must be digitally signed by the tenderer, else the tender is liable for rejection.

PERIOD FOR WHICH THE OFFER WILL REMAIN OPEN (VALIDITY OF TENDER):

The tenderer shall keep the offer open for acceptance for a period of at least 90 days from the date of opening. If the day up to which the offer is to remain open has been or declared to be closed holiday for the office of the MSSC Ltd. the offer shall remain open for acceptance till the next working day or as desired by the competent authority.

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NEGOTIATION:-

The right for negotiation is reserved by the MSSCL. MSSCL is free to decide the course and method to be adopted for the negotiation purpose.

SPLITTING OF TENDER:-

The MSSCL Management reserves the right to split the tender amongst more than one party without assigning any reason thereof. The competent authority will decide the number of parties for the same.

RETENDER:

The Item shall be re-tendered under the situation that during evaluation of tender (Technical Bid) the No. of eligible tender parties found are less than two. However if Competent Authority thinks that the item required urgently, one eligible tender can be considered.

The item shall be re-tendered when the highest rates (% of commission/Discount) received in the tender are not acceptable to MSSCL.

Extension of time and date for acceptance of Tender shall be considered, keeping in view the No. of tenders received up to due date and time.

CLARIFICATION REQUIRED BY e-TENDERER:

Any clarifications required in connection with the tender, may be obtained from Marketing Department, before submission of their offer.

EARNEST MONEY DEPOSITE:-

Earnest money deposit as stated in tender notice/tender document should be paid online. The party should attach copy of online payment receipts of EMD and e Tender fee.

No interest will be allowed on the Earnest money from the date of its receipt until it is so refunded. The EMD amount shall be converted into a part of Security Deposit if the party desires. A written consent must be provided for the same. EMD of unsuccessful parties will be refunded automatically through online E Tendering system.

FORFEITURE OF EMD:

In the event of a tenderer, whose tender is received within the closing date and time of the tender as specified, withdrawing his tender before the receipt of final decision or in the event of tenderer whose tender has been accepted, failing to execute an agreement within 8 days from the date of giving the offer and/or failing to deposit Security amount within 5 days from the date of executing an Agreement, the Earnest Money deposited by such tenderer shall be forfeited without any intimation and in the later case the tender also shall be cancelled and order will be placed with other party/parties either from tender process or from open market.

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EXECUTION OF AGREEMENT

The successful parties shall be awarded the tender considering their capacity. A written offer will be issued to successful tenderers for executing the Agreement within 8 days from the date of issue of letter on an appropriate non-judicial stamp paper. The cost of the stamp paper will have to be borne by the tenderer.

Detail orders will be issued to the party after agreement made on stamp paper. The order will include services required, rate offer etc. along with other terms and conditions, which would be the inherent part of this tender process.

RIGHT FOR ACCEPTANCE OR REJECTION OF TENDER:-

The Management of MSSCL Akola, reserves the right to accept or reject any or all the tenders/Cancel the tenders and split the tender to more than one party without assigning any reason thereof.

VALIDITY PERIOD OF THE AGREEMENT:-

The validity period of the agreement will be from the date of execution of Agreement and will be valid up to two years from the date of agreement. MSSCL competent authority will have exclusive right to discontinue the Agency at any time during the contract period.

SUBMISSION OF BILL: -

The successful contracted firm shall arrange to provide the services as per Agreement/ orders issued time to time.

All the bills for the services should be raised in the name of MSSCL, Akola or as mentioned in the order placed from time to time, during the contracted period.

The bills should be submitted with due acknowledgement of the work done from the competent authority.

SECURITY DEPOSIT: -

The successful tenderer will have to remit Security Deposit of Rs. 20,000/- in the form of Demand Draft (of Nationalized/ Scheduled Bank only), drawn in favour of MSSC Ltd., Akola payable at Akola. Security deposit will be retained up to the Validity of Agreement and no interest will be allowed on the security amount from the date of its receipt until it is so refunded.

Payment:-

Payment will be released after completion of the work as per order on receipt of bill along with completion report from competent authority as detailed under:-

Sr. No.	Particulars	Necessary documents for effecting the payment
1	Release of MSSCL advertisement In Various Vernacular News papers in Maharashtra and other States	The necessary documents for release of payments are as under:- <ol style="list-style-type: none"> 1) Edition wise two copies of full paper in which advertisement is released. 2) Rate card of the news papers / consent letter of the news papers for negotiated rates with rate calculation sheet for the package taken as desired by MSSCL Quotation sent by party before publishing the advt. 3) Photo Copy of the bill issued by the newspapers in favor of agency towards publication of MSSCL advertisement. 4) The agency should submit the separate bill for each advertisement as the newspapers issued the bill to agency for each advertisement.

Mode of Payment:-

Payment will be made by RTGS. Payment will be released from Head Office of MSSC Ltd., Akola or by concern Regional Offices of MSSCL.

OTHER IMPORTANT

Liability towards income tax, other taxes applicable, any other charges if applicable etc. will be of bidder only. **GST as applicable will be paid by MSSCL**

If party is doing the job of other party at the same time party has to under take MSSCL job on priority.

RIGHT TO CHANGE/MODIFY THE ORDER TERMS/CONDITIONS ETC.:

The entire contents of the tender documents shall form part of the Agreement unless changed or modified by part or whole separately. No additional terms and conditions raised / claimed by the contracted firm will be entertained other than reflected in prescribed tender form issued and entertained under this agreement.

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The Corporation reserves the right to change/modify the conditions or incorporate additional ones if deemed necessary and the same will be binding on Contracted firm. The intimation given in official letter / form from the authorized signatory on behalf of MSSC Ltd. will be treated as modified version of the terms /conditions and ultimately will be the part of this agreement. No contracted firms will be liable for any claim what so ever in the matter.

ARBITRATION:

Both the parties to the agreement do hereby expressly waive the provision of Section 12 clause 5 of arbitration and conciliation act 1966 ad amended up to date and agrees to refer and dispute which may arise pertaining to terms and performance of contract to Hon'ble Managing Director, M.S.S.C. Ltd, as "Sole Arbitrator" Decision of the Sole Arbitrator will be final and binding on both the parties.

JURISDICTION FOR LEGAL MATTERS:

If any dispute arises and if for any reason the matter has to be referred Court of Law, Akola Civil Court alone will have the jurisdiction in the matter irrespective of registered place of Contracted firm or any point or place of MSSC Ltd.

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Services Required by MSSCL and its Execution Procedure: As detailed in **Annexure-I**

Services Required by MSSCL and its Execution Procedure: **Annexure-I**

Sr. No	Services Required	Execution Procedure
1	Release of MSSCL advertisement In Various Vernacular News papers in Maharashtra and other States	<p>The Agency will have to release the MSSCL Display/ Commercial / Tender/ Appointment etc. advertisements as per schedule given / orders placed by MSSCL during the contracted period.</p> <p>For this agency should have authorized agency of popular News Papers in Maharashtra and other States.</p> <p>The agency should be able to work out best economic package for release of MSSCL advertisements and for that agency should negotiate rates with the newspapers and submit the best economic package with negotiated rates for approval of MSSCL Management.</p> <p>On approval of MSSCL the agency will have to release the advertisement as per schedule given in the order at prominent place in various newspapers.</p> <p>The agency will have to prepare attractive artwork for MSSCL advertisements without additional cost till the satisfaction of the MSSCL Management. The matter to be published in the form of advertisement should be correct as per given by MSSCL. Only matter will be given by MSSCL and its designing/ layout in minimum possible size, proof reading for its correctness etc will be the responsibility of the agency. The mistakes in the matter published / wrong publication of MSSCL advertisement shall be the responsibility of the Advertising Agency and payment towards such publications made if any shall not be made by MSSCL.</p> <p>The agency should take written approval from the MSSCL competent authority before releasing the advertisement.</p> <p>The agency will have to prepare event news/ product news of Mahabeej as desired by MSSCL and will have to release in various popular news papers in Maharashtra and other states and should submit the cuttings of the same to MSSCL HO without any cost during the contracted period. This will be the free of cost service of Agency to MSSCL.</p>
<p>Note: Maharashtra State Seeds Corporation Limited, Akola is a Government of Maharashtra Undertaking organization hence most of the advertisements released by MSSCL are at DGIPR / DAVP / Government rates.</p>		

General Manager (Marketing)

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SECTION-I (PART-A) (ENVELOP No.1)

TENDER :- TECHNICAL BID

TO BE SUBMITTED ALONG WITH TECHNICAL BID AND SCANNED COPY BE UPLOADED WHILE ONLINE SUBMISSION ALONG WITH RELEVANT DOCUMENTS IN PHYSICAL FORM

To,
The Managing Director,
M.S.S.C. Limited, Mahabeej Bhavan,
AKOLA - 444 104.

Subject:- **E-Tender for appointing Advertisement Agency.**

Ref: -Tender No. MSSC/MKTG/ADVT/ Ad-Agency/2023/02 Date: 12/05/2023

Sir,

i) I/We hereby confirm that we have read all the terms and conditions of the tender stated under above number and hereby agree to abide by the said conditions. ii) I/we also agree to keep this tender open for acceptance for a period as mentioned in tender paper and in default thereof, I/We will be liable to forfeiture of my/our Earnest Money. iii) I/we hereby declare that a. I/we have read all the terms and conditions specified in the e-tender paper and all terms and conditions are acceptable to me/us. b. The rates offered are for the various services offered in the e-Tender (Annexure-1) and our offer is not differing in any respect and if any difference found by MSSCL, the offer shall stand rejected without any legal claim or liability if any on MSSCL and I/we will be liable to forfeiture of my/our Earnest Money. iv) The details of prescribed earnest money and e-Tender Fee are as under:-

Sr. No.	Particulars	Online Receipt no.	Date	Amount in Rs.
1	EMD			
2	e-Tender Fee			

v) The full value of the Earnest Money shall stand forfeited without prejudice to any other right or remedies if: - I/we do not execute an agreement within 8 days from the date of offer given and OR I/We do not deposit the Security Amount mentioned in the Agreement within 05 days from the date of execution of Agreement vi) Following documents are enclosed.

a. EMD as detailed above. **b.** Technical details as demanded in the format given in (Section-I Part -B) **c.** Other document as detailed in e-tender document (Please specify).

d. Declaration about the authority of the signatory to sign and furnish the tender documents under seal. If signatory is sole proprietor it should be on letterhead with seal. If the signatory is of Company or Pvt. Ltd. body due copy of the Resolution should be enclosed. If the signatory is registered Company or Govt. Body with due Resolution/Authority is furnished.

Thanking you,

yours faithfully,

Place:-
Date:-

Signature with seal
Name of authorized signatory :-
Address :-

Phone No. E-mail ID.

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SECTION - I (PART - B) TECHNICAL DETAILS (ENVELOP No.1)

TO BE SUBMITTED ALONG WITH TECHNICAL BID AND SCANNED COPY BE UPLOADED WHILE ONLINE SUBMISSION ALONG WITH RELEVANT DOCUMENTS IN PHYSICAL FORM

Note: The following details should be given completely, failure of which the tender will not be considered as eligible and the rates quoted will not be considered for evaluation.

1) Complete name of the Advertising Agency along with detail address and telephone no.: -

2) Place of working: -

3) Whether sole firm/ partnership firm/ Co-operative/Attached with Govt. Company/Govt. Company /SSI unit.

----- (Attach the necessary valid document in support of claim as well as Registration of Establishment under Shop and Establishment Act (wherever applicable)

4) Name of Bankers: -

5) a. GST No's:- :-----

b. PAN No's : -----

c. ADHAR No.:-----

d. (Attach photocopy of certificate issued by the Competence authority.)

6) Infrastructure available for the items/services offered (attach separate sheet)

7) Details of the past experience for the services offered with list of clients and the value of contract (Last two years). (Attach separate sheet)

8) Details of the participation made in other organizations for the services offered (in the Current year) (attach separate sheet)

9) Details regarding Artwork preparation facility i.e. no. of artists and Infrastructure available (attach separate sheet)

10) Income tax Pan No. (Please attached photocopy of pan card)

11) Authorized Agency letter valid for current financial year from various newspapers (Attach Photocopy.)

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12) List of documents enclosed: -

I/we have read all the terms and conditions of tender document and hereby agree to abide by the said conditions. I/we here by also undertake that the infrastructure required for the Items / services quoted is available with us and we abide that we will provide the items / services quoted in stipulated time mentioned in tender document or the order issued by the corporation time to time.

Thanking you,

Place: -

Date: -

Signature with seal

Name of authorized signatory:-----

Address: -----

Phone No.----- Fax No.-----

Mobile No.:-----