

**Short Term Tender  
For  
Creative designing of a Logo and Tagline for Daman & Diu**

**Tender Ref No: F-23019/28/2018-DDTOURISM/496**

**25<sup>th</sup> September 2018**

**Issued by  
Society for Promotion of Tourism, Art and Culture (SPOTAC)  
UT Administration of Daman & Diu  
Department of Tourism,  
Paryatan Bhawan Nani Daman – 396 210 Daman  
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Email: [damantourism2013@gmail.com](mailto:damantourism2013@gmail.com)**

**U.T. ADMINISTRATION OF DAMAN & DIU,  
Society for Promotion of Tourism Art and Culture, Daman**

**Section-1 Notice Inviting Tender (NIT)**

**Tender No.** F-23019/28/2018-DDTOURISM/496

**Dated:** 25/09/2018

1. The Society for Promotion of Tourism, Art and Culture (SPOTAC), Daman proposes to select a Logo and Tagline for Daman and Diu. The Society for Promotion of Tourism, Art and Culture (SPOTAC), Daman on behalf of president of India invites **Short Term Tender** from the eligible firms for said purpose.
2. **Name of Services:** creative designing of Logo and Tagline for Daman and Diu.
3. **Quantity & Specification:** As per Scope of Work.
4. **Tender schedule is as follows:**

1.	Bid Document Downloading Starts	25/09/2018
2.	Closing date and time for submission of tender and important documents offline	05/10/2018; 10:30 AM
3.	Tender opening date & time (Technical Bid)	05/10/2018; 11:30 AM
4.	Presentation	05/10/2018; 11:30 AM
5.	Tender opening date & time (Financial Bid)	05/10/2018; 03:00 PM

**Hard copies of all the relevant documents must be submitted in the office of the Society for Promotion of Tourism, Art and Culture (SPOTAC), Daman on or before the closing date of the tender.**

5. Accepting Authority: Member Secretary, The Society for Promotion of Tourism, Art and Culture (SPOTAC), Paryatan Bhawan Nani Daman – 396 210 , UT Administration of Daman & Diu, Phone: 0260 2250002

## **Section-2**

### **General Notice**

Short Term Tender through two tier bid system is invited by the Society for Promotion of Tourism, Art and Culture (SPOTAC) for selection of an agency/firm to design a Logo and Tagline for Daman & Diu. Interested eligible agencies, may submit the bids.

#### **1. Scope of Work**

**a)** Agency will have to design a unique logo for Department of Tourism, Daman and Diu along with a Tagline.

**b)** The logo shall be a brand identity for Daman-Diu;

- 1) Should encompass the territory's core values, characteristics aspiration and truest distinctions.
- 2) Establish the insights in to promoting the territory of Daman & Diu in the global tourism map.
- 3) Be a big idea that can surprise, inspire, and distinguish it for years to come.

**c) Logo & Rationale:**

- 1) Logo must be submitted with the rationale of the design.
- 2) Artwork: **The designs must be submitted in PNG/JPEG format with transparent background in a Compact Disk (CD).**
- 3) Rationale: Maximum of 50 words in English to describe the concept, theme and symbolic elements of the logo proposed.
- 4) Logo should be colourful and should represent ethos, core values, characteristics, aspirations, heritage and distinctions of the territory of Daman and Diu.
- 5) Logo designed should be compatible so that it is usable on the website/social media such as Twitter/Facebook and on printed materials such as b/w press releases, stationery and signage, labels etc.

#### **4. Intellectual Property Rights**

1. The selected agency will be required to submit the EPS/CDR/SVG/PSD/original drawing or digital file of the logo on request by the Tender Inviting Authority.
2. Agency need to acknowledge and agree that all copyright and other rights in the logo including rights in the drawings, text or any other content submitted to the Tender Inviting Authority in this regard shall be solely and exclusive owned by the Department of Tourism, Daman in case the logo & Tagline is selected. The selected agency shall agree to assign absolutely all intellectual property rights, including the right to use, reproduce, modify, publish, license and/or otherwise deal with (whether for commercial and non-commercial purpose) of the selected logo designs without any charge.
3. Agency represent and warrant that their own original work/creation and do not infringe the intellectual property rights of any third party. Anyone found infringing on others copyright would be disqualified. The society does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the agency.

#### **5. Rates and Quotes**

The rates quoted shall be inclusive of all taxes and duties as applicable as per the law. The quoted rates shall be firm and shall not be subject to any change whatsoever.

#### **6. Submission of Tender**

The bidder shall submit the mandatory documents of the tender and the financial bid and the other related hard copies of the firm may be submitted in a sealed envelope super scribed as “Short Term Tender for Selection of Creative designing of the Logo and Tagline.”

## **7. Opening of Tenders**

The Tender Inviting Authority will open the tenders at the specified date and time as indicated in the tender document.

## **8. Tender Evaluation**

The bids will be evaluated by the Evaluation Committee duly approved by the competent authority which will decide successful bidder on the basis of Quality cum cost basis.

## **9. Scrutiny of Tenders**

### **Unresponsive bids:**

The tenders will be scrutinized before further evaluation to determine whether they are complete and meet the essential and important requirements, conditions etc. as prescribed in the Tender Document. The tenders received, are liable to be treated as non – responsive and will be summarily ignored, if following documents are not attached along with the bid.

- (i) Tender form not duly signed and stamped. (i.e. all the terms & conditions of tender document are acceptable.)
- (ii) Tender is unsigned and incomplete in any aspect.
- (iii) Tender validity is shorter than the required period.

## **10. Tender Validity**

The tenders shall remain valid for acceptance for a period of 180 days (one hundred eighty days) after the date of tender opening prescribed in the Tender Document.

## **11. Award of work**

Award of work against the tender is at the sole discretion of the Tender Inviting Authority. Proposal of the successful bidder would form the basis for future negotiations and lead to issuing of a Letter of Award (LOA).

- After selection, a Letter of Award (LOA) shall be issued in duplicate, by the Tender Inviting Authority to the Selected Bidder and the Selected Bidder shall sign and return the duplicate copy of the LOA in acknowledgement thereof. In the event of the duplicate copy of the LOA duly signed by the Selected Bidder is not received by the stipulated date, the Authority may, unless it consents to extension of time for submission thereof, cancel the LOA and the next highest ranking Bidder may be considered.
- The Tender Inviting Authority reserves the right to relax any of the conditions of the Tender Document if suitable bidders are not found due to exigency of situation.

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### **Section-3 Tender Form**

(For all the terms & conditions of tender document are acceptable to bidder)

To  
The Society for Promotion of Tourism,  
Art and Culture (SPOTAC),  
Department of Tourism  
Paryatan Bhawan,  
Nani Daman – 396 210 Daman  
UT Administration of Daman & Diu

Ref No. \_\_\_\_\_

Dated \_\_\_\_\_

I/We, the undersigned have examined the above mentioned tender document, including amendment/corrigendum no. \_\_\_\_\_, dated \_\_\_\_ (if any), the receipt of which is hereby confirmed. We now offer to create and submit the *services in* conformity with your above referred document.

If our tender is accepted, we undertake to perform the services as mentioned in tender document with the delivery schedule specified in the “Scope of Work” of tender document.

I/We further confirm that, if purchase order placed with us, we shall provide you with a performance security of required amount in an acceptable form for due performance of the contract.

I/We agree to keep our tender valid for acceptance as required in tender document or for subsequently extended period, if any, agreed to by us. I/We also accordingly confirm to abide by this tender up to the aforesaid period and this tender may be accepted any time before the expiry of the aforesaid period. I/We further confirm that, until a formal contract is executed, this tender read with your written acceptance thereof within the aforesaid period shall constitute a binding contract between us.

I/We further understand that you are not bound to accept the lowest or any tender you may receive against your above-referred tender enquiry.

We confirm that we qualify all the eligibility criteria & terms and conditions specified in the Short Term Tender for Selection of Creative designing of the Logo and Tagline as on date.

I/We confirm that we fully agree to the terms and conditions specified in above mentioned the document, including amendment/ corrigendum etc. if any.

(Signature with Date) (Name and Designation)

To Be Signed By the Proprietor / All Partners of the Firm / Directors of the Company under Its Common Seal



## **Section 4 Instructions to Bidders**

### **1. Tender Contents**

The Tenders are to be submitted offline at the office of The Society for Promotion of Tourism, Art and Culture (SPOTAC), Daman in 2 part bid system:

- Technical Proposal (signed and stamped the Tender document)
- Financial Proposal

#### **Technical Proposal**

The Technical proposal should contain

- a) Tender Document (duly signed and stamped to be submitted along with physical bid document)
- b) Concept for implementing the assignment along with proof of technical expertise.

#### **Financial Proposal**

The Agency has to submit the financial bid for implementing the assignment as per the format enclosed. The financial bid should contain all expenses involved in the assignment like transportation, accommodation, out of pocket expense, etc.

### **2. Right to accept / reject tender**

No tender will be considered unless the tender documents are fully and completely filled in. All information that may be asked from a bidder must be unequivocally furnished.

The Deputy Director Tourism/ Member Secretary- SPOTAC, Daman reserves to itself the right to accept or reject any tender or reject all tenders without assigning any reason thereof, and without thereby incurring any liability to the affected bidders. The tenders shall be considered invalid and non-responsive for non-submission of any document stipulated herein

### **3. Commencement of work**

The date of receipt of Work order shall be considered to be the date of commencement of work.

### **4. Escalation of Prices**

The prices quoted shall be firm and shall remain applicable during the entire period of the contract till completion (including extension of time granted, if any) and no escalation in prices will be permitted due to increase in prices of materials, rise in labour prices or due to any other reasons.

## **SECTION 5: TERMS & CONDITIONS**

1. Bidders are strictly advised to go through all the documents in connection with this contract carefully.
2. The work shall be carried out in appropriate stages under the direction and supervision of the Tender Inviting Authority.
3. The Successful Bidder shall not be entitled to any compensation for any loss suffered by him on account of delay in commencing or executing the work whatever the cause for such delays may be including delays in procuring Government controlled or other materials.
4. The final selected Logo and Tagline shall become the intellectual property of the Department and the agency shall not have any right over to the same.
5. In case there are any allegations from any third party regarding plagiarism and infringement of any copyright, then the sole responsibility and the consequent legal proceedings for the same shall be that of the agency and the agency will have to indemnify the Tourism Department/SPOTAC, Daman against the same. The agency will have to indemnify and keep indemnified the Tourism Department/SPOTAC, Daman against any or all claims arising out of any or all actions of the agency.

### **6. Damage to Persons and Property**

The Successful Bidder shall indemnify and keep indemnified the Tender Inviting Authority against all losses and claims for injuries or damages to any person or property whatsoever which may arise out of or in consequence of the construction and maintenance of works and against all claims, demands, proceedings, damages, costs, charges, expenses, whatsoever in respect thereof in relation thereto.

### **7. Compliance with the Law**

1. The Successful Bidder shall comply with all the bye-laws and regulations of local and other statutory authorities having jurisdiction over the works and shall be responsible for the payment of all fees and other charges and the giving and receiving of all necessary notices, and keep the Tender Inviting Authority informed of the said compliance with the by-laws, payments made, notices issued and received.

2. If any conflict arises between the selected bidder and the Tender Inviting Authority during the period of execution or after completion of work, Hon'ble Courts of Daman shall have the jurisdiction and the venue of arbitration shall be Daman and will be governed by provisions of the Indian Arbitration & Reconciliation Act.

## **7. Payments**

Successful Bidder can claim the payment only after completion of the job against invoice. The selected agency shall be ready to take up work beyond the mentioned scope if felt necessary and asked by the Tender Inviting Authority and the Tender Inviting Authority shall give effect to such payment arising out of the additional work.

## **8. Work treated as Completed**

The work shall not be treated as complete until and unless

- a) The successful bidder submits the logo along with the tagline in given format to the Tender Inviting Authority satisfactorily after taking into consideration all the suggestions and alterations (if any).

## **9. Scope of Contract**

The Successful Bidder shall carry out and complete the said work in every respect in accordance with this contract.

- a. The re-execution of any works executed by the Successful Bidder.
- b. The amending and making good of any defects after completion.

## **10. Extra Work**

Should it be found after the completion of the works that some extra work has been carried out on due instruction from the Tender Inviting Authority, the price for such extra work will be ascertained on mutually negotiated terms.

**Selection Procedure:**

A selection committee will evaluate the technical as well as financial bids on last date of submission. The technical bids of all Tenderers will be opened first.

The technical evaluation will carry a weightage of 70 marks. The financial bid will carry weightage of 30 marks. The experience as per technical eligibility will carry 20 marks and the Presentation or creative execution plan will carry weightage of 50 marks.

Financial evaluation will carry a weightage of 30 marks. The lowest financial offer will be the benchmark for financial evaluation and will get 30 marks and the next higher offer will be evaluated in the form of lowest rate X 30 /Offered rate

The agency which scores the highest aggregate marks on the basis of cumulative marks obtained in technical bid and financial bids (after adding the scores from the technical, presentation and financial evaluation) will be awarded the contract for Creative designing of the Logo and Tagline for Daman and Diu

**Appendix - I**  
**Short Term Tender**  
**For**  
**Creative designing of a Logo and Tagline for Daman & Diu**

**PART A (Technical Bid)**

<b>Sr. No.</b>	<b>Item</b>	<b>Evaluation Criteria</b>	<b>Marks</b>
1	Technical eligibility	<p>Experience in designing logo along with the tagline for any state/national tourism board/ renowned tourism company:</p> <ul style="list-style-type: none"><li>• Agency having experience of designing atleast 2 logos along with the tagline - 20 marks</li><li>• Agency having experience of designing atleast 1 logo along with the tagline - 10 marks</li></ul>	20
2	Presentation	<p>Presentation reflecting proposed logos and taglines. Evaluation will be based on the quality of presentation. The presentation should cover the following in sufficient detail:</p> <ul style="list-style-type: none"><li>• Elements used in the proposed logo along with what each element represents about the territory.</li><li>• Rational of the logo</li><li>• The presentation must also include a detailed explanation of the tagline proposed.</li><li>• Sources to reproduce logo and tagline.</li></ul>	50

Signature & Seal of the Bidder

Date

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**PART B (Financial Bid)**

The Financial bid should be submitted in the below mentioned format:

<b>Particulars</b>	<b>Rate in Rs.</b>
Charges for Designing of logo and tagline	
Taxes	
Grand Total	
<b>NOTE:</b> <b>The Bidder shall quote for the entire scope of work such that the total bid price cover all the bidder's obligations mentioned in or reasonably inferred from the bidding documents in respect of providing the product/services.</b>	<b>The Rate quote shall be inclusive of all applicable taxes, duties and other levies and charges etc.</b>

Signature & Seal of the Bidder

Date: