



**EXPRESSION OF INTEREST FOR  
ENGAGEMENT OF  
AGENCY FOR MERCHANDISING  
INTERNATIONAL DAY OF YOGA ( IDY)  
LOGO**

**Ministry of AYUSH  
AYUSH Bhawan  
B Block, GPO Complex, INA Colony  
New Delhi – 110023  
Phone No: 24651965, Fax No: 24651965**

**F.No.S-11012/05/2017-IEC**  
**GOVERNMENT OF INDIA**  
**MINISTRY OF AYURVEDA, YOGA & NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY**

EXPRESSION OF INTEREST FOR ENGAGEMENT OF AGENCY FOR MERCHANDISING  
IDY LOGO

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**SECTION I**

**GENERAL**

Ministry of AYUSH, Government of India is planning to celebrate the International Day of Yoga'2017 in a befitting manner. The event would include, among other things, Mass Yoga Demonstration by lakhs of people across India at the national, state, block and panchayat level as well as in the educational institutions yoga centres and other government establishment. IDY event has a distinct logo which was finalised by public participation in a competitive manner. Along with promotion of the event, ministry is interested in engaging a licensee/agency to market its logo in association with various branded products.

**1. SCHEDULE AND CRITICAL DATES**

The tentative schedule and critical dates are shown below:

<b>S. No.</b>	<b>Event</b>	<b>Date</b>
1	Publication of Tender document in Newspaper for EOI	10.02.2017
2	Pre Bid Meeting	17.02.2017 (10.00 A.M.)
3	Last date of submission of bids	10.03.2017 (5.30 P.M.)
4	Opening of Technical Bids	15.03.2017 (11.00 A.M.)
5.	Date of presentation	17.03.2017 (11.00 A.M.)
6	Opening of Financial Bids	22.03.2017 (11.00 A.M.)

The complete details for the EOI can also be downloaded from Ministry of AYUSH's website <http://ayush.gov.in/> . No Bid for EOI will be accepted after the last date as mentioned above.

**No electronic submissions are allowed. Bids cannot be submitted by facsimile.**

The Ministry of AYUSH will not be responsible for any postal delay.

The Ministry of AYUSH reserves the right to amend the document for EOI, tentative schedule and critical dates. It is the sole responsibility of prospective bidders to go through Ministry of AYUSH's website: <http://ayush.gov.in/> from time to time for any updated information

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**1.1 PROCEDURE, TERMS AND CONDITIONS**

- 1.1.1 The EOI is to be submitted on two bids basis i.e. Technical Bid & Financial Bid.
- 1.1.2 The Bid needs to be submitted in a sealed envelope superscribing “**Expression of Interest (EOI) for Engagement of Agency for Merchandising IDY Logo**” containing two separate sealed covers one for the technical and the other for financial bid, superscribing the same on top of each envelop “**Technical Bid**” and “**Financial Bid**” respectively.
- 1.1.3 Bid responses must be addressed as under and drop/reach in the R&I Section of Ministry of AYUSH, New Delhi

**To**

**R & I Section,  
Ministry of AYUSH,  
AYUSH Bhawan,  
B Block, GPO Complex,  
INA, New Delhi-110023**

- 1.1.4 The Bid containing both technical and financial bids in sealed cover, should reach the R & I Section, Ministry of AYUSH, on the above address, not later than the prescribed last date of submission of bids. Bids submitted after the due date and time would not be considered and summarily rejected. It is the responsibility of the Bidder to ensure that the bids are received in time by the deadline.
- 1.1.5 All bids must remain valid for 180 days from the Last date of submission.
- 1.1.6 The Ministry of AYUSH reserves the right to solicit additional information from Bidders.
- 1.1.7 The Ministry of AYUSH reserves the right to accept the whole, or part of or reject any or all bids without assigning any reasons and to select the Bidder(s) which, in the sole opinion, best meets the interest of the Ministry of AYUSH.
- 1.1.8 The Ministry of AYUSH also reserves the right to negotiate with the bidders placed as **H1** bidder in the interest of the Government.
- 1.1.9 The Ministry of AYUSH reserves the right not to accept bid(s) from agency (ies) resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government investigating Agencies/Vigilance Cell.
- 1.1.10 All information contained in the EOI document, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared by the

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bidder with any other organizations / agencies.

1.1.11 The Agency selected is not supposed to use its name, logo, etc. eclipsing the name and interest of the Ministry and Government during the promotional event.

1.1.12 Agency should have Pan India presence.

1.1.13 In course of marketing of the IDY Logo after attaining right to do so from the ministry, the agency shall not sell it over to an institution/agency/individual who or whose product is not in the interest of the ministry/ government and its role or having conflicting interest. In such cases the interest of the government shall be the supreme.

**1.2 ELIGIBILITY CONDITIONS**

The Bidders should fulfil the following eligibility conditions for participating in the Tender/Expression of Interest (EOI). The Bidders should enclose documentary evidence for fulfilling the eligibility conditions. It is the sole responsibility of the bidder for the smooth and in a non-controversial merchandising of IDY Logo.

S. No.	Broad Criteria	Basic Requirement	Specific Requirement	Documentary Proof to be submitted
1	Registered in India	Mandatory Registration	1. Bidder should be registered in India 2. Should have a local office in NCR region	Documentary Proof
2.	Black listing /No conviction	Mandatory certifications	Bidders should not have been blacklisted by any of the State or Central Government organization. Should not have been found guilty of any criminal offence by any Court of law.	Duly signed Affidavit from the bidder
3	Conflict of Interest	Mandatory certifications from bidder	Bidder should not have a conflict of interest in the assignment as specified in the bidding document. Comply with the code of integrity as specified in the bidding document	Duly signed Undertaking from the bidder on letter head

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4.	Financial Worth	Turn over	The cumulative turnover of the agency in the area of promotional activities/marketing of products/brand promotion etc. along with the revenue generation through ad – spot collections etc. for year 2013-14, 2014-15 and 2015-16 respectively should be at least Rs. 5 crores or more.	Attach Balance Sheets & documents certified by Chartered Accountant.
5.	Tax details	Tax registration/ clearance	The bidder should have registered: a) Service tax b) PAN	Copies of the same
6.	Experience	Work Experience in Event Management & Marketing	1. The agency must have an experience of marketing of atleast two national/international event with gathering of 1000 each and with involvement of youth at 10 state headquarters.	Copies of the work orders and authentic proof of completion of the work.
7.	Management	Management Network	a) The agency must have team of professionals to organize and market the IDY Logo.	Organogram of the company to be submitted.

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8.	Manpower	Team Management	a) A Post Graduate/ Graduate in any discipline (preferably in marketing/journalism) with 5 years of experience in marketing. At least 3 Team members who are permanent employees of the agency, having been on the payroll for a minimum of 3 years	Attached relevant Documents in Support of Qualification & experience. Attach relevant Documentary proof
9.	Reach and Penetration	Reach and Penetration at Panchayat/Taluka/District	Either directly or should have third party agreement for mass marketing at the Grass root level	Supporting Documents
10.	Experience of dealing/marketing with branded firms.	Experience of dealing/marketing with various branded firms.	Experience of dealing/marketing with various branded firms.	Attach relevant supporting documents.

### 1.3 COMMERCIAL CONDITIONS

Apart from the above, each bidder is required to fulfil the following terms and conditions:-

#### a) EARNEST MONEY& TENDER FEE

- (i) Each bidder is required to submit Rs. 50,000/- (Rupees Fifty Thousand only) as Earnest Money Deposit (EMD) in the form of Bank Draft / Demand Draft in favour of "Pay and Accounts Officer, Ministry of AYUSH, New Delhi".
- (ii) Tender Form Fee: Bidders have to submit tender form fee for Rs. 500/- in the form of DD/Pay order favouring "Pay and Account Officer, Ministry of AYUSH, Payable at Delhi".
- (iii) EMD & Tender Fee should be submitted with Technical Bid.
- (iv) Technical Bid not accompanied with EMD & Tender fee shall summarily be rejected.
- (v) No interest shall be payable by the MINISTRY OF AYUSH for the sum deposited as Earnest Money Deposit.
- (vi) No bank guarantee will be accepted in lieu of the Earnest Money Deposit.
- (vii) The EMD of the unsuccessful bidders would be returned after award of the contract. (EMD of the successful bidder shall be returned only after receiving the prescribed performance security)

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**b) PERFORMANCE SECURITY**

- (i) Selected bidder will have to submit a Performance Security equivalent to 10% of the total contract value of job for one year in the form of the bank draft/demand draft or bank guarantee from a scheduled nationalised bank in favour of " Pay and Account Officer, Ministry of AYUSH, New Delhi", within 10 days of issue of letter for performance security. Performance Security will remain valid even after 60 days beyond the satisfactory completion of job.
- (ii) The successful bidder has to renew the bank guarantee/draft on same terms and conditions for the period up to contract including extension period, if any.
- (iii) Performance Guarantee would be returned only after successful completion of job assigned to them after adjusting/recovering any dues recoverable/payable from/by the Agency on any account under the contract.

**c) PERIOD OF CONTRACT**

The contract will be for one year (12 months) from the date of award of the work subject to the satisfaction of MINISTRY OF AYUSH based on periodical performance reviews of the bidder. If performance is satisfactory, MINISTRY OF AYUSH may extend the contract period for further 12 months on the same terms & conditions.

**d) ROYALTY:**

- Royalty must be quoted on unit rate basis in INR.
- The Royalty to be paid to Ministry of AYUSH shall have two components, one initial fixed Royalty and other variable on monthly basis as per prescribed format for the Financial Bid in Annexure: 2 for marketing right over the LOGO of IDY.
- All Expenses to be incurred by the bidder in course of merchandising of the Logo will be borne by the bidder himself.
- No decrease in the royalty quoted once would be allowed during the contract period.

**(e) AMENDMENT OF TENDER DOCUMENT**

At any time before the submission of bids, the MINISTRY OF AYUSH may amend the tender EOI document by issuing an addendum/corrigendum in writing or by announcing it through its website. The addendum/corrigendum shall be binding on all the agencies. To give the Agencies reasonable time in which to take an amendment into account in their bids, the MINISTRY OF AYUSH may, if the amendment is substantial, extend the deadline for the submission of bid.



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**(f) CONFLICT OF INTEREST**

- (i) The Agency is required to provide professional, objective and impartial advice and at all times hold the MINISTRY OF AYUSH's interest's paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.
- (ii) Without limitation on the generality of the foregoing, Agencies, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

**Conflicting Activities:** An Agency or any of its affiliates, selected to market IDY Logo shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project.

**Conflicting Assignment/job:** An Agency (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the Agency to be executed for the same or for another Employer.

**Conflicting Relationships:** An Agency that has a business or family relationship with a member of the Ministry of AYUSH staff who is directly or indirectly involved in any part of the project shall not be awarded the Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Ministry of AYUSH throughout the selection process and the execution of the Contract.

Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of MINISTRY OF AYUSH, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the forms of technical proposal provided herewith. If the Agency fails to disclose said situations and if the MINISTRY OF AYUSH comes to know about any such situation at any time, it may lead to the disqualification of the Agency during bidding process or the termination of its contract during execution of the assignment.

**g) PAYMENT OF ROYALTY :**

1. The payment of Royalty will be released by the agency for the initial fixed amount in one go soon after receipt of the offer. Subsequent monthly payment of Royalty for any month during the contract period shall be made by 5<sup>th</sup> of the subsequent month. All payments shall be made in Indian Rupees through mode as required by the Ministry of AYUSH. Late payment of Royalty shall be penalised @ 1% per week upto maximum 10% of the contract Royalty amount (initial fixed + total monthly Royalty for 12 months) and liquidated from the performance guarantee deposited by the Agency.

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**1.4 PENALTY CLAUSE**

- a) The Service Level Agreement (SLA) will be signed with successful bidder. Any breach in SLA will lead to penalty and later termination of the contract.
- b) If at any given point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfil any of the contractual obligation, the MINISTRY OF AYUSH may take a decision to cancel the contract with immediate effect. Further, performance security of the agency may also be forfeited if the performance of the agency is not satisfactory.
- c) In case of late payment of the accepted royalty or when agency fails to pay the same, the firm shall be liable to pay a Liquidated Damages (LD). LD will be imposed @ 1% per week of total royalty value (initial fixed + total monthly Royalty for 12 months) up to maximum of 10% of total finalised royalty from the Agency.

The MINISTRY OF AYUSH will have the right to cancel the contract at any time without assigning any reason thereof.

**1.5 PREPARATION OF BID**

All the bidders are requested to follow the instructions given below while submitting the bids. Proposal should be submitted in two bid basis – separate technical and financial bids under the separate sealed covers. Outer envelope should be clearly marked as “**Expression of Interest (EOI) for Engagement of Agency for Merchandising IDY Logo**”

**1.6 TECHNICAL AND FINANCIAL BID**

Bids should be prepared on standard A4 size paper. Foldouts containing charts, spread-sheets, and oversize exhibits, if any, are permissible. The pages should be placed section wise in a binder with tabs separating. Manuals and other reference documentation, if any, should be bounded separately. All responses, as well as any reference materials presented must be written in English.

- The technical bid should have the following:-
  - i. Forwarding letter as per Annexure 1 on the bidding organization's printed letterhead.
  - ii. The bidder shall submit technical bid in prescribed format as given in Annexure 1. Submission of the different type of Technical bid will result in the proposal being deemed non-responsive.
  - iii. Compliance and documentary proof of eligibility condition spelt out in clause 1.2 of

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section I. Documentary proof sought in other clauses of TD should also be enclosed.

- iv. Figures and tables must be numbered and referenced in the text by that number. They should be placed as close as possible to the referencing text. Pages must be numbered consecutively within each section.
- v. A point to point compliance and self-declaration for acceptance of terms and conditions of tender document.
- vi. Undertaking (self-declaration on letter head) of total responsibility for the trouble free operation.
- vii. Undertaking (self-declaration on letter head) that the information submitted by them is correct and they will abide by the decision of MINISTRY OF AYUSH. In case the information submitted by the firm is found to be false and / or incorrect in any manner, the firm can be suspended and / or debarred.
- viii. Presentation by the participating Agencies on the road map and the components of eligibility for Technical Bid as per Para 1.2 shall form part of Technical Bid for its qualifying.
- ix. All pages of the document submitted should be signed.

➤ **The Financial bid must contain the following:**

- i. Forwarding letter including Financial Bid as per Annexure 2, on the bidder printed letter head.
- ii. Overwriting / correction in the financial bid is not permitted and any such overwriting in bid shall lead to its rejection.
- iii. No price / rate variation / adjustment or any other de-escalation will be entertained.
- iv. The Royalty amount is to be quoted in the prescribed format for Financial Bid at Annexure-II

### **1.7 SIGNING OF BID**

The original and all documents of the Bid shall be typed or written in a legible hand written and shall be signed by the Bidder or a person duly authorized to sign by the Bidder. The person or persons signing the Bid shall initial all pages of the Bid.

### **1.8 METHOD OF EVALUATION AND AWARDS OF CONTRACT**

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Bidders are requested to submit the all requisite documents as per Tender Document along with their bids; failing which the bids are liable for rejection.

**Evaluation of bids**

From the time the bids are opened to the time the contract is awarded, the agencies should not contact the MINISTRY OF AYUSH on any matter related to its Technical and/ or Financial bid. Any effort by the agencies to influence the MINISTRY OF AYUSH in the examination, evaluation, ranking of bids and recommendation for award of contract may result in the rejection of the agency's bid.

A duly constituted Evaluation Committee will scrutinize and evaluate the bids for selection of an agency.

**Criteria for Evaluation of Technical bid:**

The Evaluation Committee shall scrutinize the Technical bids first. Once the agency or firms are having fulfilled all the technical criterion and made satisfactory presentation, they shall be qualified for the financial bid and only their financial bids shall be opened.

**Criteria for Evaluation of Financial bid:** The Financial Bids of the technically qualified bidders will be evaluated as following: The highest quoted Financial bid (Initial fixed Royalty + Monthly Royalty for 12 months) will be selected for grant of rights of merchandising over the IDY LOGO during the contract period.

**GENERAL:**

- a) Bids once submitted cannot be amended.
- b) Any Bid which does not quote for all items will be determined to be non-responsive and may be rejected
- c) The Agency shall not assign or sublet the contract or any substantial part thereof to any other agency, without written consent of the MINISTRY OF AYUSH.
- d) Technical bids and financial bids will be opened, in the presence of Bidders' representatives (One for each bidder), who wish to be present.

**1.9 COMPETENT AUTHORITY'S RIGHT TO VARY ITEMS/ACTIVITIES AT THE TIME OF AWARD**

The Competent Authority shall have the right to make any alterations, omissions, additions or subtractions in items/services at the time of award of contract. The Competent Authority will give such intimation to the successful Bidder, and additional cost/deduction in the Bid prices, based on the price schedule submitted by him, will be worked out with the Bidder. In case, the Bidder does not agree for such alterations, the Competent Authority will be free to award the contract to the next eligible Bidder.

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**1.10 ARBITRATION**

- a) If any dispute, difference, question or disagreement shall at any time, hereafter arise, between the parties hereto or the respective representatives or assignees in connection with or arising out of the contract the MINISTRY OF AYUSH would appoint a sole arbitrator, which shall be accepted by the Agency. The decision of the arbitrator would be final and binding on both the parties.
- b) It is also term of the contract that contractor shall not stop the work under this contract and work shall continue as expected to continue whether the arbitration proceedings have commenced or not.
- c) The Venue of the arbitration shall be at New Delhi. Subject to aforesaid, the provision of the Indian Arbitration Act, 1996 and any statutory modifications or re-enactments thereof and rules made thereunder and for the time being in force shall apply to the arbitration proceedings under this clause.

**1.11 LABOUR LAWS AND SAFETY MEASURES**

Agencies shall comply with all the provisions of labour law related legislations/acts as enacted by Government from time to time and in case of any prosecution / penalty, Agency shall be liable for the same.

Agencies shall be liable for payments of duties viz. P.F. E.S.I. etc. including any compensation payable under Workmen Compensation Act. Ministry of AYUSH shall have no responsibility or financial or other liabilities towards professional employed by agencies.

Agencies will take all safety measures / precautions during the work. Any accident due to negligence / any other reason will be to consortium account.

**1.12 APPLICABLE LAW AND JURISDICTION**

This contract, including all matters connected with this contract, shall be governed by the India laws, both substantive and procedural, for the time being in force and shall be subject to the exclusive jurisdiction of Delhi Court, if required.

**1.13 INSURANCE AND MEDICAL**

It is the responsibility of the agencies to ensure their staff and equipment against any exigency that may occur at site. Agencies will also take insurance cover for third party liability, which might occur due to damages caused to their manpower, equipment etc. Ministry of AYUSH shall not be responsible for any such damages.

Medical facilities (as per law) for professional including insurance of the professional on site will be provided by the agencies.

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**1.14 INDEMNIFICATION**

- a) Agency shall at times indemnify and keep indemnified Ministry of AYUSH against all claims/ damages etc. for any infringement of any Intellectual Property Rights (IPR) while providing its services under this work order.
- b) Agency shall at all times indemnify and keep indemnified Ministry of AYUSH against any claims in respect of any damages or compensation payable in consequences of any accident or injury sustained or suffered by its (Agencies) employees or caused by any action, omission or operation conducted by or on behalf of Agencies.
- c) Agency shall at all times indemnify and keep indemnified Ministry of AYUSH against any and all claims by employees, workman, suppliers, agent(s) employed engaged or otherwise working for Agencies, in respect of their wages, salaries, remuneration, compensation or the hike.
- d) Ministry of AYUSH shall remain indemnified even after the termination or expiry of the work order.

**1.15 FORCE MAJEURE**

For the Purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of party.

In the event of either party being rendered unable by force majeure to perform any obligation required to be performed by them under the contract, if any concluded, the relative obligation of the part affected by such force majeure lasts. The terms "Force Majeure" as implied here in shall mean acts of God, War, Civil riots, fire directly affecting the performance of the contract, floods and Acts and Regulations of respective Government of the two parties, namely the Organisation and the contractor. Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid, shall within seventy two hours of the alleged beginning and ending thereof giving full particulars and satisfactory evidence in support of its claim. If deliveries are suspended by force majeure conditions lasting for more than 2 (two) months, the Organisation shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part.

Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

**1.16 FAILURE & TERMINATION CLAUSE**

Time and date of delivery and period of execution shall be essence of the contract. If the Agency fails to pay the Royalty or comply with the conditions of the agreement, MINISTRY OF AYUSH may without prejudice to any other right or remedy available to him to recover

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damages for breach of the contract: -

- a) recover from the Agency as agreed, liquidated damages will be charged @ 1% of the total Royalty value (Initial fixed + Monthly Royalty for 12 months) per week from the Agency upto maximum 10%. This is by way of penalty, as specified in the Clause 1.4 (Penalty Clause).
- b) cancel the contract or a portion thereof by serving prior notice to the Agency.
- c) May take a decision to cancel the contract with immediate effect and / or debar / blacklist the bidder from bidding prospectively for a period of 3 years or as decided by the MINISTRY OF AYUSH or take any other action as deemed necessary.

**1.17 AGENCY CODE OF CONDUCT AND BUSINESS ETHICS**

The MINISTRY OF AYUSH is committed to its 'values & beliefs' and business practices to ensure that Agency, who markets IDY Logo, will also comply with these principles.

**a. Bribery and corruption:**

Agencies are strictly prohibited from directly or indirectly (through intermediates or subcontractors) offering any bribe or undue gratification in any form to any person or entity and / or indulging in any corrupt practice in order to obtain or retain a business or contract.

**b. Integrity, indemnity & limitation:**

Agencies shall maintain high degree of integrity during the course of its dealings with business/contractual relationship with the MINISTRY OF AYUSH. If it is discovered at any stage that any business/ contract was secured by playing fraud or misrepresentation or suspension of material facts, such contract shall be voidable at the sole option of the competent authority of the MINISTRY OF AYUSH. For avoidance of doubts, no rights shall accrue to the Agency in relation to such business/contract and the MINISTRY OF AYUSH or any entity thereof shall not have or incur any obligation in respect thereof. The Agency shall indemnify in respect of any loss or damage suffered by the MINISTRY OF AYUSH on account of such fraud, misrepresentation or suspension of material facts. The agency will be solely responsible for the omission and commission of the employees deployed by them.

**1.18 MANDATORY SUBMISSION OF INFORMATION ON MARKETING OF THE IDY LOGO:**

1. Agency shall submit the information on the Marketing of the IDY LOGO well in advance and shall not market the logo with the firm / agency/ individual who are in conflict of interest and mandate of the Ministry of AYUSH and Government.
2. After the period of the contract, the marketing rights shall automatically cease to exist in favour of the agency or the firms to whom it has been marketed.

**1.19 MARKETING IN CONFORMITY WITH THE VARIOUS EXISTING ACTS AND RULES OF LAND ONLY**

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- 1.20 SERVICE TAX:** As per the extant rules prevailing.
- 1.21 QUALITY OF PRODUCT:** Quality of product to be associated with IDY Logo should not be inferior.
- 1.22 VALUE ADDITION:** Value addition by formal launching



**SECTION: II**

**1. SCOPE OF WORK/DELIVERABLES**

- 1.1** To merchandise of IDY Logo associating any branded product such as T-shirts, shoes, mats, watches etc. (with complete mandate specified) for co-branding purposes except the health hazardous products such as Tobacco, Alcohol, Gutkha etc. Any other item/product not specified may be included in the bid for brand association for the purpose of merchandising subject to the condition that final list of products shall be approved by the Ministry of AYUSH.
- 1.2** In case of any approved design of any apparel available with the Ministry of AYUSH, its right to use shall be passed over to the Agency.
- 1.3** Engagement of Agency for merchandising IDY Logo through this EOI shall not forbid Ministry of AYUSH for using IDY Logo for its event or its purposes other than merchandising.
- 1.4** The Agency may also use Associates/sports brands/e-commerce sites/platforms, big commercial stores for promotion of brand/product with IDY Logo.

**F.No.S-11012/05/2017-IEC  
GOVERNMENT OF INDIA  
MINISTRY OF AYURVEDA, YOGA & NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY**

**Format for submission of Bid**

To

**R & I Section,  
Ministry of AYUSH,  
AYUSH Bhawan,  
B Block, GPO Complex,  
INA, New Delhi-110023**

Sir,

We are hereby submitting our bid, which includes Technical bid and financial bid in sealed cover under separate envelope. We hereby declare that all the information and statements made in this bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our bid is accepted, to start the services with immediate effect or as stipulated in the work order. We understand you are not bound to accept any bid you receive.

Yours sincerely,

Authorized Signatory

[In full and attach authorization to represent  
the company]

Date:

(Seal)

Name and Title of Signatory  
Name of Firm Address

**F.No.S-11012/05/2017-IEC**  
**GOVERNMENT OF INDIA**  
**MINISTRY OF AYURVEDA, YOGA & NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY**

**ANNEXURE 1**

**TECHNICAL BID FORMAT**

<b>S.No</b>	<b>Particulars</b>	<b>To be filled by the Tenderer</b>	
<b>1.</b>	Name of the Bidder (Agency)		
<b>2.</b>	Whether brief profile of the agency is enclosed (Max 2-3 pages)		
<b>3.</b>	Address of the Bidder (Agency)		
		<b>Tel.</b>	<b>Fax.</b>
<b>4.</b>	Year of Establishment		
<b>5.</b>	Type of Company (LLC/LLP/ Public Sector Unit/ Private Limited / Public Limited)		
<b>6.</b>	Number of employees in the agency as on 31 <sup>st</sup> January, 2017 <b>(Details of qualifications, length of service, experience etc. of the key creative members)</b>		
<b>7.</b>	Registration Details: PAN No. <b>(Copy to be enclosed)</b>		
	Service Tax No. <b>(Copy to be enclosed)</b>		
<b>8.</b>	The agency must have experience in Event Management / Marketing <b>(copies of contract/completed orders / Customers' testimonials in support for Minimum 3 years and more to be attached)</b>		
<b>9.</b>	The cumulative turnover of the agency in the area of Event Management/Marketing for the years 2013-14, 2014-15 and 2015-16 respectively should be at least Rs. 5 Cr. Or more. <b>(Attach the relevant papers duly Certified by Chartered Accountant/ Income Tax Return).</b>		
<b>10.</b>	Lists of products proposed to be branded (i) List of agreed Yoga accessories		

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**MINISTRY OF AYURVEDA, YOGA & NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY**

	(ii) List of e-commerce sites proposed to be added (iii) List of mega stores (iv) List of sports brands	
<b>11.</b>	Details of EMD (i) Amount (ii) Draft No (iii) Date (iv) Issuing Bank	
<b>12.</b>	Whether terms and conditions mentioned in the Tender document are acceptable <b>(say 'Yes' or 'No')</b> & if yes, <b>please enclose the self-declaration of acceptance on letter head.</b>	
<b>13.</b>	Whether the firm is blacklisted by any Government Department or any criminal case is registered against the firm or its owner/partners anywhere in India <b>(If no, attach an undertaking to this effect on letter head)</b>	
<b>14.</b>	Name, Designation and address of the officer to whom all references shall be made regarding this Tender.	
	<b>Tel:</b>	<b>Mobile:</b>
	<b>Fax:</b>	<b>Email:</b>

Apart from the above, all the requisite papers mentioned in the tender document are also enclosed.

**Authorized Signature [In full and initials] Name& address and Title of Signatory**

**Date:** (Seal)

**F.No.S-11012/05/2017-IEC  
GOVERNMENT OF INDIA  
MINISTRY OF AYURVEDA, YOGA & NATUROPATHY, UNANI, SIDDHA AND  
HOMOEOPATHY**

**ANNEXURE 2**

**FINANCIAL BID FORMAT**

To  
R & I Section,  
Ministry of AYUSH,  
AYUSH Bhawan,  
B Block, GPO Complex,  
INA, New Delhi-110023

Sir,

We, the undersigned on behalf of (name of the firm), offer to respond to (title of project) in accordance with your Tender document dated (insert Date). Our Financial Bid against the EOI for Marketing of IDY LOGO is as follows:

<b>S No.</b>	<b>Description of Items</b>	<b>Payment arrangements</b>	<b>Royalty (in Rs.)</b>
1.	Royalty/licencing fee for payment for marketing rights of the IDY LOGO during the agreement period.	Initial fixed Royalty (to be paid initially in lump sum at the start of the agreement )	
		Monthly Royalty (for evaluation Net Present Value (NPV) at the discounting rate of 8% per year)	
		Total NPV of Royalty	

1. Our bid shall be binding upon us up to period of validity as indicated in sub clause 1.1.5 of Section-1 General.
2. Comparison of financial bids of respective participating Agencies may be made comparing total Royalty amount (initial fixed amount + monthly value discounted at 8% NPV).
3. We understand you are not bound to accept any bid you receive. We remain,

Yours sincerely,

Date:

**Authorized Signatory [In full and initials]  
Name and Title of Signatory**