

भारत हेवी इलेक्ट्रिकल्स लिमिटेड

Bharat Heavy Electricals Limited

कारपोरेट संचार
Corporate Communication



Ref. CC/EVNT/14/14-15
12.09.2014

Dear Sir/Ma'am,

Sub: Tender for Production of BHEL's Golden Jubilee Coffee Table Book on turnkey basis

BHEL invites two-part quotations i.e. **Part I (Techno-commercial Bid)** and **Part II (Price Bid)** in individual sealed covers from Indian Media Houses (whose Newspapers/ Journals fall in the category 'Big' of The Directorate of Advertising & Visual Publicity (DAVP)), for **Production of its Golden Jubilee Coffee Table Book, covering BHEL's Glorious 50 year's journey of Engineering Excellence, on turnkey basis.**

Detailed Specifications/Scope of Work is given in the enclosed **Annexure I.**

Part I (Techno-commercial Bid) duly superscribed with **Part I (Technical-commercial Bid)** in sealed cover to contain following:

- Documents and information required for ascertaining the qualification of the bidder as per Clause 1.0 of Annexure-IIA of Eligibility Conditions/ Qualification Requirement (QR).
- No Deviation Certificate as per Annexure-IV
- Declaration Certificate (Legal) as per Annexure-V
- Non-Disclosure Agreement as per Annexure - VII
- Check List as per Annexure-IX
- Acceptance of "BHEL Special Terms & Conditions" as per Annexure-IIA, "BHEL General Terms & Conditions" as per Annexure-IIB, "RA Terms & Conditions" as per Annexure-IIC including "Delivery Schedule" as per Annexure-III and Conformity to "Specifications/ Scope of Work" as per Annexure-I, by way of signing and affixing rubber stamp on each page.

Note:

Bidders to ensure that their offers are complete in accordance to above requirement in all respects. Any deviation or non-compliance may lead to rejection of their offer and Part-II of their offer may not be opened.

Part II (Price Bid) duly superscribed with **Part II (Price Bid)** in a separate sealed cover to contain only the 'Price Bid' duly filled in 'Price Performa' as per enclosed **Annexure-VI** of the tender enquiry.

Note: PART II of the offer to have prices only. Any comments / deviations in this Part shall be treated as Null & Void. No claim whatsoever in this regard shall be entertained.


Your offer should be filled in the format & submitted, after downloading the same from BHEL website www.bhel.com or Govt. e-portal (<http://eprocure.gov.in>) and should not be typed separately except for No Deviation Certificate as per Annexure-I, Declaration Certificate (Legal) as per Annexure-V and Non-Disclosure Agreement as per Annexure- VI.

जीवन तारा,5 , संसद मार्ग, नई दिल्ली: फोन:23340472, 23340473 फैक्स: 23342769, 23340981
"Jeevan Tara" 5, Sansad Marg, New Delhi - 110001 Phones: 23340472, 23340473 Fax: 23342769, 23340981

वेब साईट/ Website: <http://www.bhel.com>

पंजीकृत कार्यालय बीएचईएल हाऊस :, सिरि फोर्ट -110049

Regd. Office: BHEL House, Siri Fort, New Delhi-110049


संशोधन अधिकारी / Sandeep Agarwal
वरिष्ठ कार्यपालक / Senior Executive
कारपोरेट संचार / Corporate Communication
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Your offer in sealed cover, in the prescribed manner as detailed in Annexure-VIII, duly super-scribed with 'Quotation for printing of BHEL Golden Jubilee Coffee Table Book' should reach us on or before 14.00 hrs. on 25.09.2014, at the following address:

Addl. General Manager,
Corporate Communication, Bharat Heavy Electricals Limited,
5, Sansad Marg, Jeevan Tara Building, New Delhi-110 001

Part I (Techno-commercial Bids) shall be opened at 15.00 hrs., on the same day i.e. 25.09.2014 at the above mentioned address or on any subsequent day after prior intimation to all bidders, in the presence of the bidders, who may like to be present.

The consolidated total price (all inclusive) except service tax quoted by the compliant bidders is the criteria for evaluation of price for award of work.

Please note that "BHEL reserves the right to go for Reverse Auction (RA) (Refer RA Terms & Conditions at Annexure IIC) instead of opening the sealed envelope price bid, submitted by the bidder. This will be decided after techno-commercial evaluation. All bidders are to give their acceptance for participation in RA. Non-acceptance to participate in RA may result in non-consideration of their bids, in case BHEL decides to go for RA. In case BHEL decides to go for Reverse Auction, only those bidders who have given their acceptance to participate in RA will be allowed to participate in the Reverse Auction. Those bidders who have given their acceptance to participate in Reverse Auction will have to necessarily submit 'online sealed bid' in the Reverse Auction. Non-submission of 'online sealed bid' by the bidder will be considered as tampering of the tender process and will invite action by BHEL as per extant guidelines in vogue." The date and time of "RA" shall be intimated to the compliant bidders after completing the formalities of the process in consultation with "RA" Service Provider.

Thanking you,

Yours faithfully,
for Bharat Heavy Electricals Limited

(Sandeep Agarwal)

Sr. Executive (CC)

संजीव अग्रवाल / Sandeep Agarwal

वरिष्ठ कार्यपालक / Senior Executive

कारपोरेट संचार / Corporate Communication

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बी.एच.ई.एल. हाऊस, सिरि फोर्ट / BHEL House, Siri F.

नई दिल्ली-110 049 / New Delhi - 110 049

Enclosed:

- Annexure-I : Specifications and Scope of Work
Annexure-IIA : Special Terms & Conditions
Annexure-IIB : General Terms & Conditions
Annexure-IIC : RA Terms & Conditions
Annexure-III : Delivery Schedule

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Annexure-IV	: No Deviation Certificate
Annexure-V	: Declaration Certificate (Legal)
Annexure-VI	: Price Proforma
Annexure-VII	: Non- Disclosure Agreement
Annexure-VIII	: Submission of offer
Annexure-IX	: Checklist
Annexure-X	: BHEL- Corporate Profile

संदीप अग्रवाल / Sandeep Agarwal
वरिष्ठ कार्यपालक / Senior Executive
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Annexure – I

SPECIFICATIONS / SCOPE OF WORK FOR BHEL GOLDEN JUBILEE COFFEE TABLE BOOK

(The job is on turnkey basis, and hence even items not mentioned herein but are essentially required for executing such jobs, it will form part of the scope even if not specified here)

- Content Generation:** Based on an extensive research of archival documents provided by BHEL, retrieval of BHEL related information/photographs from Media houses, PIB, Photo Division and other such sources outside BHEL, interviews with management, serving employees from different departments, divisions, Units & retired key persons for inputs. Photo editing & colour corrections of archival photographs provided by BHEL.
- Photography** at select BHEL locations (Units/ Divisions/ Project Sites) spread over in different part of India through professional photography team to capture what is BHEL today, envisaging photo shoot for approximately 15 days.
- Content Writing:** Development of theme & its approval, compiling and editing the collected information to suit the theme with required consistency
- Design & Layout Development:** Development of design options, specially created artworks based on inputs of painters/artists, etc., as deemed fit, packaging & layouts for all sections & its approval, photo editing, editing and proof reading text, submission of dummy for BHEL approvals, implementing changes and corrections, and making Ready to print file. Submitting Ready to Print file on a DVD with corrected final copy of digitally printed dummy for record
- Printing/Packaging** as per approved dummy including supervisions by an experienced production manager overseeing quality printing & fabrication and timely delivery as per tendered schedule

TECHNICAL SPECIFICATIONS OF COFFEE TABLE BOOK

1	QUANTITY	1500 copies
2	SIZE	Landscape
a	Hard Case	Finished size (including margins for tunnelling): 324mm(W)x243mm(H) with around 15mm spine or as per actual Open size (including spine & tunneling) 663mm(W)x243mm(H)
b	PLC	Open size (including 15mm margins for pasting inside

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संदीप जयवर्मा
वरिष्ठ संचालक / Senior
कारपोरेट संचार / Corporate Communication
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		on 3 sides): 693mm(W) x 273mm(H)
c	Jacket	Open size (including 'French folds' with creasing and folding for spine & 3 sides (Top & Bottom & 2 flaps – each approx. 75mm): 813mm(W)x393mm(H)
d	Inside pages & End Covers	Finished size: 314mm(W)x234mm(H)
3	NO. OF INSIDE PAGES	
a	End Covers	4 Front & 4 Back End Covers
b	Inside pages	100 + 8
4	PAPER	
a	PLC	120 GSM CordenonS Natural Evolution - White
b	Jacket	145 GSM CordenonS Natural Evolution - White
c	End Covers	145 GSM CordenonS Natural Evolution - White
d	Inside Pages	145 GSM CordenonS Natural Evolution- White
5	PRINTING	
a	PLC	4 + 1 special colour
b	Jacket	4 + 1 special colour
c	End Covers	4 + 1 special colour
d	Inside Pages	5 + 5 colour throughout (including one special colour)
6	LAMINATION	Aqueous Coating (Gloss) on Inside Pages, PLC & Jacket
7	PROOFING	Epson proof from printer calibrated with printing machines for entire book + jumbled up machine proof of all photographs
9	BINDING	<ul style="list-style-type: none"> Section sewing for Book Block, fixing of Head & Tail band and pasting of end covers on front inside & back inside of hard case Hard case binding duly mounted with printed PLC and fixing of Book Block inside Insertion of printed & prefabricated jacket with flaps on the Hard Bound Coffee Table Book
10	SLIP CASE	Fabrication of die-cut Slip Case made out of 1.8-2 mm thick Stiff Imported Mill Board duly pasted with 120 GSM CordenonS Natural Evolution - White on both sides with printing in 5+0 colours (including one special colour) on 120 gsm, with opening on one side with a thumb-cut (half circle) for pulling out the CTB
11	PACKING	
a	Shrink Wrapping	CTB to be Individually shrink wrapped with adequate thick & transparent PVC materials

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वरिष्ठ कार्यपालक / Senior Executive

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b	Packing	In multiple of 05 (Five) nos. duly wrapped & sealed in polythene cover for waterproofing and placed in each box of 7 ply corrugated box to be strapped with PVC strips twice on one side and once on the other side
12	DELIVERY	BHEL office at Jeevan Tara Building, 5 Sansad Marg, New Delhi – 110001 or BHEL House, Siri Fort, New Delhi – 110049 as per dispatch instructions to be provided by the BHEL at the time of placing LOI

Notes:

- All creative materials produced for this job including artworks, designs, layouts including photographs taken, edited/ colour corrected archival photographs will be the property of BHEL and BHEL shall have the copyrights. The same should not be shared other than BHEL without written permission from BHEL
- In case of visits of bidder's personnel to outstation locations for content generation/ photography, BHEL will make the arrangements for travel, local transport, lodging and boarding. In the event above arrangements are not made by BHEL, expenses incurred, shall be reimbursed by BHEL on production of bills. However, a prior approval of BHEL may please be taken in advance

(Signature & Seal of the firm)

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Annexure – IIA

SPECIAL TERMS & CONDITIONS

- 1.0 **ELIGIBILITY CONDITIONS/ QUALIFICATION REQUIREMENT (QR)**
Only those **INDIAN MEDIA HOUSES** who meet the following **QUALIFICATION REQUIREMENT (QR)** are eligible to quote:

S.No.	Criteria	Minimum Requirement	Documents required in support
i	Financial: Annual turnover for media/publishing business. 2011-12 2012-13 2013-14	An average of at least Rs. 35 Lakh per annum for the last three financial years.	CA Certificate in original, certifying the turnover.
ii	Category as per Advertising policy of Directorate of Advertising & Visual Publicity (DAVP)	Newspapers/ Journals (one or more editions) brought out by Bidder's group falling in the category 'Big' of The Directorate of Advertising & Visual Publicity (DAVP) website, as on date of submission of offer i.e. 25.09.2014	Self certified downloaded copy of DAVP website showing name(s) of edition of Newspaper(s)/ Journal(s) in category 'Big' in case bid is submitted directly by the Newspaper/ Journal itself. However, in case the bid is being submitted by the Bidder's Group (Media House) having one or more editions of their newspapers/ journals falling in the category 'Big' of DAVP, Bidder's Group (Media House) has to submit a self certificate in original stating the name of newspapers/journal including edition as part of their Group (Media House) along with self certified downloaded copy of the DAVP site showing the named newspaper or its edition/ journal as 'Big'.
iii	Experience	At Least two Hard bound CTBs during	Two samples of CTBs with bidders name in the credit

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		the last five years ending 31.08.2014	line, done in the last five years or Self-attested copies of two Work Orders/ Purchase Orders placed by Govt./ PSUs/Listed companies for Production of CTBs in the last five years along with Physical copies of corresponding CTBs.
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2.0 AWARD OF WORK

2.1 For selection of the final bidder on whom the order would be placed, following procedure shall be adopted:

2.1.1 PART I (TECHNO-COMMERCIAL BID) Opening comprising :

- Documents and information required for ascertaining the qualification of the Media House as per clause 1.0 of Annexure-IIA of **Eligibility Conditions/ Qualification Requirement** (Qualification assessment of the bidders shall be done first. In case of information given in the 'Techno-commercial Bid' is found to be false or not meeting the minimum requirement mentioned in the tender, **the bidder is liable to be disqualified and further participation in tendering process may be blocked in such cases**
- No Deviation Certificate** as per Annexure-IV.
- Declaration Certificate (Legal)** as per Annexure-V.
- Non-Disclosure Agreement** as per Annexure-VII
- Check List** as per Annexure-IX.
- Acceptance of 'BHEL Special Terms & Conditions' (Annexure-IIA); 'BHEL General Terms & Conditions' (Annexure-IIB); 'RA Terms & Conditions' (Annexure-IIC) including 'Printing & Delivery Schedule' (Annexure-III) and Conformity to 'Specifications/ Scope of Work' (Annexure-I), by way of signing and affixing rubber stamp on each page.**

Note:

- Bidders to ensure that their offers are complete in all respects. Any deviation or non-compliance may lead to rejection of their offer at any stage.

2.1.2 PART II (PRICE BID) COMPRISING:

Price Bid in a separate Sealed Envelope duly superscribed with PART II (PRICE BID), should contain following:

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Regd. Office: BHEL House, Siri Fort, New Delhi-110049 **वरिष्ठ कार्यपालक / Senior Executive**

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a. Price Bid as per proforma given in **Annexure VI**.

Note:

PART II to have prices only. Any comments / deviations in this Part shall be treated as Null & Void. No claim whatsoever in this regard shall be entertained.

BHEL reserves the right to go for Reverse Auction (RA).

2.1.3 **AWARD OF WORK** shall be made on the overall lowest bidder.

3.0 PRICE EVALUATION

3.1 BHEL reserves the right to go for Reverse Auction (RA) (Refer RA Terms & Conditions at Annexure IIC) instead of opening the sealed envelope price bid, submitted by the bidder. This will be decided after techno-commercial evaluation. All bidders to give their acceptance for participation in RA. Non-acceptance to participate in RA may result in non-consideration of their bids, in case BHEL decides to go for RA. In case BHEL decides to go for Reverse Auction, only those bidders who have given their acceptance to participate in RA will be allowed to participate in the Reverse Auction. Those bidders who have given their acceptance to participate in Reverse Auction will have to necessarily submit 'online sealed bid' in the Reverse Auction. Non-submission of 'online sealed bid' by the bidder will be considered as tampering of the tender process and will invite action by BHEL as per extant guidelines in vogue. The date and time shall be intimated to the bidders after completion of the required formalities of the process as per laid down procedure and in consultation with "RA" Service Provider.

3.2 Prices to be submitted in a separate sealed cover in the enclosed Price Proforma (Annexure - VI)

3.3 The bidders are required to quote essentially for the entire scope of work.

3.4 Price evaluation of the lowest bidder (L-1) would be on the basis of the **Total Consolidated Price** (all inclusive, except service tax) of **1500 copies of BHEL Golden Jubilee Coffee Table Book (as per specifications given in Annexure-I) given in Sl. No. 1 of Price Proforma (Annexure-VI).**

4.0 DISPATCH

4.1 The bidder shall be responsible for dispatches of the ordered quantity of BHEL Golden Jubilee Coffee Table Book in duly packed condition to BHEL office at Jeevan Tara Building, 5 Sansad Marg, New Delhi – 110001 or BHEL House, Siri Fort, New Delhi – 110049 as per dispatch instructions to be provided by the BHEL subsequently.

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4.2 Dispatches to be carried out by the successful bidder at no extra cost, through its own arrangements, the price quoted should be inclusive of the same. Loading on the vehicles is in the bidder's scope, charges towards labor deployed for loading on the trucks/ vehicles & handling, etc., are not payable separately by BHEL, the price quoted should be inclusive of same.

6.0 DELIVERY SCHEDULE

6.1 This has to be strictly adhered to 'Delivery Schedule' (Annexure-III)

7.0 PENALTY – QUALITY

7.1 If the final product does not match the quality and specifications mentioned, BHEL will not be obliged to accept the goods. If at all the goods are accepted, BHEL reserves the right to impose **maximum penalty @10% of the total cost**. Bidder shall be given reasonable opportunity to place his side before the penalty is applied by BHEL.

8.0 PENALTY – DELAY

8.1 The printing and delivery schedule given at Annexure-III will have to be strictly adhered to.

8.2 **Any delay beyond specified schedule for completion of dispatches or job, as applicable, will invite imposition of penalty at the rate of 1% per day of cost of the undelivered quantities.** BHEL reserves the right to refuse to accept delivery in case of delay.

9.0 INSPECTION

9.1 The bidder shall be solely responsible for adherence to specifications, quality of workmanship, and timely supplies. However, in case BHEL representatives desire to inspect the work at any stage during execution, the bidder shall provide all necessary assistance and arrangements for this purpose.

10.0 OUTSTATION VISITS OF BIDDER'S PERSONNEL FOR CONTENT GENERATION/ PHOTOGRAPHY

10.1 In case of outstation locations, BHEL will make the arrangements for travel, local transport, lodging and boarding

10.2 In the event above arrangements not made by BHEL, expenses incurred, shall be reimbursed by BHEL on production of bills. However, a prior approval of BHEL may please be taken in advance

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11.0 LATEST UPDATES

11.1 All corrigenda, addenda, amendments, time extensions, correspondences, clarifications, changes, errata, revisions etc. to the tender will be hosted on the websites (www.bhel.com and <http://eprocure.gov.in>) only and not in newspapers. Bidders should regularly visit the websites till the date of submission of the bids to keep themselves updated.

12.0 OTHER IMPORTANT CONDITIONS

12.1 The ownership of the content/ creatives/ photographs will at all times vest with BHEL and the selected Media House will have no proprietary or other rights in respect of the same.

12.2 The selected Media House should ensure royalty free content. BHEL shall not be liable to pay any royalty for use of the same in CTB.

12.3 The selected Media House will be responsible for any copyright issues / plagiarism resorted to by the Media House. BHEL will not be a party to any dispute arising out of copyright violation / plagiarism by the Media House.

12.4 The bidder will be handing over print ready open files to BHEL along with raw stocks of photographs taken for the CTB, colour corrected images and all materials provided by BHEL after completion of the job

12.5 BHEL reserves the right to reject the bidders whose services have not been found satisfactory in the past/penalty has been levied for any major job undertaken for BHEL in the past 3 years; their bids may not be opened even if received.

(Signature & Seal of the firm)

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Annexure - IIB

GENERAL TERMS & CONDITIONS

1.0 SUBMISSION OF OFFER

Your offer should be complete in all respects (Refer Check-list at Annexure-IX).

Offer should be either typed or written legibly in English. Alterations/ over-writing, if any, in the tender should be attested by the person signing the tender. Tenders with alterations etc., not authenticated as above may be rejected by BHEL.

2.0 PRICE

2.1 Price quoted should be firm.

2.2 All prices quoted should be inclusive of all taxes, duties, etc., as applicable, except service tax if applicable, which should be indicated separately in the columns provided in the Price Proforma enclosed as Annexure-VI.

2.3 If, in the price structure quoted for the items, there is discrepancy between the unit price and the total price (which is obtained by multiplying the unit price by the quantity), the unit price shall prevail and the total price corrected accordingly, unless in the opinion of the purchaser there is an obvious misplacement of the decimal point in the unit price, in which case the total price as quoted shall govern and the unit price corrected accordingly.

2.4 If there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and

2.5 If there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail subject to Sl.no. 2.3 and 2.4 above

2.6 If there is such discrepancy in an offer, the same shall be conveyed to the bidder with target date upto which the bidder has to send his acceptance on the above lines and if the bidder does not agree to the decision of the purchaser, the bid is liable to be ignored

2.7 Price to be filled-in as per the Price Proforma enclosed as Annexure-VI. Change in Proforma is not allowed

2.8 Offers not fulfilling any of the above conditions are liable for rejection.

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3.0 TAXES

3.1 It is mandatory to comply with all taxes applicable for the required services. The price should be inclusive of all taxes, duties and levies. However, the amount towards Service Tax, if applicable, should be indicated separately in the specified place in Price Proforma enclosed as **Annexure- VI**.

4.0 PRICE ESCALATION CLAUSE

4.1 All the prices quoted by the bidders shall be in Indian Rupees and shall be final and binding and not subject to any price escalation.

5.0 VALIDITY OF OFFER

5.1 Your offer should be valid for at least 60 days from the date of opening of the Bid.

6.0 TERMS OF PAYMENT

100% payment shall be made within 45 days from the date of receipt of bills duly supported with the acknowledge copies of challans for receipt of quantities in good conditions and return of all input materials like CD's, hard copies etc., provided by BHEL to the bidder. All payments shall be subject to Statutory Deductions as per norms.

BHEL reserves the right to make payment through E-mode

Successful bidder shall be required to furnish the following information upon placement of order **on their letter head**:

Re: EFT Payments

Please find enclosed the relevant details of my bank account for receiving NEFT credits from BHEL.

BANK NAME & COMPLETE ADDRESS WITH PIN CODE	
BANK ACCOUNT NO.	
MICR CODE	
IFSC CODE	
PARTY'S eMAIL – ID	
PAN NO.	

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CST NO., IFAPPLICABLE	
VAT NO., IFAPPLICABLE	
SERVICE TAX REGN. NO., IFAPPLICABLE	
PARTY'S NAME & ADDRESS	

Also, please find enclosed a photocopy / cancelled copy of one leaf from our cheque book for the codes required above.

We hereby confirm that the above mentioned particulars are in order. To facilitate EFT credits, we will inform BHEL in case of any changes in the Bank particulars at a future date.

Thanking you,
Yours sincerely”

7.0 CHARGES FOR COLLECTION OF INPUTS AND DELIVERY OF DUMMYS/PROOFS

7.1 Collection of inputs from our office at BHEL, Delhi and delivery of page proofs to us would be the Bidder's responsibility and all the expenses on this shall be borne by the Bidder.

8.0 ARBITRATION

8.1 Any dispute or difference, whatsoever arising between the parties out of or relating to the construction, meaning and operations or effect of this contract or breach thereof shall be referred to the sole arbitration of the Head of Corporate Communication of BHEL whose decision shall be final, conclusive and binding on the parties. The arbitrator shall give reason(s) for the award.

8.2 Subject to the above, the provisions of Arbitration Act 1996 and the Rules made there under shall be deemed to apply to the arbitration proceedings under this clause.

9.0 EFFECT AND JURISDICTION OF CONTRACT

9.1 The law applicable to this contract shall be the laws in force in India. The courts in Delhi, India, shall have exclusive jurisdiction in all matters arising under and on account of this contract.

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10.0 CONTRACT TERMINATION

10.1 BHEL reserves the right to terminate the contract any time if the execution of work is unsatisfactory or the time schedule is not strictly adhered to.

11.0 AUTHORIZED OFFICER

11.1 The Sr. Manager (Corporate Communication)/ BHEL, or any other officer nominated by BHEL, shall be the authorised officer with regard to the Contract. The decision of the authorised officer shall be final and binding on the bidder. The authorised officer shall hold all the meetings in Delhi only.

12.0 CONTACT PERSONS:

For any clarification, bidders may contact the following officials of BHEL:

- Sh. Ajay Gupta – Sr. Manager (CC)
Tel.: 011-23340473, Mob. : 9810873985, e-mail: ccag@bhel.in
Fax: 011-23342769
- Sh. Sandeep Agarwal – Sr. Executive (CC)
Tel.: 011-23740472, Mob.: 7838293038, email: sandeepagarwal@bhel.in
Fax: 011-23342769

(Signature & Seal of the firm)

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Annexure-IIC

TERMS & CONDITIONS OF REVERSE AUCTION

Against this enquiry for the subject item/ system with detailed scope of supply as per enquiry specifications, BHEL may resort to "REVERSE AUCTION PROCEDURE" i.e., ON LINE BIDDING (THROUGH A SERVICE PROVIDER). The philosophy followed for reverse auction shall be English Reverse (No ties).

1. For the proposed reverse auction, technically and commercially acceptable bidders only shall be eligible to participate.
2. Those bidders who have given their acceptance for Reverse Auction (quoted against this tender enquiry) will have to necessarily submit "online sealed bid" in the Reverse Auction. Non-submission of "online sealed bid" by the bidder for any of the eligible items for which techno-commercially qualified will be considered as tampering of the tender process and will invite action by BHEL as per extant guidelines in vogue.
3. BHEL will engage the services of a service provider who will provide all necessary training and assistance before commencement of on line bidding on internet.
4. In case of reverse auction, BHEL will inform the bidders the details of Service Provider to enable them to contact & get trained.
5. Business rules like event date, time, bid decrement, extension etc. also will be communicated through service provider for compliance.
6. Bidders have to fax the Compliance form before start of Reverse auction. Without this, the bidder will not be eligible to participate in the event.
7. In line with the NIT terms, BHEL will provide the calculation sheet which will help to arrive at "Total Cost to BHEL".
8. Reverse auction will be conducted on scheduled date & time.
9. At the end of Reverse Auction event, the lowest bidder value will be known on auction portal.
10. The lowest bidder has to fax/e-mail the duly signed and filled-in prescribed format for price breakup including that of line items, if required, as provided on case-to-case basis to Service provider within two working days of Auction without fail.
11. In case BHEL decides not to go for Reverse Auction procedure for this tender enquiry, the Price bids and price impacts, if any, already submitted and available with BHEL shall be opened as per BHEL's standard practice.
12. Bidders shall be required to read the "Terms and Conditions" section of the auctions site of Service provider, using the Login IDs and passwords given to them by the service provider before reverse auction event. Bidders should acquaint themselves of the "Business Rules of Reverse Auction", which will be communicated before the Reverse Auction.
13. If the Bidder or any of his representatives are found to be involved in Price manipulation/ cartel formation of any kind, directly or indirectly by communicating with other bidders, action as per extant BHEL guidelines, shall be initiated by BHEL and the results of the RA scrapped/ aborted.

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14. The Bidder shall not divulge either his Bids or any other exclusive details of BHEL to any other party.
15. In case BHEL decides to go for reverse auction, the H1 bidder(s) (whose quote is highest in online sealed bid) may not be allowed to participate in further RA process.

(Signature & Seal of the firm)

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Annexure - III

DELIVERY SCHEDULE

Sl. No.	Milestone	Day
1	Placement of LOI	0 th Day
2	Available Archival Documents/ Write-ups Photographs to be provided by BHEL	0 th Day
3	Submission of CTB dummy for BHEL approval	19 th Day
4	Inputs from BHEL on corrections and changes in submitted CTB dummy	21 st Day
5	Making Ready Print file on a DVD with corrected final copy of digitally printed dummy	23 rd Day
6	Submission of Proofs and their approval by BHEL	26 th Day
6	Completion of Printing and submission of advance copies	31 st Day
7	Completion of Delivery	35 th Day

Note: Liquidated damages (LD)/ Penalty shall be applicable from the 35th day of the above schedule. In case approvals, as required to be give by BHEL, are given on the same day, the given time frame shall be reduced & date for LD to change accordingly.

(Signature & Seal of the firm)

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Annexure - IV

NO DEVIATION CERTIFICATE TO BE GIVEN ON BIDDER'S LETTER HEAD

Certificate of Acceptance

"Certified that we have read and understood all the terms and conditions of the Tender No. CC/EVNT/14/14-15 dated 12.09.2014 and that our company/ firm, namely,..... do hereby unconditionally accept all the Terms and Conditions set out in the Tender Document including the penalty clauses therein.

Signature of Authorised Signatory

(Designation)

Date:
Place:

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Annexure - V

DECLARATION CERTIFICATE (LEGAL) ON BIDDER'S LETTER HEAD

I/We, do hereby declare that there is no case pending with the Police/Court/Regulatory authorities against the Proprietor/Firm/Partner. Also, I/We have not been suspended/delisted/blacklisted by any other Govt. Ministry/Department/Public Sector Undertaking/ Autonomous Body/Financial institution/Court. We also certify that either our Firm /Company or any of the partners are not involved in any scam or disciplinary proceedings settled or pending adjudication.

(Signature & Seal of the firm)

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कारपोरेट संचार / Corporate Communication
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Annexure - VI

PRICE PROFORMA

S. No.	Item Description	Qty. (A)	Unit Price (in Rs.) (B)	Total Amount (in Rs.) (AXB)
1	Consolidated Price for Content Generation/ Content Writing/ Photography/ Sourcing of contents and photographs/Design & layout/ Digital dummy for approvals/ Printing/ Packaging/ Delivery, etc., all inclusive as per Scope/ Specifications given in Annexure – I for BHEL's Coffee Table Book (single quote only)	1500		
2	Service Tax, as applicable for Proprietorship (Payable subject to verification) : _____ %			
3	Service Tax, as applicable for HUF/Partnership (Payable subject to verification) : _____ %			
4	Service Tax, as applicable for Companies (Payable subject to verification) : _____ %			

Notes:

- All creative materials produced for this job including artworks, designs, layouts including photographs taken, edited/ colour corrected archival photographs will be the property of BHEL and BHEL shall have the copyrights. The same should not be shared other than BHEL without written permission from BHEL.
- In case of visits of bidder's personnel to outstation locations for content generation/ photography, BHEL will make the arrangements for travel, local transport, lodging and boarding. In the event above arrangements are not made by BHEL, expenses incurred, shall be reimbursed by BHEL on production of bills. However, a prior approval of BHEL may please be taken in advance.

Signature of Authorized Representative of Media House with Seal

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Annexure – VII

NON-DISCLOSURE FORMAT (to be given on Bidder's letter head)

I, _____, on behalf of the _____ (Name of Company), acknowledge that the information received or generated, directly or indirectly, while working with BHEL on contract is confidential and that the nature of the business of the BHEL is such that the following conditions are reasonable, and therefore:

I warrant and agree as follows:

I, or any other personnel employed or engaged by our company, agree not to disclose, directly or indirectly, any information related to the BHEL. Without restricting the generality of the foregoing, it is agreed that we will not disclose such information consisting but not necessarily limited to:

- Official Brief
- Information
- Documents
- Materials
- Other Business related information

All the shared by BHEL with the Media House shall be treated as confidential and will not be disclosed in any manner to any unauthorized person under any circumstances.

On conclusion of contract, I, or any other personnel employed or engaged by our company shall return to BHEL all documents and property of BHEL. I further agree that I, or any others employed or engaged by our company shall not retain copies, notes or abstracts of the foregoing.

This obligation of confidence shall continue even after the conclusion of the contract also. I acknowledge that the aforesaid restrictions are necessary and fundamental to the business of the BHEL, and are reasonable given the nature of the business carried on by the BHEL. I agree that this agreement shall be governed by and construed in accordance with the laws of country. I enter into this agreement totally voluntarily, with full knowledge of its meaning, and without duress.

Date:

Signature of Authorized Signatory

Place:

(Designation)

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Annexure - VIII

SUBMISSION OF OFFER

Your offer has to be submitted in **two parts** as follows:

i) PART "I" : TECHNO-COMMERCIAL BID (Sealed Envelope)

Envelope superscribed with "Part I", should contain:

- Documents and information required for ascertaining the qualification of the Media House as per Clause 1.0 of Annexure-IIA of Eligibility Conditions/ Pre Qualification Requirement (PQR).
- No Deviation Certificate as per Annexure-IV
- Declaration Certificate (Legal) as per Annexure-V
- Non-Disclosure Agreement as per Annexure - VII
- Check List as per Annexure-IX
- Acceptance to "BHEL Special Terms & Conditions" as per Annexure-IIA, "BHEL General Terms & Conditions" as per Annexure-IIB and "RA Terms & Conditions" as per Annexure-IIC including "Delivery Schedule" as per Annexure-III and Conformity to "Specifications/ Scope of Work" as per Annexure-I, by way of signing and affixing rubber stamp on each page.

Note:

Bidders to ensure that their offers are complete in all respect. Any deviation or non-compliance may lead to rejection of their offer at any stage.

ii) PART - "II" : PRICE BID (Sealed Envelope)

Envelope duly sealed and superscribed with 'PART, II', should contain the following:

- Price Bid as per proforma given in Annexure VI.

Note: PART "II" to have prices only. Any comments / deviations in this Part shall be treated as Null & Void. No claim whatsoever in this regard shall be entertained.

All Parts of the offer, i.e. Part I and II in an individual sealed covers, to be placed in a single sealed envelope, duly superscribed with:

- Quotation for 'Production of 'BHEL's Golden Jubilee Coffee Table Book on turnkey basis'.
- Due date and time of submission of offers.
- Name and address of the bidder.
- BHEL address as given in the covering letter.

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Annexure - IX

CHECKLIST

S.No.	Description /Item	Enclosed Yes/No
1	Part I (Techno-commercial Bid) in Sealed Cover duly superscribed with Part I (Techno-commercial Bid)	Yes/No
2	Part I B in a separate sealed envelope to contain following:	Yes/No
i	Documents/ Information for ELIGIBILITY CONDITIONS/ QR as per clauses under clause no. 1.0 of Special Terms & Conditions (Annexure-IIA):	
	<ul style="list-style-type: none">CA Certificate in original, certifying the turnover for financial years FY 2011-12, FY 2012-13 and FY 2013-14	Yes/No
	<ul style="list-style-type: none">Self certified downloaded copy of DAVP website showing name(s) of edition of Newspaper(s)/ Journal(s) in category 'Big' in case bid is submitted directly by the Newspaper/ Journal itself. However, in case the bid is being submitted by the Bidder's Group (Media House) having one or more editions of their newspapers/ journals falling in the category 'Big' of DAVP, Bidder's Group (Media House) has to submit a self certificate in original stating the name of newspapers/journal including edition as part of their Group (Media House) along with self certified downloaded copy of the DAVP site showing the named newspaper or its edition/ journal as 'Big'	Yes/No
	<ul style="list-style-type: none">Two samples of CTBs with bidders name in the credit line, done in the last five years orSelf-attested copies of two Work Orders/ Purchase Orders placed by Govt./ PSUs/Listed companies for Production of CTBs in the last five years along with Physical copies of corresponding CTBs.	Yes/No
ii	Signed and stamped copies of Annexure- I (Specifications & Scope of Work); Annexure-IIA (Special Terms & Conditions); Annexure-IIB (General Terms & Conditions); Annexure-IIC (RA Terms & Conditions) and Annexure-III (Delivery Schedule) as a token of acceptance.	Yes/No
iii	No-Deviation Certificate as per Annexure – IV on your letter head.	Yes/No
v	Declaration (Legal) as per Annexure V	Yes/No
vi	Non- Disclosure Agreement as per Annexure - VII	Yes/No
3	Part II (Price Bid) in a Sealed Envelope duly superscribed with Part II (Price Bid)	Yes/No

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Annexure - X

BHEL — CORPORATE PROFILE

Embarking upon the 50th Golden Year of its journey of engineering excellence, BHEL is an integrated power plant equipment manufacturer and one of the largest engineering and manufacturing company of its kind in India engaged in the design, engineering, manufacture, construction, testing, commissioning and servicing of a wide range of products and services for the core sectors of the economy, viz. Power, Transmission, Industry, Transportation (Railway), Renewable Energy, Oil & Gas and Defence with over 180 products offerings to meet the needs of these sectors. The diverse product range includes steam turbines and generators for thermal power plants, gas turbines, hydro turbines, industrial turbo sets, boilers & boiler auxiliaries, heat exchangers, pressure vessels, Electrostatic precipitators, Desalination plants, pumps, solar PV, Locomotives, Integrated platform management system, control equipment, transformers, insulators and switchgears, to name a few. Establishment of BHEL in 1964 was a breakthrough for upsurge in India's Heavy Electrical Equipment industry. Sustained performance since inception and capability to manufacture the entire range of power plant equipment earned BHEL the coveted 'Maharatna' status in 2013.

BHEL as a part of Pt. Jawaharlal Nehru's vision was bestowed with the onus to make the country self reliant in manufacturing of heavy electrical equipment. This dream has been more than realized and the commendable contribution in nation building endeavour is going to continue likewise. Today, with 20,000 MW per annum capacity for power plant equipment manufacturing, BHEL's mammoth size of operations is evident from its widespread network of **17 Manufacturing Divisions, 2 Repair Units, 4 Regional Offices, 8 Service Centres, 8 Overseas Offices, 6 Joint Ventures, 15 Regional Marketing Centres and current project execution at more than 150 project sites across India and abroad.** The total installed capacity base of BHEL supplied equipment 148 GW in India speaks volumes about the contribution made by BHEL to Indian power sector. BHEL's 57% share in India's total installed capacity and 65% share in the country's total generation from thermal utility sets (coal based) as of March 31, 2014 stand a testimony to this. The company has been earning profits continuously since 1971-72 and paying dividends since 1976-77 which is a reflection of company's commendable performance throughout.

BHEL also has a widespread overseas footprint in 76 countries with cumulative overseas installed capacity of BHEL manufactured power plants nearing 10,000 MW including Malaysia, Oman, Iraq, the UAE, Bhutan, Egypt and New Zealand.

The high level of quality & reliability of BHEL products is due to adherence to international standards by acquiring and adapting some of the best technologies from leading companies in the world including General Electric Company, Alstom SA, Siemens AG and Mitsubishi Heavy Industries Ltd., together with technologies developed in its own R&D centres. Most of its manufacturing units and other entities have been accredited to Quality Management

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Systems (ISO 9001:2008), Environmental Management Systems (ISO 14001:2004) and Occupational Health & Safety Management Systems (OHSAS 18001:2007).

BHEL has faced challenges with aplomb throughout all the phases of its illustrious journey. Right from its incorporation in a protected market to facing the pressures of a liberalized economy and the current slowdown in the economic environment, BHEL has evolved with transforming its strategies from product manufacturing to market orientation; business excellence through portfolio restructuring and the current role of sustaining growth through diversification. BHEL owes its dexterity to the strong culture of strategic planning initiated in 1970's and today, the company is pursuing its seventh Corporate Plan with focus on capability enhancement, project execution, cost Competitiveness & Quality, Diversification, engineering & technology, and people development.

Diversification in transportation, transmission, Water & Renewables is the strategy adopted to maintain a balanced portfolio of offerings. The upcoming Ultra Mega Solar Power Project & MEMU coach factory in Rajasthan and integrated manufacturing facility for Solar PV systems in Maharashtra are the green shoots in this direction.

This strategy of diversifying and capitalizing new business opportunities stems from the commitment to innovation led growth which is an indispensable part of BHEL's business model. This is discernible through the new R&D policy aimed at product development and indigenization. R&D focus of the organization is quite diverse ranging from advance ultra supercritical thermal power plants to IGCC Power plants and grid connected renewable energy systems.

BHEL's greatest strength is its highly skilled and committed workforce of more than 48,000 employees who have been the cornerstones of BHEL's journey ensuring success. Further, the concept of sustainable development is inculcated in the DNA of BHEL which is evident from its mission statement-*"providing sustainable business solutions in the fields of energy, industry and infrastructure"*. BHEL is also engaging with the society with its social initiatives aimed at Community Development, Health & Hygiene, Education, Environment Protection, Disaster Management, and Talent up gradation/ Skill development.

The future is filled with both exciting opportunities & gruelling challenges. With the golden legacy of 50 illustrious years on its side, BHEL has embraced this business dynamism by expanding its offerings and enhancing competitiveness seeking to realize its long term vision and stay relevant with the changing times. Creating new business avenues and maximizing the utilization of available infrastructure will be the key to future growth and stakeholders' wealth enhancement.

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