



GUJARAT INDUSTRIAL DEVELOPMENT CORPORATION
(A Govt. of Gujarat Undertaking)
Block No-3,4 & 5, Udyog Bhavan,
Sector-11, Gandhinagar-382011
Manger-mkt@gidcgujarat.org, <https://gidc.gujarat.gov.in>



Expression of Interest (EoI)
for empanelment of agencies for Advertising Campaign & Exhibition Works of GIDC

Gujarat Industrial Development Corporation (GIDC) participates in various exhibitions & events, seminars, trade shows, virtual events through display of GIDCs stall, content, panels, articles in electronic and print media and such similar ways.

Expression of Interest (EoI) is invited from experienced agencies interested for empanelment in GIDC for above mentioned purpose. The detailed document along with terms & conditions is available on the Corporation's website <https://gidc.gujarat.gov.in/>. EoI shall be submitted through RPAD/Courier and should reach before **Dt.31.12.2024 by 17.00 hrs.**

Date:22/12/2024
Place: Gandhinagar

Sd/-
Vice Chairman & Managing Director
GIDC, Gandhinagar



Expression of Interest

Empanelment of agencies

for Advertising Campaign & Exhibition Works of GIDC

1. Introduction

Gujarat Industrial Development Corporation (GIDC) has been established with a vision of accelerating the pace of industrialization in the State. GIDC is the nodal agency, set up under the Gujarat Industrial Development Act, 1962 as a Statutory Body for building the industrial backbone of the State. GIDC identifies locations which are suitable for the industrial development and creates Industrial estates with infrastructure such as roads, drainage, electricity, water supply, streetlights and ready to occupy multi-storeyed sheds. GIDC has developed more than 239 Industrial estates comprising of over 70,000 units across the State.

GIDC has been created for securing the orderly establishment and organization of industries in industrial areas and industrial estates in the state. To encourage investment and for promoting industrial development in Gujarat, GIDC for advertisement purpose participates in various exhibitions & events organized by the State Government, industrial forums and other organisations across the State and also outside Gujarat. Vibrant Gujarat Global Summit which is organised by the State Government every two years, is an important platform for GIDC to connect with the industry and potential investors from all over the world. Further, many events, seminars, trade shows, virtual events are supported by GIDC and participation is done through display of GIDCs content, panels, articles in electronic and print media and such similar ways.

Expression of Interest (EoI) is invited from experienced and reputed agencies for empanelment with GIDC for the above-mentioned work for a period of **3 (three) years** from date of empanelment.

2. Scope of work

- 2.1 Providing creative inputs in designing & execution of GIDC's exhibition stall/Pavillion including preparation of display material, models, simulations, electronic content, UV Backlit Panels etc.
- 2.2 Activity related to exhibition stall / pavilion like erection, decoration, maintenance, providing manpower, dismantling and other such works as may be required by GIDC. Taking up necessary fabrication according to the design and space layout at the exhibitions.
- 2.3 Design, fabrication and erection of display boards, signage, Banners etc.
- 2.4 Preparation of tableau, mobile exhibition units, road show display work etc.
- 2.5 Preparation of audio visual films/ documentary films / quickee for marketing of GIDC.
- 2.6 Providing services for composition work/ creative design works for publishing/advertising in printed & digital materials like brochures, fliers, banners, standees, Hoarding, panels, banners, invitation cards and covers, social media marketing etc. and taking up the printing work of the same, if required.

3. General terms & conditions

- 3.1 The agency should have experience of participation in events organized by government (State level as well as National/central level), industry related to be more specific, by way of designing, developing and erection of stalls including display panels, creatives, electronic displays, use of ITeS etc. The experience should be of minimum 5 years.
- 3.2 The agency / firm should have a minimum average annual turnover of **Rs. 1 crore (Rupees one crore)** for last three consecutive years.
- 3.3 The agency should have a registered office in Ahmedabad / Gandhinagar with full-fledged staff having expertise in execution of the above required work. The agency shall have the expertise to carry / execute work at events anywhere across the Country preferably in metro cities like Delhi, Mumbai, Bangalore Chennai etc.
- 3.4 Agency should preferably have its own architect with necessary certifications.
- 3.5 Supporting documents (self-certified) like experience certificate, photographs, C.A certificates etc., as proof of above conditions, shall be provided with the EoI.

- 3.6 GIDC has the right to reject any agency during the empanelment process or even after the empanelment is done, based on the performance of the agency or any other dispute.
- 3.7 The agency shall be responsible for obtaining all statutory certificates/ seeking permission/approval, obtaining NOC such as Fire NOC, safety certificate from various Govt. institutions such as local authority, fire department and protocol branch for the assigned work.
- 3.8 The agency shall have to provide artwork, CD, positives AV files, CDR files etc. to GIDC at the time of submitting their invoices and the same shall remain in custody of GIDC. Further, the material developed by the agency for GIDC shall not be utilized for other works without written permission.
- 3.9 GIDC shall not be responsible in any way for violation of copyright / trademark / intellectual property rights for the materials, designs used by the agency and they shall be solely held responsible for any disputes arising out of such act.

4. Guidelines for Submission of Application

Agencies shall submit the Expression of Interest (EoI) along with the following supporting documents in a sealed envelope with heading “EoI for empanelment of Agencies for Advertising Campaign & Exhibition Works of GIDC”:

- 4.1 Contact details of the office along with self-attested copy of registration.
- 4.2 Contact details of branch offices within the State / Country with documentary proof.
- 4.3 Brief details of proprietor / partner / directors of the firm.
- 4.4 Architect registration details with copy of certificate.
- 4.5 Details of present staff, qualifications, length of association in the office.
- 4.6 Facilities available in local office.
- 4.7 Details of workshop of the agency.
- 4.8 CA certificate for turnover of the firm. Separate certificate for local office and of the firm overall shall be submitted, if applicable. Certificate for last three years is to be submitted along with PAN & GST details.
- 4.9 List of clients handled by the local office & assignments in last three years along with photographs of work executed.
- 4.10 Details of assignments carried out for State Government / PSUs / Central Government in last three years.

4.11 Earnest Money Deposit (EMD) in form of demand draft of an amount of **Rs. 50,000/-** (Rupees fifty thousand only) drawn in favor of 'GIDC' payable at Gandhinagar. The D.D shall be kept in a separate envelope (inside the main EoI document). EMD will be refunded after the empanelment process is completed. However, EMD of the selected / empanelled agencies shall be retained by GIDC as security deposit, bearing no interest.

4.12 A non-refundable tender fee of **Rs. 5,000/- (Rupees Five thousand only) + 18% GST** shall be submitted in form of demand draft in favor of 'GIDC' payable at Gandhinagar. The same shall be enclosed with the EMD.

4.13 EoI shall be submitted through RPAD / Courier and should reach by Dt.31.12.2024 before 17.00 Hrs at :

“Registry Branch, GIDC,

2nd floor, block no. 5,

Udyog Bhavan, Sector – 11, Gandhinagar – 382011.”

4.14 Submission of EoI with all the above documents would be considered as an acceptance of all the above terms & conditions of GIDC. EoI without any of the above required details will lead to disqualification of the agency.

4.15 This office shall not be responsible for non-receipt/delay in receipt of the documents within the time period, and no claim for submission of EoI after the time period shall be entertained.

5. Empanelment Procedure and liabilities of agencies

5.1 The successful agencies shall be notified about empanelment in writing by registered letter or by e-mail.

5.2 GIDC may do a physical inspection of the office / workshop of the agency. The empanelment is subject to immediate termination if at any given point of time the information provided by the agency is found incorrect, misleading or in violation to the terms & conditions laid down here.

6. Awarding of Works to Empanelled Agency

6.1 GIDC shall invite the agencies empanelled by floating a limited RFP, as per the organizational requirements, as and when required, as per given date and time schedule.

6.2 Eligible agency may be required to make a presentation to GIDC regarding the work to be executed upon an intimation given by GIDC at their own expense. The same

shall include details of GIDC's activities, new projects, benefits of GIDCs industrial estates etc. through designed panels, 3-D models of a stall of various sizes as per requirement. The agency will give break-up of total cost of design, development, production and maintenance of the project, along with details of quality of materials.

6.3 The evaluation for the empanelment of agencies shall be on the basis of technical bid (60%) and financial bid (40%) for stall and pavilion related works only (as mentioned above at s.no. 2 under scope of works) for other works mentioned under scope of works shall be as per that decided by Information Department, Govt. of Gujarat (wherever applicable) OR on the basis of lowest quotation received by the way of tender.

6.4 GIDC shall select and enter into specific contract with identified Agencies on basis of scope, deliverables, terms and conditions. The selected Advertising Agency shall be responsible and bound by that contract for successful execution of the work.

6.5 During empanelment period, GIDC reserves the right to penalise/de-panel the agency, As decided by competent authority if the service provided by the agency is found to be unsatisfactory or if, at any time, it is found that the information provided for empanelment is false, GIDC reserves the right to remove such agencies from the empaneled list without giving any notice in advance. The final decision in this regards shall be binding to the agency.

6.6 The Advertising Agency shall be solely responsible for compliance with the provisions of all central and state laws, various taxes (GST, Income tax, sales tax, service tax, etc.), labour and industrial laws, such as minimum wages, compensation, EPF, Bonus, Gratuity, etc. relating to persons deployed for providing services.

6.7 The EOI is not an offer and is issued with no commitment. GIDC reserves the right to withdraw EOI and or vary any part thereof at any stage. GIDC further reserves the right to disqualify any bidder/agency, should it be so necessary at any stage.

For any information and clarification, please contact the below mentioned office:

Manager (Marketing)
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