



Selection of creative agency in GIDC

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 225 Industrial estates comprising of over 68,000 units across the State.

Bids are invited from experienced agencies for various activities like design of advertisements, invitations, hoardings, brochures etc. and printing with details as under and in annexure 1.

Terms & conditions:

1. The agency will be selected for a period of one year or as decided by GIDC.
2. Selection will be done considering previous work done, quality of work, rates submitted and such other factors. Decision of GIDC in the process shall be final and binding to all.
3. The agency must have experience of at least five years in area of creative designing, printing etc. Document related to same shall be provided (date of incorporation etc.)
4. The agency shall have executed at least five works for State Level Government programs (Of Hon. P.M, Hon. C.M etc.). Proof of the same in form of work order, work completion certificate, design proof etc. shall be submitted without fail.
5. The agency / firm shall have to submit a CA certified copy of firm's turnover for last three years.
6. The agency should have a registered office in Ahmedabad / Gandhinagar with staff having expertise in execution of the above required work. Supporting document shall be submitted.
7. Supporting documents (self-certified) like experience certificate, photographs, C.A certificates, design work done etc., as proof of above conditions, shall be provided with the bid.

8. GIDC has the right to reject bid of any agency during the process or even after the selection is done, based on the performance of the agency or any other dispute.
9. GIDC reserves the right to cancel the entire process of selection, if need arises so.
10. A non-refundable fee of **Rs. 1,000/- (Rupees one thousand only) + 18% GST** shall be submitted in form of demand draft in favour of 'GIDC' payable at Gandhinagar.

Submission of bid with all the above documents would be considered as an acceptance of all the above terms & conditions of GIDC. Bid without any of the above required details will lead to disqualification of the agency. This document shall be submitted with signature of authorized official of the firm.

Bid shall be submitted through RPAD / Courier and should reach not later than **27/09/2022 at 15.00 hrs** at GIDC, 2nd floor, block no. 3 to 5, Udyog Bhavan, Sector – 11, Gandhinagar – 382011. 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 bid after the time period shall be entertained.

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.

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

Manager (Marketing)
Gujarat Industrial Development Corporation (GIDC)
5th floor, block no. 3, Udyog Bhavan,
Sector – 11, Gandhinagar – 382011.

e-mail: gmmkt@gidcgujarat.org

Mob: 9825557098

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Annexure – 1 (Rates for type of work)

Sr. no.	Work	Quantity	Rate (Rs.)
1	Design of newspaper advertisement in one language (full / half or any size)	1	
2	Charge for translation of work of sr.no.1 in another language.	1	
3	Design of banner / hoarding / backdrop /standee in one language with varying sizes	1	
4	Charge for translation of work of sr.no.3 in another language.	1	
5	Designing invitation card of various size with cover in one language for functions	1	
6	Charge for translation of work of sr.no.5 in another language.	1	
7	Printing the invitation card with cover. (mention the paper quality used generally, minimum quantity)	1	
8	Design of brochures having 16 to 20 pages (number of pages may vary) in one language	1	
9	Charge for translation of work of sr.no.8 in another language.	1	
10	Printing of the brochure (mention the paper quality used generally, minimum quantity)	1	
11	Design of one pager, leaflets etc. in one language of any size	1	
12	Charge for translation of work of sr.no.8 in another language.	1	
13	Printing of the item at sr.no. 11 (mention the paper quality used generally, minimum quantity)	1	

Language for design may be Gujarati / English / Hindi.

Kindly mention the rates without taxes / GST.

GIDC shall provide the basic idea / brief for the design to be done along with photographs (if available and required). The agency shall have to conceptualize and design the work using creatives, pictures, symbols, logos etc. Changes / corrections shall have to be incorporated in the design till the time it is finalized by GIDC.

Signature of authorized official with seal of firm