

NOTICE INVITING TENDER
SELECTION OF FIRM HOARDING ADVERTISEMENT FOR VB-G RAM G IN MIZORAM

1. INTRODUCTION

Commissioner & Secretary, Rural Development & Administration Department invites bid in a sealed envelope from eligible firms for putting hoardings/signages of VB – G RAM G IEC Campaigns across selected locations in Mizoram. The selected firm will be responsible for displaying innovative media, such as hoardings or signages relating to VB – G RAM G Act, 2025 in selected villages.

2. OBJECTIVE

The primary objective of selecting an advertising firm for an Information, Education, and Communication (IEC) campaign is to secure professional expertise in designing and executing strategic, targeted, and creative communication materials that drive behavioral change, raise awareness, or promote a specific cause. Unlike commercial advertising, an IEC campaign often focuses on public service, social marketing, or policy advocacy.

3. SCOPE OF WORK

To design high-quality, culturally relevant, and compelling creative materials such as hoardings or signages relating to VB – G RAM G Act, 2025 that resonate with the target audience. The numbers of hoardings required would be around 30 (thirty) nos in different locations in Mizoram

4. DELIVERABLES AND TIMELINES

- Putting IEC campaign materials such as hoardings or signages relating to VB – G RAM G Act, 2025 in selected villages within 3 (three) months from the date of issue of work order.

4.1 Time Schedule for submission of bid documents

Particulars	Date
Downloading of Tender Document	09.03.2026 at 11:00 AM
Bid Submission Start Date	09.03.2026 at 11:00 AM
Pre-Bid Conference	16.03.2026 at at 11:00 AM via Google Meet. Link will be shared to bidders
Last Date for submission of the bid	30.03.2026 till 02:00PM
Opening of Technical Bids. Evaluation by the Bid Evaluation Committee	30.03.2026 at 3:00 PM
Scrutiny of Financial Bid by the Bid Evaluation Committee	31.03.2026 at 1:00 PM

4.2 Tender Documents & cost:

The tender document has to be downloaded from rd.mizoram.gov.in or tender.mizoram.gov.in only free of cost. Bidders are advised to visit above specified websites regularly for notices/updates/amendments/corrigendum, if any. The updates/corrigendum/addendum shall be followed up to submission of tender and it will be the part of tender. No hard copy of tender document is provided to bidders.

The purpose of this Tender document is to provide interested parties with information to assist the preparation of their bid. While Rural Development & Administration Department has taken due care in the preparation of the information contained herein, and believe it to be complete and accurate, neither it nor any of its authorities or agencies nor any of its respective officers, employees, agents or advisors give any warranty or make any representations, expressed or implied as to the completeness or accuracy of the information contained in this document or any information which may be provided in association with it.

Further, Rural Development & Administration Department does not claim that the information is exhaustive. Respondents to this Tender are required to make their own inquiries/surveys and will be required to confirm, in writing, that they have done so and they did not rely solely on the information in Tender document. Rural Development & Administration Department is not responsible if no due diligence is performed by the bidders

5. ELIGIBILITY CRITERIA

Firms submitting proposals must meet the following criteria:

- 1) Firm should be a registered firm under either Aizawl Municipal Corporation or Mizoram Firms & Societies or INS or MSME or Start Up India Certificate
- 2) Firm should have experience of minimum 5 years' experience in handling hoarding advertisements in Mizoram
- 3) Firm should have a full-fledged office in the state of Mizoram
- 4) The Agency should be a firm /company/registered/incorporated in India. (Submit proof thereof.)
- 5) The Agency should not be blacklisted by any Central/State Govt./Public Undertaking in India. (Attach Form 3)
- 6) Annual turnover - not less than Rs. 15 lakhs in publicity related work for last each three years (2023 – 2024 & 2024 – 2025 & 2025 - 2026)
- 7) Submission of Bid Security/Earnest Money amounting to Rs.54000/- only. Firms having registration under MSME or Start Up India are exempted from paying Bid Security/Earnest Money. However, they must produce and enclose proof of registration from either MSME or Start Up India.

6. PROPOSAL SUBMISSION

Interested firms must submit their bids (downloaded from rd.mizoram.gov.in or tender.mizoram.gov.in) in **HARD COPY ONLY** to Commissioner & Secretary, Rural Development & Administration Department, Government of Mizoram, Room No. 114/115, 1st Floor, New Secretariat Complex, MINECO, Khatla, Aizawl – 796005, Mizoram. Bidders are instructed **to not submit online bids** to tender.mizoram.gov.in. State Public Procurement portal tender.mizoram.gov.in is only for downloading tender documents.

Bids received via email, Whatsapp or any electronic means shall not be accepted. **The proposal should be submitted in two parts- Envelope 1 & Envelope 2. However, the Envelope 1 & Envelope 2 shall be placed in a sealed cover (bigger envelope called Envelope 3):**

Technical Bid: Envelope 1: Containing Tender Document and an Amount of Earnest Money Deposit. The envelope should be superscribed as **“Envelope 1 – Technical Bid for SELECTION OF FIRM HOARDING ADVERTISEMENT FOR VB-G RAM G IN MIZORAM”**. In the technical proposal, there should not be any indication about the prices (printed or otherwise) of any of the products offered.

And all the documents under Envelope 1 shall be submitted in an orderly arranged binding positions with all pages sequentially numbered at the bottom right-hand corner of each page e.g., by writing page 1 of 10 on page 1, and so on and so forth, if total pages are 10. It should also have an index giving page wise information of above documents. Failing to give page number and index page/content-wise information shall lead to disqualification during technical bid.

Financial Bid: Envelope 2: Containing only Financial Bid (Form 2). The envelope should be superscribed as **“Envelope 2 – Financial Bid for SELECTION OF FIRM HOARDING ADVERTISEMENT FOR VB-G RAM G IN MIZORAM”**

Envelope 3: All the sealed envelopes (Envelope 1 & Envelope II) should again be placed in a sealed cover superscribed as **“SELECTION OF FIRM HOARDING ADVERTISEMENT FOR VB-G RAM G IN MIZORAM”**

7. EVALUATION CRITERIA

7.1 Technical Evaluation (Weightage: 70%)

Technical proposals will be evaluated on a 100 marks scale based on the following parameters:

Sl.No	Criteria	Marks	
1	Firm background & its establishment	20 Marks	
	- More than 5 years	20 Marks	
	- Less than 5 years	12 Marks	
2	Annual Turnover	20 Marks	
	- More than 5 lakh in a year	20 Marks	
	- Less than 5 lakh in a year	12 Marks	
3	Experience in advertising	20 Marks	
	- More than 5 clients in the last financial year	20 Marks	
	- Less than 5 clients in the last financial year	12 Marks	
4	Understanding of assignment	20 Marks	
	- Powerpoint presentation	Upto 20 Marks	
5	Manpower strength	20 Marks	
	- More than 10 personnel	20 Marks	
	- Less than 10 personnel	12 Marks	

7.1.1 Powerpoint presentation on understanding of the assignment

Powerpoint presentation on understanding of the assignment shall contain firm's understanding of the proposed assignment only including putting hoardings, processes, technical support, innovation, travelling and timeline for completion etc. Print out of powerpoint presentation should be attached in Form 1.

7.2 Financial Evaluation (Weightage:30%)

7.2.1 Fees shall be quoted by the bidders in absolute term in their financial bid/proposal (Form 2).

- Firms will be ranked based on the final QCBS score
- The lowest financial proposal (LFP) will receive a Financial Score (FS) of 100.
- Other proposals will be scored pro-rata as per the formula below:

Financial Score (FS) = (LFP/FP)*100

Where:

LFP=Lowest Financial Proposal Amount

FP=Financial Proposal Amount quoted by the bidder

Quality cum Cost Based Selection (QCBS) Formula

Final QCBS Score = (Technical Score×0.70) + (Financial Score×0.30)

8. GENERAL TERMS & CONDITIONS

- Rural Development & Administration Department reserves the right to accept or reject any or all proposal(s) without assigning any reason.
- Quality-cum-Cost Based Selection (QCBS) method shall be adopted to evaluate bids based on a combined score of technical quality and financial price.
- **The highest ranked firm (H1) will not be necessarily considered for selection**
- The selected firm shall not sub contract any portion of the assignment
- The selected firm shall be required to manage their own transportation, accommodation, fooding and any travelling allowance for their personnel. Rural Development & Administration Department shall not be responsible for expenditure incurred towards those items by selected firm.

9. PERIOD OF ENGAGEMENT:

The selected firm will be required to provide hoardings within 3 (three) months from the date of issue of Work Order at selected locations. The whole contract period shall be 3 (three) years from the date of issue of Work Order. Rural Development & Administration Department shall have the right to increase the requirements of hoardings as and when necessary and the rate for putting such hoardings shall be the same as the rate quoted by selected firm during the tender submission/selection.

Notwithstanding anything contained herein above, the Rural Development & Administration Department, however, reserves the right to discontinue the services of the firm at any time during the period by serving three week prior notice.

10. TA/DA FOR PERFORMANCE OUTSIDE AIZAWL CITY

No TA/DA shall be admissible to selected firm.

11. PENALTY CLAUSE

In case of non-compliance with the agreed scope or delay in putting hoardings, a 10% deduction in professional fees shall apply for every 10 day delay beyond 14 days from the assignment of work.

12. DISPUTE

In the event of any dispute arising out of or in connection with this tender, decision of the Commissioner & Secretary, Rural Development & Administration Department shall be final and binding.

13. GROUNDS FOR DISQUALIFICATION

While submitting the bids, bidders are required to cross-check whether their tender documents are in order. The following is grounds for disqualification of bidders:

- 1) If tender document/Technical Bid form with enclosures is not serially number and indexed as per clause 6
- 2) If any of the required enclosures/attachments is missing
- 3) If any of the required conditions is missing
- 4) If any of the eligibility criteria is not met
- 5) If all Forms in the tender documents are not enclosed
- 6) Printout of powerpoint presentation is not enclosed
- 7) Any other conditions mentioned in the Tender Document

For further queries, please contact:

Pu Denny Lalchhuanawma
Under Secretary to the Government
Rural Development & Administration Department
Government of Mizoram
Email: rdsectt1@gmail.com Mobile:+91 98623 59169

FORM 1**STANDARD FORMAT FOR SUBMISSION OF TECHNICAL BID**

Sl.No	Particulars	Reply
1	Name of Advertising Agency/Firm	
2	Address of Registered Office/ Head Office	
3	Contact Person	
4	Contact No	
5	E-mail Address	
6	Year of Incorporation/ Establishment (Attach proof)	
7	Whether Public Ltd/Private Ltd/Partnership/ Proprietorship etc (Attach proof)	
8	Whether registered under Aizawl Municipal Corporation or Mizoram Firms & Societies or INS or MSME or Start Up India (Attach registration certificate/documents)	
9	Name of Proprietor/ Partners/ Directors: (Use Form 5)	
10	GSTIN No: (Attach copy)	
11	Annual turnover - not less than Rs. 15 lakhs in publicity related work for last each three years (2023 - 2024 & 2024 - 2025 & 2025 - 2026) (Attach proof - Bank Statement or audited statement)	
12	Net profit for the last 3 years - (2023 - 2024 & 2024 - 2025 & 2025 - 2026) (Attach proof)	
13	Whether the firm/Agency has 5 years' experience in Advertisement or has done hoarding/signage advertisement in the last 5 years (If yes, attach proof/work order - Use Form 4)	
14	Details of EMD (amount/bank/DD/cheque/date etc.) (MSME/Start Up India exempted)	

I/We certify that the above statements are true and I/ we undertake to submit any other testimonials certificates whenever called for in support of our statement. This application will not in any way construe as our claim for selection.

Name & Signature with company seal

Place:

Date:

Checklist of Enclosures

- 1) Copy of Memorandum and Article of Association, Certificate of Incorporation, Certificate of Commencement of Business if a Limited Company/ Partnership Deed for Partnership concern, Trade License etc showing year of establishment of the firm.
- 2) Proof of Public Ltd/Private Ltd/Partnership/Proprietorship etc
- 3) Registration Certificate from Aizawl Municipal Corporation or Mizoram Firms & Societies or INS or MSME or Start Up India
- 4) List of Name of Proprietor/ Partners/ Directors:Form 5
- 5) GST Certificate
- 6) Proof of Annual turnover - not less than Rs. 5 lakhs in publicity related work for last each three years (2023 - 2024 & 2024 - 2025 & 2025 - 2026) - Bank Statement or audited statement
- 7) Proof of Net Profit Statement for last 3 years : (2023 - 2024 & 2024 - 2025 & 2025 - 2026)
- 8) Experience of firm in advertisement - Attach Work Orders
- 9) Required EMD
- 10) Signed copy of the Tender Document
- 11) Print out of Presentation. Date for powerpoint presentation shall be intimated in due course

FORM 2

STANDARD FORMAT FOR SUBMISSION OF FINANCIAL BID

Sl.No	Type of service	Total quoted Fees
1	Rate of hoarding – Nos of Horadings - (inclusive of all taxes) Total	
	TOTAL	

(Rupees.....only)

*[The above quoted fee is inclusive of professional Fee, Manpower, Travelling and /lodging, Food etc]

We agree to all the tender conditions and payment terms and the rates quoted above by the Firm will not change during the contract period.

Fees will be paid on submission of deliverables.

Authorized Signature of the Firm with Seal

Date:

Place:

FORM 3

**SELF – DECLARATION – NO BLACKLISTING
(ON THE LETTER HEAD OF THE FIRM)**

To

Date:

Commissioner & Secretary
Rural Development & Administration Department
Government of Mizoram

Sir,

In response to the Bid for **“SELECTION OF FIRM HOARDING ADVERTISEMENT FOR VB-G RAM G IN MIZORAM”**, I/ we hereby declare that presently our firm/agency (name of firm)..... is having unblemished record and is not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any State/Central Government/PSU/Autonomous Body.

We further declare that presently our firm/agency (name of firm)..... is not blacklisted and not declared ineligible for reasons other than corrupt and fraudulent practices by any State/ Central Government/PSU/Autonomous Body on the date of Bid Submission.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my / our security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Thanking you,

Yours faithfully,

Signatures _____

Name _____

Seal of the Firm _____

FORM 4

[DETAILS OF FIRM'S EXPERIENCE DURING THE LAST 5 YEARS]

[illegible]

Furnish the copy of the documentary evidence in support of the information provided above.
Please attach additional sheets, if required

Signature:

Name and Designation with Office Seal:

Date:

FORM 5

DETAILS OF PROPRIETOR/ PARTNERS/ DIRECTORS

[illegible]

Signature:

Name and Designation with Office Seal:
(Managing Partner)

Date:

ANNEXURE

CHECKLIST FOR SUBMISSION OF PROPOSAL

(Do not submit the whole Tender Document & do not submit this Checklist)

Sl.No	Documents to be attached in Envelope 1 (in sealed cover)	Remarks
1	Form 1 - Standard format for submission of Technical Bid	Copy of Memorandum and Article of Association, Certificate of Incorporation, Certificate of Commencement of Business if a Limited Company/ Partnership Deed for Partnership concern, Trade License etc showing year of establishment of the firm Proof of Public Ltd/Private Ltd/Partnership/Proprietorship etc Registration Certificate from Aizawl Municipal Corporation or Mizoram Firms & Societies or INS or MSME or Start Up India Copy of GST Registration Proof of Annual turnover - not less than Rs. 5 lakhs in publicity related work for last each three years (2023 – 2024 & 2024 – 2025 & 2025 - 2026) - Bank Statement or audited statement Proof of Net Profit Statement for last 3 years : (2023 – 2024 & 2024 – 2025 & 2025 - 2026) Required EMD Signed copy of the Tender Document Other information in separate sheet Print out of Presentation. Date for powerpoint presentation shall be intimated in due course
2	Form 3 - Self - declaration - No blacklisting Certificate	In letter head of the Firm
3	Form 4 - Details of firm's experience during the last 5 years]	Supporting documents to be provided (attach copy)
4	Form 5 – Details of partners and staff	Signed
5	Bid Security/EMD – Rs.54000/- (Exempted for MSME/Start Up India)	

Note: Technical Bid should contain index/content and be serially numbered from page no.1

Sl.No	Documents to be attached in Envelope 2 (in sealed cover)	Remarks
1	Form 2 - Standard format for submission of Financial Bid	No other documents should be enclosed

Sl.No	BIGGER ENVELOPE (Envelope 3)	Remarks
1	Envelope 1 & Envelope 2	In a sealed cover superscribed as “SELECTION OF FIRM HOARDING ADVERTISEMENT FOR VB-G RAM G IN MIZORAM”