



टीएचडीसी इण्डिया लिमिटेड
THDC INDIA LIMITED

A 'Mini Ratna', Schedule 'A' Govt. PSU & ISO
9001:2015 Certified Company

NOTICE INVITING APPLICATION (NIA)

NATIONAL COMPETATIVE BIDDING (NCB)

NIA Ref. No.: THDCIL/NCR/CC-482

Date: 05.04.2024

**APPLICATION FOR EMPANELMENT OF ADVERTISING AGENCIES IN
THDCIL**

THDC India Limited invites e-applications from eligible applicants for aforesaid NIA which is available at CPP portal website <http://eprocure.gov.in/eprocure/app> for downloading from 05.04.2024 to 06.05.2024. The last date and time for submission of filled in Application is 06.05.2024 by 15:00 Hrs (IST). Bids shall be opened on 07.05.2024 at 15:00 Hrs. (IST). For further details and e-tendering/e-applications process, please visit the above mentioned website.

Subsequent clarification /corrigendum/amendment, if any, shall be uploaded on the above website only.

DGM (Contracts)
THDC INDIA LIMITED
NCR Office, Plot No. 20 Sector-14,
Kaushambi, Ghaziabad (U.P.)
Tel: 0120-2816769
e-mail: corpcontract@thdc.co.in
Alternate contact No. 0120-2816772

THDC INDIA LIMITED

(A mini Ratna Schedule-A, Category-I, Govt. PSU)

SECTION – I

NOTICE INVITING APPLICATIONS (NIA)



NIA Ref. No.: THDCIL/NCR/CC-482

**Corporate Contracts Department, NCR Office, Plot No. 20 Sector-14,
Kaushambi, Ghaziabad - 201010 (U.P.), India**



टीएचडीसी इण्डिया लिमिटेड
THDC INDIA LIMITED

(A 'Mini Ratna', Schedule 'A', Category-I Govt. PSU)

NOTICE INVITING APPLICATIONS (NIA)

FOR

EMPANELMENT OF ADVERTISING AGENCIES IN THDCIL

NIA Ref. No.: THDCIL/NCR/CC-482

Date: 05.04.2024

1.0 THDC India Limited (THDCIL) is a Public Sector Enterprise under the administrative control of the Ministry of Power, Government of India and registered as a Public Limited Company in Jul'88 under the Companies Act, 1956. THDCIL was conferred 'Mini Ratna–Category-I Status in Oct'2009 and up-graded to Schedule 'A' PSU in Jul'2010 by the Govt. of India

THDCIL envisages to add 2764 MW upto 2024-25 with anticipated commissioning of its three under construction power projects namely Tehri Pumped Storage Plant (1000 MW), Vishnugad HEP (444 MW) and Khurja STPP (1320 MW) . Besides this THDCIL is also developing 2000 MW Solar Park in Uttar Pradesh through JV with UPNEDA in the name of TUSCO Limited. THDCIL is also developing 10,000 MW RE parks in State of Rajasthan through JV with Rajasthan Renewable Energy Corporation Limited in the name of TREDCO Limited.

THDCIL is currently implementing its Khurja Super Thermal Power Project (2X660MW) in District Bulandshehar, Uttar Pradesh which is expected to be commissioned by July 2024.

THDCIL intends to empanel Advertising Agencies at the Corporate Office for the following work to cater to the needs of Corporate Office, all its Projects / Units located presently in India and abroad.

1.1 SCOPE OF WORK

The work/ job which are expected to be handled by the empaneled applicants are briefly given below:

- i. Publication of Notice Inviting Tenders (NIT)
- ii. Institutional Advertisements
- iii. Recruitment Advertisements
- iv. Financial Advertisements
- v. Campaigns on behalf of THDC INDIA LIMITED and the Ministry of Power as required.
- vi. Designing & Printing of Annual Reports for THDC INDIA LIMITED, other subsidiaries of THDC India Limited and Ministry of Power as required.
- vii. Designing & Printing of Folders / Brochures / Pamphlets/ Calendars/Greeting

- Cards/Noting Diary/MoU/Corporate Profiles etc.
- viii. Designing & Printing of House Journals/ Technical Journals/ Sustainability Reports/Coffee table Book
- ix. Organizing Exhibitions / Fairs / Melas
- x. Flags/ Badges/Hoardings & other Outdoor Advertisements
- xi. Coverage of VVIP visits / Events
- xii. Such other related jobs which involves Conceptualizing, Designing, Preparation of Artwork /Layout and Execution etc.
- xiii. Making and telecasting of TV spots/visuals/radio jingles/ Corporate Films/Spot & Industrial Photo.
- xiv. New Media /Community PR.
- xv. Issuing of Press Releases, its coverage in media/Organizing Press Conferences/Seminars.

Accordingly, THDCIL invites online applications in SINGLE STAGE, SINGLE ENVELOPE BIDDING SYSTEM from prospective and experienced parties (“Applicant(s)”) for Empanelment as Advertising Agencies in accordance with the terms & conditions stipulated in the detailed NIA and Instructions to Applicant(s).

2.0 Brief Details

Sl. No.	Descriptions	
2.1	NIA Reference No.	THDCIL/NCR/CC-482
2.2	NIA Date	05.04.2024
2.3	Mode of NIA	Online Open Enlistment
2.4	NIA Document Sale commencement Date	12:00 Hrs. (IST) on 05.04.2024
2.5	Document Sale/Download close Date and Time	06.05.2024 by 15:00 Hrs (IST)
2.7	Last Date and Time for receipt/submission of filled in Applications	06.05.2024 by 15:00 Hrs (IST)
2.8	Date and Time for Opening of Applications	07.05.2024 by 15:00 Hrs (IST)
2.9	Cost of NIA Document/Application in INR (non-refundable)	Nil
2.10	Bid Security (EMD) in INR	Nil

3.0 GENERAL ELIGIBILITY CRITERIA AND PRE-QUALIFICATION REQUIREMENTS FOR APPLICANT(S)

3.1 General Eligibility Criteria:

- 3.1.1 This NIA is open to all Applicants

- 3.1.2 Applicant shall not be under a declaration of ineligibility for corrupt and fraudulent practices or banned/debarred/suspended from transaction/ business dealing by Ministry of Power (Govt. of India) or by THDC India Ltd. or appearing in the list of such bidders available on Central Public Procurement Portal (CPP Portal). A declaration to this effect shall be submitted by the bidder as per enclosed Form –D.

3.2 Pre-qualification Requirements

- i. The Applicant should have full INS accreditation since preceding two years reckoned from the date of publication of NIA and should be valid as on the date of publication of NIA. A certified / notarized copy of certificate of INS accreditation to be submitted.
- ii. The agencies should have a minimum 4 crore average annual turnover for the last three Financial years (i.e. 2020-2021, 2021-2022 & 2022-23). (For startup firms & MSE's, the bidder must have a minimum 3 crore average annual turnover for the last three years (i.e. 2020-21, 2021-22, 2022-23). However, bidder has to submit copy of relevant, valid & authenticated documents related to MSE's/Startup as a proof.)
- iii. The agencies/ applicant should be currently empaneled with at least two different Govt. establishments (Fully Govt/semi Govt/PSU/ Autonomous bodies etc.) out of which at least one should be Central/State Power Sector PSUs. Letter of Empanelment along with acceptance letters to be enclosed.
- iv. Full-fledged working establishment at Delhi NCR or Dehradun.
- v. Net worth should not be less than 100% of the bidders paid up share capital as on 31st March 2023.

The minimum requirements are listed above and THDC India Limited reserves the right to request for any additional information.

Note:

- (A) The bidder should satisfy the average annual turnover criteria stipulated above on its own. The Turnover of its Holding Company and subsidiaries will not be considered for the evaluation of annual turnover criteria & net worth criteria.
- (B) The bidder should provide the audited balance sheet for the last three financial years ending Mar'23. In cases where audited results for the last financial year as on the last date of submission of Application are not available, the financial results certified by a practicing Chartered Accountant shall be considered acceptable. In case, bidder is not able to submit the Certificate from a practicing Chartered Accountant certifying its financial parameters, the audited results of the earlier consecutive financial years preceding the last financial year shall be considered for evaluating the financial parameters. Further, a Certificate would be required from the CEO /CFO as per the Form-I enclosed in the NIA documents stating that the financial results of the Company are under audit as on the last date of submission of Application and the Certificate from the practicing Chartered Accountant certifying the financial parameters is not available.
- (C) Other Income shall not be considered for arriving at annual turnover.

(D) Net worth means the sum total of the paid-up share capital and free reserves. Free reserve means all reserves credited out of the profits and share premium account but does not include reserves credited out of the revaluation of the assets, write back of depreciation provision and amalgamation. Further any debit balance of Profit and Loss account and miscellaneous expenses to the extent not adjusted or written off, if any, shall be reduced from reserves and surplus.

Marking Pattern for Qualification Requirements (QR) shall be as per Clause No. 4.2 of Instruction to Applicants (ITA)

3.3 Other Conditions

3.3.2 Each Applicant shall submit only 1 (one) APPLICATION. An Applicant who submits more than 1 (one) APPLICATION will be disqualified.

3.3.3 No EMD/ APPLICATION security is envisaged at application submission stage.

3.3.4 The empanelment shall be for a total period of 03 years (on annual basis with one year extension at a time on existing rates, terms and conditions) which will depend upon the satisfactory performance of the work by the agency. In case of dissatisfactory performance certified by OIC, the contract shall be terminated giving a notice period of one month.

4 Tender Document Availability

4.0 The complete NIA Document shall be available on CPP portal i.e. <http://eprocure.gov.in/eprocure/app> as per NIA clause 2.0 of Section-I

4.1 In case of any amendment/addendum/corrigendum (s) to this NIA shall be issued on <https://eprocure.gov.in> and no press notice shall be issued in any other form.

5 Participation in Bids

This NIA is being processed through e-tendering/e-procurement system. The NIA documents are to be downloaded and duly filled in are to be submitted / uploaded through Central Public Procurement Portal (CPP) <http://eprocure.gov.in/eprocure/app>

5.1 Registration on CPP Portal

5.1.1 The Applicant intending to participate in the e-tendering and download the detailed NIA document have to register themselves in the portal <http://eprocure.gov.in/eprocure> using the option "Click here to Enroll". Possession of a Valid Class II/III Digital Signature Certificate (DSC) in the form of smart card/e-token in the Company's name is a prerequisite for registration and participating in the bid submission activities through this web site. Digital Signature Certificates can be obtained from the authorized certifying agencies, details of which are available in the web site <http://eprocure.gov.in> under the link "Information about DSC". The said website also has user manuals (Bidders Manual Kit) with detailed guidelines on enrollment and participation in the online bidding process. While registration, the prospective bidders are required to provide PAN, TIN etc. as mentioned in the e-registration procedure.

5.1.2 All the Applicants are requested to get themselves registered well in advance and no

extra time will be considered for the delay in on-line Vendor/Bidder Registration, if any. In case Applicants wait till the last moment for registration/uploading of Bids, and if any technical problem is encountered at that time and the closing time lapses, THDCIL shall not be responsible in any manner for such delay/ or any other reason thereof.

5.2 Downloading NIA Document

5.2.1 The complete NIA Application shall be downloaded from the CPP portal website www.eprocure.gov.in/eprocure/app in after online vendor registration in above website. Tender fee has not been kept for this tender and the complete NIA document can be downloaded free of cost.

5.2.2 The Applicant shall download NIA documents from the website <http://eprocure.gov.in/eprocure/app> before the date and time as stipulated in Section-I (NIA) for enabling him to participate in e- tendering process after registration and furnishing tender fee Demand Draft details.

5.3 Online Submission of Applications

The application invited in SINGLE STAGE, SINGLE ENVELOPE BIDDING SYSTEM called “the Prequalification Bid” shall contain Pre-qualification information and documentary evidence in support thereof and it shall be uploaded & submitted on CPP portal website <http://eprocure.gov.in/eprocure/app>

5.4 Applicant(s) are not required to submit EMD at Application Submission Stage.

5.4.1 The steps for help to contractors/bidders in regard to the registration for e-tendering, downloading of the tender document and up loading & submission of the bids on the central public procurement portal are given on the web site <http://eprocure.gov.in/eprocure/app>

5.4.2 The bidder uploading ‘Prequalification Bid’ on the above-mentioned website portal, has to submit in Original the Power of attorney at the address mentioned in clause 9.0 below on or before the due date and time.

5.4.3 The prospective applicants shall be required to arrange all resources, including Digital Signature and Internet Connections at their own cost, for participating in online tenders/ bids at e-tendering CPP portal i.e. <https://eprocure.gov.in/eprocure>

- 6 Issuance of Application to any Applicant shall not construe that such Applicant is considered to be qualified. Applications shall be submitted and opened at the address given below in the presence of Applicant's representatives who choose to attend the Application opening.
- 7 THDCIL reserves the right to reject any or all Applications or to annul/withdraw/cancel the empanelment process for the subject package without assigning any reason whatsoever and in such case no Applicant/intending Applicant shall have any claims arising out of such
- 8 Simply fulfillment of eligibility requirement by the applicant shall not be construed as enlisted. Notwithstanding anything stated above, the Employer reserves the right to assess the capabilities and capacity of the Applicant / their collaborators / associates / subsidiaries / group companies to

perform the contract, should the circumstances warrant such assessment in the overall interest of THDC India Ltd.

9 Address for Communication

For any enquiry / clarification and all correspondence with regard to this NIA shall be made at the following address:

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Tel: 0120-2816769
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Alternate contact No. 0120-2816772