

**No: 22201/01/DCID/CBC/SB/FB/23-24**  
**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION AND BROADCASTING**  
**CENTRAL BUREAU OF COMMUNICATION**  
**Soochna Bhawan, Phase 5, C.G.O. Complex, New Delhi-110003**

**Date: 17.11.2023**

**ADVISORY**

**Subject: Invitation of Bids for designing, fabrication & setting up of 3D Selfie/Photo Booths in bulk for Central Bureau of Communication (CBC) and various other Ministries / Departments of Government of India.**

1. Bids (Technical & Financial) in separate sealed cover are invited for each category from agencies fulfilling the eligibility criteria mentioned in the RFP for designs fabrication & setting up of 3D Selfie/Photo Booths.

**Timeline of submission of the Technical and Financial bid with regard to RFP:**

<b>Opening of Technical proposals</b>	<b>22.11.2023 at 12:00 Noon</b>
<b>Technical presentation</b>	<b>24.11.2023 at 11:00 am onwards</b>
<b>Opening of Financial Proposals</b>	<b>28.11.2023 at 2:00 pm</b>

**Last date and time for submitting the Technical and Financial Bids: 22.11.2023- till 11:00 am**

**Pre-Bid briefing:** The Pre- bid briefing will take place on **18.11.2023 from 1 PM**. Prospective bidders can participate through video conferencing via link mentioned below:

<https://meet.google.com/ywu-vmqp-mrx>

2. RFP is attached herewith and is also available on the CBC website [www.davp.nic.in](http://www.davp.nic.in) and the Central Procurement Portal <https://eprocure.gov.in/epublish/app>.

3. You may submit your response in sealed envelope in prescribed format to the Room No: C/o Amit Kumar, Joint Director, CBC Room No. 270, 2<sup>nd</sup> floor, Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi-110003 latest by 11:00 am on 22.11.2023. The proposals may be addressed to:

Shri Amit Kumar,  
Joint Director, CBC

Room No. 270, 2<sup>nd</sup> floor Soochna Bhawan,  
Lodhi Road, New Delhi-110003

4. EMD - Rs. 3,00,000/-.

5 Queries, if any may be referred to the officer mentioned above on [campaign.cbc2@gmail.com](mailto:campaign.cbc2@gmail.com) or may be contacted on telephone 011-24369364 (During Office Hours)

*KC Meena*  
12/11/2023  
KC Meena

**Campaign Officer**

कैलाश चन्द मीणा / Kailash Chand Meena  
अभियान अधिकारी / Campaign Officer  
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication  
सूचना और प्रसारण मंत्रालय / Ministry of Information & Broadcasting  
भारत सरकार / Government of India  
नई दिल्ली-110003 / New Delhi-110003

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**REQUEST FOR PROPOSAL / TENDER DOCUMENT**

**Request for Proposal No: 22201/DCID/01/CBC/SB/FB/23-24 dated 17.11.2023**

**Invitation of Bids for empaneling agencies for design, fabrication & setting up of 3D Selfie/Photo Booths in bulk for Central Bureau of Communication (CBC) and various other Ministries / Departments of Government of India.**

Bids intend to empanel vendors for **setting up of 3D Selfie/Photo Booths in bulk** on behalf of Central Bureau of Communication at public places like railway stations, bus stands, airports, ASI Monuments, or any other place suitable for the purpose as decided by CBC / Client Ministry. Bids are invited from agencies fulfilling the eligibility criteria as mentioned in the RFP.

- The Technical Bid and Financial Bid should be submitted in separate sealed envelopes clearly mentioning the title, RFP number and Date of Opening of the bids.
- The Technical Bid should also be submitted in soft copy in the form of Pen Drive / CD / DVD.
- EMD as well as the eligibility documents must be submitted in a separate envelope.
- All the above envelopes should be placed in another sealed envelope super scribed with the title, RFP number and due date.

1. The address and contact numbers for sending Technical Proposals and Financial Quotes or seeking clarifications regarding this EOI are given below:

A.	The technical proposals and Financial Quotes to be addressed to	Shri Amit Kumar, Joint Director, CBC
B.	Postal address for sending the Technical Proposals and Financial Quotes	Shri Amit Kumar, Joint Director, Room No. 270, Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi-110003
C.	Name/designation of the contact personnel	Shri Amit Kumar, Joint Director
D.	Telephone number of the contact personnel	011-24369364
E.	e-mail ids of contact personnel	<a href="mailto:campaign.cbc2@gmail.com">campaign.cbc2@gmail.com</a>

**2. This RFP is divided into five parts as follows:**

Part I: Contains General Information and instructions for the Bidders about the RFP such as the time, EMD, place of submission and opening of tenders, validity period of

tenders, etc.

- Part II: Containing essential details of creative brief, services required scope of works, list of deliverables etc.
- Part III: Contains Standard Conditions of RFP, which will form part of the contract with the successful bidder.
- Part IV: Contains special conditions applicable to this RFP and which will also form part of the contract with the successful bidder.
- Part V: Contains Evaluation Criteria and Format for Price Bids.

3. This RFP is being issued with no financial commitment and CBC reserves the right to change or vary any part thereof at any stage. CBC also reserves the right to withdraw the RFP at any stage.

### **Part I – General Information**

**1. Last date and time for submitting the Technical and Financial Bids: 22.11.2023– till 11:00 am**

The sealed Bids should be deposited / reach by the due date and time. The responsibility to ensure this lies with the Bidder.

**Pre-Bid briefing:** The Pre- bid briefing will take place on **18.11.2023 from 1 PM**. Prospective bidders can participate through video conferencing as per detail given in the advisory.

**2. Manner of depositing the Bids:** Sealed Bids should be submitted in the address mentioned in Para (2) at first page of this RFP, by hand or by registered post / speed post so as to reach by the due date and time. **Tenders received after the due date and time will not be considered. No responsibility will be taken for postal delay or non - delivery / non receipt of Bid documents. Bids sent by FAX or e-mail will not be considered.** Only those bids which are submitted to the mentioned address within due date and time will qualify to be opened. The Financial Bid, to be submitted in a separate sealed envelope, should be duly stamped and signed by the authorized signatory on all the pages. The Financial Bids which are not submitted in a separate sealed envelope or are not stamped and signed by the authorized signatory on all the pages shall be summarily rejected.

**3. Time and date of opening of Technical & Financial Proposals and Presentation:**

<b>Opening of Technical proposals</b>	<b>22.11.2023 at 12:00 noon</b>
<b>Technical presentation</b>	<b>24.11.2023 (11:00 am onwards)</b>
<b>Opening of Financial Proposals</b>	<b>28.11.2023 at 2:00 p.m.</b>

(If due to any exigency, the due date for opening of the proposals is declared a closed holiday, the proposals will be opened on the next working day at the same time or on any other day/time, as intimated by the CBC).

**4. Place of opening the Bids:**

**Conference Room, 2nd Floor, CBC, Sochna Bhawan, Lodhi Road, New Delhi -110003**

The Bidders may depute their representatives, duly authorized in writing, to attend the opening of technical Bids on the due date and time. The eligible agencies will be decided based on the qualification documents and all the qualified will be allotted time slot on the same day for Technical presentation at the same venue. The Bidders will have to come prepared for the Technical presentation on the mentioned date. This event will not be postponed due to non-presence of representative of any Bidder.

**5. Forwarding of Bids:** Bids should be forwarded by the Bidders under their original memo/letter pad inter alia furnishing details like PAN Number, GST Number, Bank Branch Address with e-payment Account etc. with complete postal & e-mail address of their office and the mobile number on which the Agency can be contacted.

**6. Clarification regarding contents of the RFP:** A prospective bidder who requires clarification regarding the contents of the bidding documents may forward the queries vide e-mail to – [campaign.cbc2@gmail.com](mailto:campaign.cbc2@gmail.com) referring the RFP title, number and date, not later than 5 days prior to the last date of submission of the Technical Bids. Copy of the queries and CBC's clarification will be posted on CBC's website [www.davp.nic.in](http://www.davp.nic.in) for information of all prospective bidders.

**7. Modification and Withdrawal of Bids:** A bidder may modify or withdraw his/her bid after submission provided that the written notice of modification or withdrawal is received by CBC prior to deadline prescribed for submission of bids. A withdrawal notice may be sent by email but it should be followed by a signed confirmation copy to be sent by post and such signed confirmation should reach CBC not later than the deadline for submission of bids. **No bid shall be modified after the deadline for submission of bids. No bid may be withdrawn in the interval between the deadline for submission of bids and expiration of the period of bid validity specified. Withdrawal of a bid during this period will result in Bidder's forfeiture of bid security.**

**8. Clarification regarding contents of the Bids:** During evaluation and comparison of bids, CBC may, at its discretion, ask the bidder for clarification of his/her bid. The request for clarification will be given in writing and no change in prices or substance of the bid will be sought, offered or permitted. **No post-bid clarification on the initiative of the bidder will be entertained.**

**9. Rejection of Bids:** Canvassing by the Bidder in any form, unsolicited letter and post-tender correction may invoke summary rejection with forfeiture of EMD. **Conditional tenders will be rejected.**

**10. Unwillingness to quote:** Bidders unwilling to quote should ensure that intimation to this effect reaches before the due date and time of opening of the Bid, failing which the defaulting Bidder may be delisted for the given range of items as mentioned in this RFP.

**11. Earnest Money Deposit:** Bidders are required to submit Earnest Money Deposit (EMD) for an amount of Rs. 3, 00,000/- along with their bids. The EMD may be submitted in the form of an Account Payee Demand Draft / Banker's Cheque in favour of **Pay and Accounts Officer, CBC.** or Bank Guarantee from any of the Public Sector Banks or a private Sector Bank authorized to conduct government business as per Annexure-I. EMD is to remain valid for a period of forty-five days beyond the final bid validity period. EMD of the unsuccessful bidders will be returned to

them at the earliest after expiry of the final bid validity and latest on or before the 30th day after the award of the contract.

**NOTE: Agencies that furnish a MSME certificate or agencies registered as Startups as recognized by Department of Industrial Policy & Promotion (DIPP) with their bids, shall be exempted from the payment of EMD as per the Public Procurement Policy for Micro and Small Enterprises (MSEs), 2012 and clarification issued by Department of Expenditure, Ministry of Finance (OM Dt 25<sup>th</sup> July)**

**12. The Bid Security of the successful bidder would be returned, without any interest whatsoever, after the receipt of Performance Security from them as called for in the contract. The EMD will be forfeited if the bidder withdraws or amends impairs or derogates from the tender in any respect within the validity period of their tender.**

**13. Two bid system:** It is a two bid system. The eligible bidders will be declared the same day of opening of bid based on EMD and eligibility documents. Their proposals for each category will be evaluated based on their technical documents and presentation. Date of opening of financial/price bid will be intimated after evaluation and acceptance of technical bids by CBC. **Financial/price bids of only those firms will be opened; whose technical bids are found compliant/suitable after technical evaluation is done by CBC.**

**14. Preparation of Proposal:** The Respondent shall comply with the following related information during preparation of the proposal-

a. The Proposal shall conform to provisions of RFP. Any interlineations, erasures or over writings shall be valid only if they are initialed by the authorized person signing the Proposal.

b. The Proposal (technical and financial) shall be typed or written in indelible ink (if required) and shall be signed by the Respondent or duly authorized person(s) to bind the Respondent to the contract. The letter of authorization shall be indicated by written power of attorney and shall accompany the Proposal. **The Financial Proposals should only be submitted on Agency's Letterhead with all pages duly signed and stamped by the authorized signatory, failing to which may lead to rejection of the Financial Proposal.**

c. Proposals received by facsimile shall be treated as defective, invalid and rejected. Only detailed complete proposals in the form indicated above received prior to the closing time and date of the proposal shall be taken as valid.

**15. Pre-Qualification Criteria (Terms & Conditions):**

Sr. N.	Basic Requirements	Description	Documents Required
1.	Legal Entity	The applicant should be a Company/ LLP/ Firm/ Partnership/ Proprietorship Firm/ <b>Joint Venture</b> / Society, duly registered under the relevant laws	Duly notarized copy of Certificate of Incorporation/ Partnership Deed/ Registration Certificates/ <b>Joint Venture Agreement</b> Copy of MOA, AOA, GST & PAN registration certificate as

Sr. N.	Basic Requirements	Description	Documents Required
			applicable
2.	Turnover	The Agency should have an average of <b>INR 20 Crores</b> in annual turnover accounting for <b>any three years out of five FYs 2018-19, 2019-20, 2020-21, 2021-22 &amp; 2022-23</b>  <b>Start Ups</b> Registered with <b>DPIIT</b> should have an average of <b>INR 5 Crores</b> in annual turnover accounting for <b>any three years out of last five FYs i.e. 2018-19, 2019-20, 2020-21, 2021-22 &amp; 2022-23</b>	A certificate duly certified by the statutory auditor / Chartered Account of the bidder mentioning the annual average turnover for <b>any three audited financial years out of last five FYs i.e. 2018-19, 2019-20, 2020-21, 2021-22 &amp; 2022-23</b> along with the audited balance sheets.
3.	Experience	The agency should have executed at least three (3) jobs aggregating to not less than <b>INR 2 (Two) Crores</b> which are only related to either Exhibitions or Selfie/ Photo Booths or Tableaux or setting up of Lounges which essentially includes designing, fabrication & on-site execution in the last <b>5 FYs i.e. 2018-19, 2019-20, 2020-21, 2021-22 &amp; 2022-23</b>	Related work orders/Completion certificate / contracts / invoices with GST for ongoing or completed campaigns
4.	Blacklisting / Terminations	The agency should not have been blacklisted by any Central or State Government department or Corporation or Board/ PSU/ Semi-Government organization as on date of submission of RFE.	A signed undertaking to this effect should be submitted on bidder's letterhead.

**16. Validity of Bids:** The Bids should remain valid for a period of **SIX months** from the last date of submission of the bids.

## **Part II – Essential Details of Services Required**

### **1. Creative Brief**

- a. Aim & Objective:** Government of India has launched various schemes for the welfare of the public like PM Vishwakarma, Nari Shakti Vandan Adhniyinayam, PM Ayushman Bharat, PM Kisan Nidhi, Vaccination Drive, Gati Shakti, National Digital Health Mission, Aatma Nirbhar Bharat Abhiyan, Pradhan Mantri Garib Kalyan Yojana, Pradhan Mantri Shramik Mandhan Yojana, Jan Dhan Yojana, Mudra, Beti Bachao Beti Padhao, Swachh Bharat, Pradhan Mantri Fasal Bima Yojana, Pradhan Mantri Suraksha Bima Yojana, Atal Pension Yojana, Khelo India, Sukanya Samridhi Yojana, Digital India, Skill India, Make in India, Digital Payment Promotion, Ujala, Ujjwala, Ek Bharat Shrestha Bharat and other schemes. The Ministries/Departments of Govt. of India run schemes relating to the subjects allotted to them as per the Allocation of Business Rules. Such schemes and policies are targeted at one or the other segment of the population belonging to various background. The focus of the campaign will be on highlighting various initiatives of Government of India through thematic 3D Selfie/Photo Booths at various locations in the country as these have emerged as an engaging media for the masses.

- b. **Target Audience:** The target audiences will be the common citizens of India of all age groups, covering urban as well as rural people living all over the country depending upon the theme proposed to be highlighted.

## 2. **Scope of Work:**

3D Selfie/Photo Booths is an interactive setup that captures three-dimensional images of people or objects. Unlike traditional 2D photos, 3D photos provide depth perception, allowing viewers to see the scene in a more realistic and immersive way. These booths use various technologies to capture and display 3D images, often creating a unique and engaging experience for users. These installations can be used in ongoing campaigns and be installed at public places like railway stations, bus stands, ASI Monuments, or any other place suitable for the purpose.

The scope of work involves design, fabrication and setting up of 3D Selfie/Photo Booths of size upto 160 sq. ft. depending upon the design and availability of space for Central Bureau of Communication (CBC).

The design of the selfie/photo booth should be elegant and attract eyeballs. The design language should portray a meaningful representation of Government schemes and the elements used should convey the message/essence of the themes/schemes effectively to the citizens. These 3D Selfie/Photo Booths may be primarily categorised in following categories based on the fabrication material, modelling, durability and life span etc.:

**Category-A: 3D Selfie/Photo Booths fabricated with Acrylic boards, Glass and fit-in lights:** Such 3D Selfie/Photo Booths could be fabricated with the sculptures/cut outs made of Acrylic boards with fit-in lights. In acrylic selfie booths there should be a base platform, over which the structure is installed, using desired cut out. This material shall also support lighting to give a very elegant and attractive appearance. Following are the key elements of such booths:

- i. Base platform made of metal or MS pipe structure made of wooden material with carpet or vinyl prints covering the complete area of 3D Selfie/Photo Booths.
- ii. The background board made of MDF pasted with carpet or vinyl prints giving the background to the whole structure of the selfie booth.
- iii. Minimum 4, maximum up to 7 depending upon the approved design Computerised Numerical Control (CNC)-cut elements depicting the characters / beneficiaries / mascots / key elements related to the respective initiative / scheme made of Acrylic boards pasted with carpet or vinyl prints.
- iv. Computerised Numerical Control (CNC)-cut life size cut-out of the VVIPs made of Acrylic boards pasted with carpet or vinyl prints.
- v. Computerised Numerical Control (CNC)-cut of logo /theme line / tag line alphabets made of Acrylic boards and Glass with fit-in lights.

### **The additional services:**

The agencies setting up 3D Selfie/Photo Booths will also be required to provide below mentioned facilities / services at the selfie booth:

- a) The Agency will be responsible for house-keeping, maintenance, repair & refurbishing (if required) and 24x7 security till the duration of the campaign as specified in the job order and also removal of the structure when the campaign is over or as and when directed by CBC/ client.
- b) The Agency will be responsible for photography & videography at the Selfie points on regular basis of the people thronging the booth and upload at least 10 geotagged photos of different visitors in the booth per day and a one minute after installation of booth and a one minute on the last day of campaign on CBC App or any other platform as given by CBC.
- c) Agency shall encourage people to take selfies and nudge them to post it on their social media handles under appropriate hashtags.
- d) Agency have to submit an interim report on fortnightly basis and complete report (after the dismantling of the 3D Selfie/Photo Booths) including the photos, social media feedback, feedback of visitors etc .
- e) The Agency will be responsible for all other ancillary jobs related set-up, covering of structure if required, maintenance and removal of the structure as required by the CBC/ Client.

**Category-B: 3D Selfie/Photo Booths fabricated with permanent- durable 3D Fibre sculptures along with Acrylic boards, Glass and fit-in lights:** Such 3D Selfie/Photo Booths will consist of 3D sculptures modelled and carved with the materials like fibre or clay / plaster of Paris (PoP) along with MS pipes or steel wires for the reinforcement from inside. The background structure of such platforms may also be carved out with the fibre and clay painted with the weather proof paint. This gives a very attractive and authentic finish to the selfie booth. This material also supports lighting, which gives the booth a very elegant and attractive appearance. Following are the key elements of such booths:

- i. Base platform may also be carved out with the clay or stone painted with the weather proof paint covering the complete area of 3D Selfie/Photo Booths.
- ii. The background structure of such platforms may also be carved out with the fibre and clay painted with the weather proof paint giving the background to the whole structure of the selfie booth.
- iii. Minimum 4, maximum up to 7 depending upon the approved design 3D sculptures modelled and carved with the materials like fibre or clay / plaster of Paris (PoP) along with MS pipes or steel wires for the reinforcement from inside and painted with the weather proof paint, depicting the characters / beneficiaries / mascots / key elements related to the respective initiative / scheme.
- iv. One life size 3D sculpture of VVIPs, modelled and carved with the materials like fibre or clay / plaster of Paris (PoP) along with MS pipes or steel wires for the reinforcement from inside and painted with the weather proof paint.
- v. Computerised Numerical Control (CNC)-cut of logo /theme line / tag line alphabets made of Acrylic boards and Glass with fit-in lights.

**The additional services:**

The agencies setting up 3D Selfie/Photo Booths will also be required to provide below mentioned facilities / services at the selfie booth:

- f) The Agency will be responsible for house-keeping, maintenance, repair & refurbishing (if required) and 24x7 security till the duration of the campaign as specified in the job order and also removal of the structure when the campaign is over or as and when directed by CBC/ client.
- g) The Agency will be responsible for photography & videography at the Selfie points on regular basis of the people thronging the booth and upload at least 10 geotagged photos of different visitors in the booth per day and a one minute after installation of booth and a one minute on the last day of campaign on CBC App or any other platform as given by CBC.
- h) Agency shall encourage people to take selfies and nudge them to post it on their social media handles under appropriate hashtags.
- i) Agency have to submit an interim report on fortnightly basis and complete report (after the dismantling of the 3D Selfie/Photo Booths) including the photos, social media feedback, feedback of visitors etc .
- j) The Agency will be responsible for all other ancillary jobs related set-up, covering of structure if required, maintenance and removal of the structure as required by the CBC/ Client.

**3. List of Deliverables:**

Description of the 3D Selfie/Photo Booth	Details of Deliverables	Quantity of 3D Selfie/Photo Booths
<p><b>1. Category-A: 3D selfie / photo booth fabricated with Acrylic boards, Glass and fit-in lights</b></p> <p>Size upto 160 sq. ft. depending upon the design and availability of space (Minimum display period of 30 days)</p>	<p><b>Cost of Design, Fabrication, Installation, Maintenance and Security for 30 days:</b> Such 3D Selfie/Photo Booths could be fabricated with the sculptures/cut outs made of Acrylic boards with fit-in lights. In acrylic selfie booths there should be a base platform, over which the structure is installed, using desired cut out. This material shall also support lighting to give a very elegant and attractive appearance. Following are the key elements of such booths:</p>	<b>50</b>
		<b>100</b>
	<ul style="list-style-type: none"> <li>i. Base platform made of metal or MS pipe structure made of wooden material with carpet or vinyl prints covering the complete area of 3D Selfie/Photo Booths.</li> <li>ii. The background board made of MDF pasted with carpet or vinyl prints</li> </ul>	<b>200</b>

	<p>giving the background to the whole structure of the selfie booth.</p> <p>iii. Minimum 4, maximum up to 7 depending upon the approved design Computerised Numerical Control (CNC)-cut elements depicting the characters / beneficiaries / mascots / key elements related to the respective initiative / scheme made of Acrylic boards pasted with carpet or vinyl prints.</p> <p>iv. Computerised Numerical Control (CNC)-cut life size cut-out of the VVIPs made of Acrylic boards pasted with carpet or vinyl prints.</p> <p>v. Computerised Numerical Control (CNC)-cut of logo /theme line / tag line alphabets made of Acrylic boards and Glass with fit-in lights.</p> <p>vi. The agencies setting up 3D Selfie/Photo Booths will also be required to provide below mentioned facilities / services at the selfie booth:</p> <p>a) The Agency will be responsible for house-keeping, maintenance, repair &amp; refurbishing (if required) and 24x7 security till the duration of the campaign as specified in the job order and also removal of the structure when the campaign is over or as and when directed by CBC/ client.</p> <p>b) The Agency will be responsible for photography &amp; videography at the Selfie points on regular basis of the people thronging the booth and upload at least 10 geotagged photos of different visitors in the booth per day and a one minute after installation of booth a one minute on the last day of campaign and on CBC App.</p> <p>c) Agency shall encourage people to take selfies and nudge them to post it on their social media handles under appropriate hashtags.</p> <p>d) Agency have to submit an interim</p>	
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	<p>report on fortnightly basis and complete report (after the dismantling of the 3D Selfie/Photo Booths) including the photos, social media feedback, feedback of visitors etc.</p> <p>e) The Agency will be responsible for all other ancillary jobs related set-up, covering of structure if required, maintenance and removal of the structure as required by the CBC/ Client.</p>	
<p><b>2. Category-B: 3D Selfie/Photo Booths fabricated with permanent-durable 3D Fibre sculptures along with Acrylic boards, Glass and fit-in lights</b></p> <p>Size upto 160 sq. ft. depending upon the design and availability of space (Minimum display period of 100 days)</p>	<p><b>Cost of Design, Fabrication, Installation, Maintenance and Security for 100 days:</b> Such 3D Selfie/Photo Booths will consist of 3D sculptures modelled and carved with the materials like fibre or clay / plaster of Paris (PoP) along with MS pipes or steel wires for the reinforcement from inside. The background structure of such platforms may also be carved out with the fibre and clay painted with the weather proof paint. This gives a very attractive and authentic finish to the selfie booth. This material also supports lighting, which gives the booth a very elegant and attractive appearance. Following are the key elements of such booths:</p> <ul style="list-style-type: none"> <li>i. Base platform may also be carved out with the clay or stone painted with the weather proof paint covering the complete area of 3D Selfie/Photo Booths.</li> <li>ii. The background structure of such platforms may also be carved out with the fibre and clay painted with the weather proof paint giving the background to the whole structure of the selfie booth.</li> <li>iii. Minimum 4, maximum up to 7 depending upon the approved design 3D sculptures modelled and carved with the materials like fibre or clay / plaster of Paris (PoP) along with MS</li> </ul>	<p><b>50</b></p> <hr/> <p><b>100</b></p> <hr/> <p><b>200</b></p>

	<p>pipes or steel wires for the reinforcement from inside and painted with the weather proof paint, depicting the characters / beneficiaries / mascots / key elements related to the respective initiative / scheme.</p> <p>iv. One life size 3D sculpture of VVIPs, modelled and carved with the materials like fibre or clay / plaster of Paris (PoP) along with MS pipes or steel wires for the reinforcement from inside and painted with the weather proof paint.</p> <p>v. Computerised Numerical Control (CNC)-cut of logo /theme line / tag line alphabets made of Acrylic boards and Glass with fit-in lights.</p> <p>vi. The agencies setting up 3D Selfie/Photo Booths will also be required to provide below mentioned facilities / services at the selfie booth:</p> <p>a) The Agency will be responsible for house-keeping, maintenance, repair &amp; refurbishing (if required) and 24x7 security till the duration of the campaign as specified in the job order and also removal of the structure when the campaign is over or as and when directed by CBC/ client.</p> <p>b) The Agency will be responsible for photography &amp; videography at the Selfie points on regular basis of the people thronging the booth and upload at least 10 geotagged photos of different visitors in the booth per day and a one minute after installation of booth and a one minute on the last day of campaign on CBC App or any other platform as given by CBC.</p> <p>c) Agency shall encourage people to take selfies and nudge them to post it on their social media handles under appropriate hashtags.</p>	
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	<p>d) Agency have to submit an interim report on fortnightly basis and complete report (after the dismantling of the 3D Selfie/Photo Booths) including the photos, social media feedback, feedback of visitors etc .</p> <p>e) The Agency will be responsible for all other ancillary jobs related set-up, covering of structure if required, maintenance and removal of the structure as required by the CBC/ Client.</p>	
<p>3. <b>Maintenance and Security etc. for beyond 30 days</b></p>	<p><b>Maintenance and Security etc. for Category-A Selfie Booth beyond 30 days:</b> Cost of the below mentioned facilities / services at the selfie booth for each additional period of 30 days:</p> <p>a. House-keeping, maintenance, repair &amp; refurbishment (if required) and security (24X7) till the duration of the campaign as specified in the job order and also removal of the structure when the campaign is over or as and when directed by CBC/client</p> <p>b. For photography &amp; videography (as detailed in Scope of work).</p> <p>All other ancillary jobs related set-up, maintenance, covering of booth if required and removal of the structure as required by the CBC/ Client.</p>	<p><b>Quantity of Category-A 3D Selfie/Photo Booths</b></p> <p>50</p> <p>100</p> <p>200</p>
<p>4. <b>Maintenance and Security etc. for beyond 30 days</b></p>	<p><b>Maintenance and Security etc. for Category-B Selfie Booth beyond 100 days:</b> Cost of the below mentioned facilities / services at the selfie booth for each additional period of 30 days:</p> <p>c. House-keeping, maintenance, repair &amp; refurbishment (if required) and security (24X7) till the duration of the campaign as specified in the job order and also removal of the structure when the campaign is over or as and</p>	<p><b>Quantity of Category-B 3D Selfie/Photo Booths</b></p> <p>50</p> <p>100</p>

	<p>when directed by CBC/client</p> <p>d. For photography &amp; videography (as detailed in Scope of work).</p> <p>All other ancillary jobs related set-up, maintenance, covering of booth if required and removal of the structure as required by the CBC/ Client.</p>	200
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**2. Period of Contract:** The contract would be for two years from the effective date of contract with provision for extension of the contract by one more year with mutual consent of parties. The Contract can be cancelled unilaterally by the CBC being customer in case services are not received as per time line, quality and standard specified in the RFP and contract within the contracted period. CBC reserves the right to exercise the option clause and repeat the order clause as per text given in Part IV of this RFP.

### **Part III – Standard Conditions**

The Bidder is required to give confirmation of their acceptance of the Standard Conditions of the Request for Proposal mentioned below which will automatically be considered as part of the Contract concluded with the successful Bidder(i.e. Contractor/Supplier in the contract) as selected by CBC. Failure to do so may result in rejection of the Bid submitted by the Bidder.

- 1. Law:** The Contract shall be considered and made in accordance with the laws of the Republic of India.
- 2. Effective Date of Contract:** The contract shall come into effect on the date of signatures of both the parties on the contract (Effective Date) and shall remain valid until the completion of the obligations of the parties under the contract. The deliveries and supplies and performance of the services shall commence from the effective date of the contract.
- 3. Arbitration:** All disputes or differences arising out of or in connection with the contract shall be settled by bilateral discussions. Any dispute, disagreement or question arising out of or relating to the Contract or relating to services or performance, which cannot be settled amicably, may be resolved through arbitration. The standard clause of arbitration is given in Annexure-IV.
- 4. Penalty for use of Undue influence:** The agency undertakes that it has not given, offered or promised to give, directly or indirectly, any gift, consideration, reward, commission, fees, brokerage or inducement to any person in service of CBC or otherwise in procuring the Contracts or forbearing to do or for having done or forborne to do any act in relation to the obtaining or execution of the present Contract or any other Contract with the Government of India for showing or forbearing to show favour or disfavor to any person in relation to the present Contract or any other Contract with the Government of India. Any breach of the aforesaid undertaking by the agency or anyone employed by it or acting on its behalf (whether with or without the knowledge

of the agency) or the commission of any offers by the agency or anyone employed by it or acting on its behalf, as defined in chapter IX of the Indian Penal Code, 1860 or the Prevention of Corruption Act, 1986 or any other Act enacted for the prevention of corruption shall entitle CBC to cancel the contract and all or any other contracts with the agency and recover from the agency the amount of any loss arising from such cancellation. A decision of CBC or its nominee to the effect that a breach of the undertaking had been committed shall be final and binding on the agency. Giving or offering of any gift, bribe or inducement or any attempt at any such act on behalf of the agency towards any officer/employee of CBC or to any other person in a position to influence any officer/employee of CBC for showing any favour in relation to this or any other contract shall render the agency to such liability/penalty as CBC may deem proper, including but not limited to termination of the contract, imposition of penal damages, forfeiture of the guarantee and refund the amounts paid by CBC.

**5. Agents/Agency Commission:** The agency confirms and declares to CBC that the agency is the original provider of the services referred to in this Contract and has not engaged any individual or firm, whether Indian or foreign whatsoever, to intercede, facilitate or in any way to recommend to the Government of India or any of its functionaries whether officially or unofficially, to the award of the contract to the contractor, nor has any amount been paid, promised or intended to be paid to any such individual or firm in respect of any such intercession, facilitation or recommendation. The agency agrees that if it is established at any time to the satisfaction of CBC that the present declaration is in any way incorrect or if at a later stage it is discovered by CBC that the contractor has engaged any such individual/firm, and paid or intended to pay any amount, gift, reward, fees, commission or consideration to such person, party, firm or institution, whether before or after the signing of this contract the agency will be liable to refund that amount to the CBC. The agency will also be debarred from entering into any supply Contract with the Government of India for a minimum period of five years. CBC will also have a right to consider cancellation of the Contract either wholly or in part, without any entitlement or compensation to the agency who shall in such an event be liable to refund all payments made by CBC in terms of the contract along with interest at the rate of 2% per annum above 18% penal interest rate. The CBC will also have the right to recover any such amount from any contracts concluded earlier by agency with the Government of India or with CBC.

**6. Access to Books of Accounts:** In case it is found to the satisfaction of CBC that the agency has engaged an Agent or paid commission or influenced any person to obtain the contract as described in clauses relating to Agents/Agency Commission and penalty for use of undue influence, the agency, on a specific request of CBC shall provide necessary information/inspection of the relevant financial documents/information.

**7. Non-disclosure of Contract documents:** Except with the written consent of CBC, the agency shall not disclose the contract or any provision of the contract or information related to services thereof to any third party.

**8. Penalty and Liquidated Damages:** In the event the agency fails to submit the Bonds, Guarantees and Documents, provide the satisfactory services as specified in this contract, CBC may, at its discretion, withhold any payment until the completion of the contract.

The agency must ensure compliance with the given schedule and sampling framework, failing which payment will be made to the agency after deducting the amount of penalty imposed due to delay. The assessment will be made as per given time schedule in the tender document/work order/Lol. Delay in achieving the milestones within stipulated time period as mentioned in Work Order or any unjustified and unacceptable delay in the deliverables beyond the time indicated in the order delivery will invite liquidated damages to the sum of 1% of the contract price of the delayed services mentioned above for each day subject to the maximum value of the Liquidated Damages being not higher than 10% of the contract value.

CBC will impose the penalty as above and will have an option to cancel the order and award the work to any other agency and get the work done from any other source at the risk and cost of such defaulting agency. The EMD/Security Deposit and the Performance bank Guarantee submitted by the agency would be forfeited.

**9. Termination of Contract:** CBC shall have the right to terminate this Contract in part or in full in any of the following cases:

- a. If an agency fails to honour CBC release orders without valid grounds twice consecutively, the agency is liable to be temporarily suspended as may be decided by Pr. DG/DG CBC. If an agency is temporarily suspended twice during the term of empanelment or during the term when their rate contract is valid, the agency is liable to be permanently removed from the panel by CBC and may be barred from participating in next tender process/rate contracts.
- b. The agency is declared bankrupt or becomes insolvent.
- c. The delivery of services is delayed due to causes of Force Majeure by more than 01 months provided Force Majeure clauses are included in contract.
- d. CBC has noticed that agency has utilized the services of any agent in getting this contract and paid any commission to such individual/company etc.
- e. As per decision of the Arbitration Tribunal.
- f. As per Para (8) & Para (9) of Part IV of RFP.

**10. Notices:** Any notice required or permitted by the contract shall be written in the English language and may be delivered personally or may be sent by registered pre-paid mail/airmail, addressed to the last known address of the party to whom it is sent.

**11. Transfer and Sub-letting:** The agency has no right to give, bargain, sell, assign or sublet or otherwise dispose of the contract or any part thereof, as well as to give or to let a third party take benefit or advance of the present Contract or any part thereof.

**12. Patents and other Intellectual Property Rights:** The prices stated in the present Contract shall be deemed to include all amounts payable for the use of patents, copyrights, registered

charges, trademarks and payments for any other intellectual property rights. The Contractor shall indemnify CBC against all claims from a third party at any time on account of the infringement of any or all the rights mentioned in the previous paragraphs whether such claims arise in respect of manufacture or use. The contractor shall be responsible for the completion of the services in satisfactory manner during the currency of the contract.

**13. Amendments:** No provision of present contract shall be changed or modified in any way (including this provision) either in whole or in part except by an instrument in writing made after the date of this Contract and signed on behalf of both the parties and which expressly states to amend the present Contract.

**14. Statutory Duties & Taxes:**

- a. Any change in any duty/tax upward/downward as a result of any statutory variation taking place within contract terms shall be allowed to the extent of actual quantum of such duty/tax paid by the agency. Similarly, in case of downward revision in any duty/tax, the actual quantum of reduction of such duty/tax shall be reimbursed to CBC by the agency. All such adjustments shall include all reliefs, exemptions, Rebates, concession etc. if any obtained by the contractor.
- b. If it is desired by the Bidder to ask for the GST to be paid as extra, the same must be specifically stated. In the absence of any such stipulation in the bid, it will be presumed that the prices quoted by the Bidder are inclusive of GST and no liability will be developed upon CBC.
- c. On the Bids quoting GST, the rate and the nature of GST applicable at the time of supply should be shown separately. GST will be paid to the agency at the rate at which it is liable to be assessed or has actually been assessed provided the transaction of services is legally liable to GST and the same is payable as per the terms of the contract.

**15. Pre-Integrity Pact Clause:** An "Integrity Pact" would be signed between CBC and the successful agency / bidder. This is a binding agreement between CBC and Agency for specific contracts in which CBC promises that it will not accept bribes during the procurement and services process and bidder promise that they will not offer bribes. Under this Pact, the Bidders for specific services or contracts agree with CBC to carry out the procurement and services in a specified manner. Elements of the Pact are as follows:

- a. A pact (contract) between the CBC (Principal) and successful Bidder for this specific activity (the successful Bidder);
- b. An undertaking by the Principal (i.e. CBC) that its officials will not demand or accept any bribes, gifts etc., with appropriate disciplinary or criminal sanctions in case of violation;
- c. A statement by successful Bidder that it has not paid, and will not pay, any bribes;
- d. An undertaking by successful Bidder to disclose all payments made in connection with the contract in question to anybody (including agents and other middlemen as well as family members, etc. of officials); the disclosure would be made either at the time of signing of

- contract or upon demand of the Principal, especially when a suspicion of a violation by that successful bidder/contractor emerges;
- e. The explicit acceptance by successful Bidder that the no-bribery commitment and the disclosure obligation as well as the attendants actions remain in force for the winning Bidder until the contract has been fully executed.
  - f. Undertaking on behalf of a successful Bidding agency will be made “in the name for and on behalf of the company’s Chief Executive Officer”. The following set of sanctions shall be enforced for any violation by a Bidder of its commitments or undertaking:
    - i) Denial or loss of contracts;
    - ii) Forfeiture of the bid security and performance bond;
    - iii) Liability for damages to the principal (i.e. CBC) and the competing Bidders; and
    - iv) Debarment of the violator by the Principal (i.e. CBC) for an appropriate period of time.
  - g. Bidders are also advised to have a company code of conduct (clearly rejecting the use of bribes and other unethical behaviors and compliance program for the implementation of the code of conduct throughout the company.

#### **Part IV-Special Conditions**

The Bidder is required to give confirmation of their acceptance of Special conditions of the RFP mentioned below which will automatically be considered as part of the Contract concluded with the successful Bidder. (I.e. the Agency in the contract) as selected by CBC. Failure to do may result in rejection of Bid submitted by the Bidder.

1. **Performance Guarantee:** Selected agencies shall have to deposit Performance Guarantee at the time of signing the contract. The selected bidder shall at his own expense deposit the Performance Security (Annexure-V) with CBC, within fourteen (14) working days of the date of issuing notice of award of the contract or prior to signing of the contract whichever is earlier. The performance Guarantee may be discharged/returned by CBC upon being satisfied that there has been due performance of the obligations of the bidder under the contract. However, no interest shall be payable on the Performance Security. Performance Security should remain valid for a period of sixty days beyond the date of completion of all contractual obligations on the part of the successful bidders.

2. **Option clause:** The contract will have an Option Clause, wherein CBC/ Ministry / Department concerned can exercise an option to hire service of the agency for additional number of deliverables as listed in the original contract in accordance with the same rate, terms & conditions of the present contract. This will be applicable within the currency of contract. The Bidder is to confirm the acceptance of the same for inclusion in the contract. It will be entirely the discretion of CBC/ Ministries/ Departments to exercise this option or not.

3. **Repeat Order Clause:** The contract will have a Repeat Order Clause, wherein CBC can order up to same number of deliverables numbered under the present contract within currency of the contract at the same rate, terms& conditions of the contract. The Bidder is to confirm acceptance of this clause. It will be entirely the discretion of CBC to place the Repeat Order or not.

4. **Payment Terms:** It will be mandatory for the Bidders to indicate their bank account numbers and other relevant e-payment details so that e-payments could be made through instead of payment through cheques. The payment will be made upon satisfactory performance of work and no advance payment would be made at any cost.

5. **Paying Authority:** The payment would be made by CBC/Ministry / Department concerned on submission of following documents:

- a. Ink signed copy of the Agency's bills.
- b. Satisfactory Performance report submitted by supervising officer (wherever applicable as per the contract).
- c. Details for electronic payment viz. Account holder's name, Bank name, Branch name and address, Account type, Account Number, IFSC code, MICR code (if these details are not incorporated in supply order/contract).
- d. Any other document /certificate that may be provided for in the Job Order / Contract.
- e. Copy of PBG.

6. **Fall Clause:** The following fall clause will form part of the contract placed on successful Bidder:

- a. The price charged for the services supplied under the contract by the Agency shall in no event exceed the lowest price at which the Agency provides the services of identical description to any persons/ organization including CBC or any department of the Central Government or any department of state government or any statutory undertaking of the central or state government as the case may be during the period till performance of all services placed during the currency of the contract is completed.
- b. If at any time, during the said period the Agency reduces the service price or offer to provide services to any person/organization including CBC or any department of the Central Government or any Department of the State Government or any Statutory undertaking of the Central or State Government as the case may be at a price lower than the price chargeable under the contract. Such reduction of services offer of the price shall stand correspondingly reduced.
- c. The Agency shall furnish the following certificate to CBC along with each bill for payment for services made against the contract – "We certify that there has been no reduction in service price of the services provided to the Government under the contract herein and such services have not been offered/sold by me/us to any person/organization including CBC or any department of Central Government or any department of a state Government or and Statutory Undertaking of the Central or state Government as the case may be up to the date of bill/the date of completion of services against all job orders/contract placed during the currency of the Contract at price lower than the price charged to the government under the contract."

## **7. Risk & Expense clause:**

- a. Should the services thereof not be delivered within the time or times specified in the contract documents, or if defective services is made in respect of the services thereof, CBC shall after granting the Agency seven days to cure the breach, be at liberty, without prejudice to the right to recover liquidated damages as a remedy for breach of contract, to declare the contract as cancelled either wholly or to the extent of such default.
- b. Should the services thereof not perform in accordance with the specifications/parameters provided by CBC during the check proof tests to be done by CBC, CBC shall be at liberty, without prejudice to any other remedies for breach of contract, to cancel the contract wholly or to the extent of such default.
- c. In case of a contractual breach that was not remedied within 07 days, CBC shall, having given the right of first refusal to the contractor be at liberty to provide services from any other source as he thinks fit, of the same or similar description to services.
- d. Any excess of the services price cost of services or value of any services procured from any other contract as the case may be, over the contract price appropriate to such default or balance shall be recoverable from the Agency by CBC.

## **8. Force Majeure Clause:**

- a. Neither party shall bear responsibility for the complete or partial nonperformance of any of its obligations (except for failure to pay any sum which has become due on account of receipt of services under the provisions of the present contract), if the non-performance results from such Force Majeure circumstances as Flood, Fire, Earth Quake and other acts of God as well as War, Military operation, blockade, Acts or Actions of State Authorities or any other circumstances beyond the parties control that have arisen after the conclusion of the present contract.
- b. In such circumstances the time stipulated for the performance of an obligation under the present contract is extended correspondingly for the period of time of action of these circumstances and their consequences.
- c. The party for which it becomes impossible to meet obligations under this contract due to Force Majeure conditions, is to notify in written form the other party of the beginning and cessation of the above circumstances immediately, but in any case not later than 10 (Ten) days from the moment of their beginning.
- d. Certificate of a Chamber of Commerce (Commerce and Industry) or other competent authority or organization of the respective country shall be a sufficient proof of commencement and cessation of the above circumstances.

- e. If the impossibility of complete or partial performance of an obligation lasts for more than one month either party hereto reserves the right to terminate the contract totally or partially upon giving prior written notice of 15 days to the other party of the intention to terminate without any liability other than reimbursement on the terms provided in the agreement for the goods received.

**9. Misc. terms & conditions of the contract:**

- a. The agency shall provide the required services as and when demanded by the CBC. The personnel engaged for the services in the CBC shall be the employees of the Agency and will take their remuneration/wages from the Agency. They will have no claim of whatsoever nature including monetary claim or any other claim or benefits from the CBC. The Agency shall make its own arrangement for commuting the personnel requisitioned, to the CBC offices wherever located in the areas of New Delhi/Delhi and back.
- b. The agency will be responsible for compliance of all the applicable laws and obligations arising out from the action of providing the services. Any liability arising under Municipal, State or Central Govt. laws and regulations will be the sole responsibility of the Agency and the CBC shall not be responsible for any such liability. The Agency shall undertake to indemnify the CBC for any liability under any law arising out providing the services as per the contract.
- c. During the subsistence of the contract, the CBC shall not undertake any monetary liability other than the amount payable to the Agency for the services as per the contract. Other liabilities, if any, shall be solely rest on the Agency. Even if the CBC has to bear such liabilities on unforeseen circumstances/occasions, the CBC will recover such amount from the Agency by adjusting the amount payable to them.
- d. The Agency shall comply with all acts, laws and other statutory rules, regulations, bye-laws, etc., as applicable or which might become applicable to the N.C.T. of Delhi with regard to performance of the work included herein or touching upon this contract.
- e. If the Agency fails to provide satisfactory performance, the CBC shall be at liberty to terminate the contract and withhold the Security Deposit or the balance payment of the contractor etc. The CBC reserves the right to abandon or terminate the contract at any time without assigning any reason and it can stipulate any additional term & condition at any time during the currency of the contract.

**10. Indemnity:**

- a. **Mutual Indemnification** - Each party shall defend and indemnify the other, its officers and employees from and against any damages to real or tangible personal property and / or bodily injury to persons, including death, resulting from its or its employees' negligence or wilful misconduct.

**b. Intellectual Property Indemnities** - Bidder shall defend and indemnify CBC from and against any suit, proceeding, or assertion of a third party against CBC based upon a claim that any of the system or part of the system supplied by the Bidder including third party components, infringes any valid patent, copy right, trade secret, or other intellectual property right under any country's national or international laws. If a claim pursuant to above occurs, Bidder shall take all necessary remedial actions at its own cost. Bidders shall safe guard CBC operations and protect CBC against any penalty and / or liability arising out of such claim.

11. The Bidder shall bear all the costs associated with the preparation and submission of its bid, and CBC will in no case be responsible or liable for these costs, regardless of conduct or outcome of bidding process.

12. The Bidder has to examine all instructions, forms, terms, conditions and specifications in the bidding documents. Failure to furnish all information required by the bidding documents or submission of a bid not substantially responsive to the bidding documents in every respect will be at the Bidder's risk and may result in rejection of its bid.

13. Amendment of Bidding Documents (Corrigendum)

a. At any time prior to the deadline for submission of bids, CBC may, for any reason, whether at its own initiative or in response to the clarification request by a prospective bidder, modify the bidding documents.

b. In order to allow prospective bidders reasonable time to take into consideration the amendments while preparing their bids CBC, at its discretion, may extend the deadline for the submission of bids.

### **Part V-Evaluation Criteria & Price Bid Issues**

1. **Evaluation Criteria:** Lowest rate will be arrived at for each item, from the financial proposals submitted by the Agencies. A Rate contract will be formed with all qualified Agencies, subject to acceptance of the lowest rate thus arrived. Job will be awarded on the basis of rate contract so executed, to such Agencies who have accepted the rate contract. The Scrutiny will be done in following stages:

a) **Technical Evaluation:** The technical evaluation will be done in following two stages:

i. Stage-I: Scrutiny of documents related to Work Experience, Turnover and Geographical Presence (Total 50 Marks with minimum qualification criteria 30 marks)

ii. Stage-II: Evaluation of Presentations (Total 50 Marks with minimum qualification criteria 30 marks)

**Stage-I:** The details of the evaluation criteria in the Stage –I Evaluation is as following:

S.No.	Stage –I Evaluation Criteria	Maximum Marks
1	<p><b>Experience:</b></p> <p><b>a. Prior experience with CBC/Govt/PSU in last 5 years– 5 Marks</b> (Copies of the to be submitted)</p> <p>ii. <b>3 Marks-</b> for three work orders/ completions certificate of value more than INR 2 Crore</p> <p>iii. <b>5 Marks-</b> for more than three work orders/ completions certificate of value more than INR 2 Crore</p> <p><b>b. Prior experience in setting up of Multimedia campaigns including Exhibitions/Selfie or Photo Booths /Tableaux / Lounges. 15 Marks</b></p> <p>i. <b>12 Marks-</b> for three work orders totally amounting to not less than <b>INR 2 (Two) Crores</b> which are only related to either Exhibitions or Selfie/ Photo Booths or Tableaux or setting up of Lounges which essentially includes designing, fabrication &amp; on-site execution in the last 5 FYs <b>2018-19, 2019-20, 2020-21, 2021-22 &amp; 2022-23</b></p> <p>ii. <b>15 Marks-</b> for more than three work orders totally amounting to not less than <b>INR 2 ( Two) Crores</b> which are only related to either Exhibitions or Selfie/ Photo Booths or Tableaux or setting up of Lounges which essentially includes designing, fabrication &amp; on-site execution in the last 5 FYs <b>2018-19, 2019-20, 2020-21, 2021-22 &amp; 2022-23</b></p>	20 Marks
2	<p><b>Geographical Presence:</b></p> <p>i. Offices in 5 or more states – <b>15 marks</b></p> <p>ii. Offices more than 3 but less than 5 states – <b>10 Marks</b></p> <p>iii. Offices less than 3 states – <b>5 Marks</b></p>	15 Marks
3	<p><b>Marking scheme based on the average of annual turnover accounting for any three audited financial years out of five FYs 2018-19, 2019-20, 2020-21, 2021-22 &amp; 2022-23 for General Applicants:</b></p> <p>i. More than Rs. 100 Cr - <b>15 Marks</b></p> <p>ii. Rs.50-100 Cr - <b>13 Marks</b></p> <p>iii. Rs.20-50 Cr- <b>11 Marks</b></p> <p><b>Marking scheme based on the average of annual turnover accounting for any three audited financial years out of five FYs 2018-19, 2019-20, 2020-21, 2021-22 &amp; 2022-23 for Startup Applicants:</b></p> <p>i. More Than Rs.5 Cr - <b>11 Marks</b></p> <p>ii. More Than Rs.10 Cr -<b>13 Marks</b></p> <p>iii. More Than Rs.15 Cr -<b>15 Marks</b></p>	15 Marks
<b>Total Marks</b>		<b>50 Marks</b>

**Stage –II Evaluation:** The details of the evaluation criteria in the Stage –II Evaluation is as following:

S. No.	Stage –II Evaluation Criteria	Maximum Marks
1.	<b>Appreciation of Brief:</b> Understanding of the project scope and requirements as demonstrated through a power point presentation	10 Marks
2.	<b>Capacity and execution capabilities in interiors/hinterlands:</b> Presenting a case study of some past campaign conducted in the in interiors/hinterlands with the documentary evidences of any past Campaign of 3D Selfie/Photo Booths	10 Marks
3.	<b>Design Capability:</b> Presenting the design/concept of the 3D Selfie/Photo Booths on any of two Government Initiative given below: <ol style="list-style-type: none"> <li>1. Yuva Shakti</li> <li>2. PM Vishwakarma</li> <li>3. Khelo India</li> <li>4. Vande Bharat</li> <li>5. PM Grarib Kalyan Anna Yojna</li> </ol>	20 Marks
4.	<b>Live Proof of concept:</b> Demonstration with physical 3D prototype not exceeding 3 ft x 2 ft (of any one initiatives mentioned in criteria 3 of stage-II evaluation)	10 Marks
<b>Total Marks</b>		<b>50 Marks</b>

- b) The Agencies which qualify both Stage-I and Stage-II and score more than 70 marks aggregating the marks of Stage-I and Stage-II out of total 100 marks will be considered technically qualified. Financial Bids of only those agencies will be opened which qualifies the Technical Evaluation.
- c) **Financial Bids:** The Agencies are required to provide one financial proposal (in INR) (along with Technical Bids in separate envelopes) for each of the jobs listed and, in the format, given in this bid. Financial Proposal should quote one final price (excluding GST) for identified duration in separate envelope. Financial Proposals will be opened in the presence of the Respondents who choose to be present. All concerned will be informed individually.
- d) **A Rate contract will be formed with all technically qualified Agencies, subject to acceptance of the lowest rate thus arrived at for each of the identified duration. Job will be awarded on the basis of rate contract so executed, to such Agencies who have accepted the rate contract.**

- e) **The L1 Agency / Bidder if fails, or refuses, to accept the award or to enter into contract in accordance with the Bidding Documents after having been notified as successful bidder, the agency/bidder maybe blacklisted / disqualified / debarred from bidding for any contract in any Central Government Ministry | Department for a period of 2 (two) months.**
- f) The decision of the committee formed by CBC will be final and binding. CBC reserves the right to accept or reject a proposal without assigning any reason thereof.
- g) The Bidders are required to spell out the rates of GST in an unambiguous term. In the absence of any such stipulation it will be presumed that the prices quoted are firm and no claim on account of such taxes & duties will be entertained after the opening of tenders. If a Bidder is exempted from payment of GST up to any value of services from them, they should clearly state that no GST will be charged by them up to the limit of exemption by Government which they may have the documentary evidence for exemption of any statutory duties and taxes has to be produced along with price bid. If any concession is available in regard to rate/quantum of GST with the approval of Government, it should be brought out clearly. Stipulation like, GST is presently not applicable but the same will be charged if it becomes leviable later on, will not be accepted unless in such cases it is clearly stated by a Bidder that GST will not be charged by him/her even if the same becomes applicable later on. In respect of the Bidders who fail to comply with this requirement, their quoted prices shall be loaded with the quantum of GST which is normally applicable on the item in question for the purpose of comparing their prices with other Bidders.
- h) If there is a discrepancy between the unit price (price of a single 3D Selfie Booth) and the total price that is obtained by multiplying the unit price and quantity, the unit price will prevail and the total price will be corrected. If there is a discrepancy between words and figures, the amount in words will prevail for calculation of price.
- i) CBC also reserves the right to do Apportionment of Quantity of jobs as and when required as per the merit in evaluation done by a committee based on the given brief and laid down evaluation criteria.

**2. Award of Contract:** After final evaluation of the technical & financial proposals, a rate contract will be signed on acceptance of the L1 rate discovered after the comparison of the financial quotes given by the agencies. Jobs based on the requirement of CBC and other ministries and departments, will be awarded to any selected agency/agencies in the panel as per the merit in evaluation done by a committee based on the given brief and laid down evaluation criteria.

a. **Disqualifications:** The CBC on behalf of Government of India may at its sole discretion and at any time during the evaluation of Bids / Proposals, disqualify any Respondent, if the Respondent has:

- a. Submitted the Proposal documents after the response deadlines.
- b. Made misleading or false representation in the forms, statements and attachments submitted in proof of the eligibility requirements.
- c. Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three year.
- d. Submitted a proposal that is not accompanied by required documentation or is non-responsive.
- e. Failed to provide clarifications related thereto, when sought;
- f. Submitted more than one Proposal;
- g. Declared ineligible by the Government of India for corrupt and fraudulent practices or blacklisted;
- h. Submitted a proposal with price adjustment/variation provision.

2. **Financial quotes Format:** The Financial quotes format is given in financial Performa of this RFP and Bidders are required to fill this up correctly with full details on their letter heads indicating Rs. in figure.

**(Proforma for submission of Financial Proposals)**

(To be submitted only on Company’s Letter Head with all the pages duly signed and stamped by the authorized signatory, may be rejected otherwise. The Rate column should be filled by the Agency as per the Proforma attached; else the Financial Proposal shall be rejected. If any of the rows is left vacant, the financial proposal shall be rejected.)

**RPF ..... Dated .....**

Description of the 3D Selfie/Photo Booth	Details of Deliverables	Quantity of Category-A 3D Selfie/Photo Booths	Consolidated Rate for 50/100/200 Category-A 3D Selfie/Photo Booths in Rs. (Excluding GST but inclusive of all other charges, levies etc.)
<p><b>1. Category-A: 3D selfie / photo booth fabricated with Acrylic boards, Glass and fit-in lights</b></p> <p>Size upto 160 sq. ft. depending upon the design and availability of space (Minimum display period of 30 days)</p>	<p><b>Cost of Design, Fabrication, Installation, Maintenance and Security for 30 days:</b> Such 3D Selfie/Photo Booths could be fabricated with the sculptures/cut outs made of Acrylic boards with fit-in lights. In acrylic selfie booths there should be a base platform, over which the structure is installed, using desired cut out. This material shall also support lighting to give a very elegant and attractive appearance. Following are the key elements of such booths:</p> <p>vii. Base platform made of metal or MS pipe structure made of wooden material with carpet or vinyl prints covering the</p>	50	
		100	
		200	

	<p>complete area of 3D Selfie/Photo Booths.</p> <p>viii. The background board made of MDF pasted with carpet or vinyl prints giving the background to the whole structure of the selfie booth.</p> <p>ix. Minimum 4, maximum up to 7 depending upon the approved design Computerised Numerical Control (CNC)-cut elements depicting the characters / beneficiaries / mascots / key elements related to the respective initiative / scheme made of Acrylic boards pasted with carpet or vinyl prints.</p> <p>x. Computerised Numerical Control (CNC)-cut life size cut-out of the VVIPs made of Acrylic boards pasted with carpet or vinyl prints.</p> <p>xi. Computerised Numerical Control (CNC)-cut of logo /theme line / tag line alphabets made of Acrylic boards and Glass with fit-in lights.</p> <p>xii. The agencies setting up 3D Selfie/Photo Booths will also be required to provide below mentioned facilities / services at the selfie booth:</p> <p>f) The Agency will be responsible for house-keeping, maintenance, repair &amp; refurbishing (if required) and 24x7 security till the duration of the campaign as specified in the job order and also removal of the structure when the campaign is over or as and when directed by CBC/ client.</p>		
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	<p>g) The Agency will be responsible for photography &amp; videography at the Selfie points on regular basis of the people thronging the booth and upload at least 10 geotagged photos of different visitors in the booth per day and a one minute after installation of booth a one minute on the last day of campaign and on CBC App.</p> <p>h) Agency shall encourage people to take selfies and nudge them to post it on their social media handles under appropriate hashtags.</p> <p>i) Agency have to submit an interim report on fortnightly basis and complete report (after the dismantling of the 3D Selfie/Photo Booths) including the photos, social media feedback, feedback of visitors etc.</p> <p>j) The Agency will be responsible for all other ancillary jobs related set-up, covering of structure if required, maintenance and removal of the structure as required by the CBC/ Client.</p>		
<p><b>2. Category-B: 3D Selfie/Photo Booths fabricated with permanent-durable 3D Fibre sculptures along with Acrylic boards, Glass and fit-in lights</b></p>	<p><b>Cost of Design, Fabrication, Installation, Maintenance and Security for 100 days:</b> Such 3D Selfie/Photo Booths will consist of 3D sculptures modelled and carved with the materials like fibre or clay / plaster of Paris (PoP) along with MS pipes or steel wires for the reinforcement from inside. The background structure of such platforms may also be carved out with</p>	<p><b>Quantity of Category-B 3D Selfie/Photo Booths</b></p>	<p><b>Consolidated Rate for 50/100/200 Category-B 3D Selfie/Photo Booths in Rs. (Excluding GST but inclusive of all other charges, levies etc.)</b></p>
		<p><b>50</b></p>	

<p>Size upto 160 sq. ft. depending upon the design and availability of space</p> <p>(Minimum display period of 100 days)</p>	<p>the fibre and clay painted with the weather proof paint. This gives a very attractive and authentic finish to the selfie booth. This material also supports lighting, which gives the booth a very elegant and attractive appearance. Following are the key elements of such booths:</p>	<b>100</b>	
	<p>vii. Base platform may also be carved out with the clay or stone painted with the weather proof paint covering the complete area of 3D Selfie/Photo Booths.</p> <p>viii. The background structure of such platforms may also be carved out with the fibre and clay painted with the weather proof paint giving the background to the whole structure of the selfie booth.</p> <p>ix. Minimum 4, maximum up to 7 depending upon the approved design 3D sculptures modelled and carved with the materials like fibre or clay / plaster of Paris (PoP) along with MS pipes or steel wires for the reinforcement from inside and painted with the weather proof paint, depicting the characters / beneficiaries / mascots / key elements related to the respective initiative / scheme.</p> <p>x. One life size 3D sculpture of VVIPs, modelled and carved with the materials like fibre or clay / plaster of Paris (PoP) along with MS pipes or steel wires for the reinforcement from inside and painted with</p>	<b>200</b>	

	<p>the weather proof paint.</p> <p>xi. Computerised Numerical Control (CNC)-cut of logo /theme line / tag line alphabets made of Acrylic boards and Glass with fit-in lights.</p> <p>xii. The agencies setting up 3D Selfie/Photo Booths will also be required to provide below mentioned facilities / services at the selfie booth:</p> <p>f) The Agency will be responsible for house-keeping, maintenance, repair &amp; refurbishing (if required) and 24x7 security till the duration of the campaign as specified in the job order and also removal of the structure when the campaign is over or as and when directed by CBC/ client.</p> <p>g) The Agency will be responsible for photography &amp; videography at the Selfie points on regular basis of the people thronging the booth and upload at least 10 geotagged photos of different visitors in the booth per day and a one minute after installation of booth and a one minute on the last day of campaign on CBC App or any other platform as given by CBC.</p> <p>h) Agency shall encourage people to take selfies and nudge them to post it on their social media handles under appropriate hashtags.</p> <p>i) Agency have to submit an interim report on fortnightly basis and complete report (after the dismantling of the 3D Selfie/Photo Booths)</p>		
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	<p>including the photos, social media feedback, feedback of visitors etc .</p> <p>j) The Agency will be responsible for all other ancillary jobs related set-up, covering of structure if required, maintenance and removal of the structure as required by the CBC/ Client.</p>		
<p>3. <b>Maintenance and Security etc. for beyond 30 days</b></p>	<p><b>Maintenance and Security etc. for Category A Selfie Booth beyond 30 days:</b> Cost of the below mentioned facilities / services at the selfie booth for each additional period of 30 days:</p> <p>e. House-keeping, maintenance, repair &amp; refurbishment (if required) and security (24X7) till the duration of the campaign as specified in the job order and also removal of the structure when the campaign is over or as and when directed by CBC/client</p> <p>f. For photography &amp; videography (as detailed in Scope of work).</p> <p>All other ancillary jobs related set-up, maintenance, covering of booth if required and removal of the structure as required by the CBC/ Client.</p>	<p><b>Quantity of Category-A 3D Selfie/Photo Booths</b></p>	<p><b>Consolidated Rate for Maintenance and Security etc. of 50/100/200 Category-A 3D Selfie/Photo Booths in Rs. (Excluding GST but inclusive of all other charges, levies etc.) for each additional period of 30 days</b></p>
		50	
		100	
		200	
<p>4. <b>Maintenance and Security etc. for beyond 30 days</b></p>	<p><b>Maintenance and Security etc. for Category-B Selfie Booth beyond 100 days:</b> Cost of the below mentioned facilities / services at the selfie booth for each additional period of 30 days:</p> <p>g. House-keeping, maintenance, repair &amp; refurbishment (if required) and security (24X7) till the duration of the campaign as specified in the</p>	<p><b>Quantity of Category-B 3D Selfie/Photo Booths</b></p>	<p><b>Consolidated Rate for Maintenance and Security etc. of 50/100/200 Category-B 3D Selfie/Photo Booths in Rs. (Excluding GST but inclusive of all other charges, levies etc.) for each additional</b></p>

	job order and also removal of the structure when the campaign is over or as and when directed by CBC/client		<b>period of 30 days</b>
	h. For photography & videography (as detailed in Scope of work). All other ancillary jobs related set-up, maintenance, covering of booth if required and removal of the structure as required by the CBC/ Client.	50	
		100	
		200	

\* For Job orders of 3D Selfie/Photo Booths larger or smaller in quantity than size of unit mentioned in this RFP will be on pro rata rates of the rate of lower unit quantity as per following details:

- I. Rates for 3D Selfie/Photo Booths less the 100 in numbers will pro rata rates of 50-unit rate
- II. Rates for 3D Selfie/Photo Booths more than 100 and less than 200 in numbers will pro rata rates of 100 unit rate
- III. Rates for 3D Selfie/Photo Booths more than 200 in numbers will pro rata rates of 200 unit rate

No extra payment to be made by CBC for adaptations (if any), which would mean:

- I. Any change in size of the creative with other inputs remaining the same,
- II. Any correction or change of the image or addition of a detail in the same template to suit the local requirements,
- III. To include the logo of the state Government or any other logo as per the requirements of the campaign

## **DECLARATION**

I (Name of the capital letter) working an (organization) in (Name of agency) authorized by the owner (Name in capital letter and capacity of ownership by proprietor, Director etc.) to certify and undertake that the all the information furnished by me/ us/ our firm is true & correct and in the event that the information is found to be incorrect/untrue or found violated, then your organization shall without giving any notice or reason therefor, summarily reject the bid, without prejudice to any other rights or remedy including the forfeiture of the full said earnest money deposit absolutely. We shall not have any claim/ right against organization in satisfaction of this condition. I understand that in case any deviation is found in the above statement at any stage. I / We will be blacklisted and will not have any dealing with the Central Bureau of Communication in future.

2. I/We do hereby declare that our Company/ Firm has not been blacklisted/ debarred by any Government Department/ Public sector undertaking.

3. I/We do hereby declare that our Company/firm has not been part of cartel with other vendors and will quote competitive rates in the bids.

(Signature of Authorized signatory with date and Seal)

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**(Proforma for submission of Technical Bid for Selfie booths)**

Invitation of Bids for empanelment of Agencies for setting up

The following format is to be filled accurately and placed at the RFP of "Technical Bid" and along with supported documents in chronological order:

<b>Applying for All-India Bid</b>	Yes / No
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**1. Name of Agency:****2. Legal Status of Company/firm/LLP etc.**Documents to be attached:

- Notarized copy of MCA Incorporation Certificate /legal document of the firm, Details of Owner (Proprietor/Partner/Directors) of company/Notarized copy of partnership deed in case of Partnership firm/LLP

**3. Details of GST**

- GST No.
- TAN no.

Documents to be attached:

- Notarized copy of registration of GST & TAN.

**4. Contact and Office Details:**

- **Office Details**

Head Office	
State /UT	
Address	
E-mail	
Mobile No.	
Landline No.	

Branch Office 1	
State / UT	
Address	
E-mail	
Mobile No.	
Landline No.	

Branch Office 2	
State / UT	
Address	
E-mail	
Mobile No.	
Landline No.	

\*Add more offices

- Authorized representative

Contact Person	
Address	
E-mail	
Mobile No.	
Landline No.	

Documents to be submitted:

- Copy of legal procession & premises (such as ownership deed, rent agreement, or electricity bills of past six months)

**5. Details of work done (Work Orders) of setting up of Multimedia campaigns including Exhibitions/Selfie or Photo Booths /Tableaux / Lounges**

**Experience details in setting up of Multimedia campaigns including Exhibitions/Selfie or Photo Booths /Tableaux / Lounges in last five financial years (FYs 2018-19, 2019-20, 2020-21, 2021-22 & 2022-23)**

S No	Work order number	Date of work order	Financial Year	Work order giving organization	Organization Category (Government / PSU)	Invoice number
	<b>Total</b>					

- List a few work done to showcase the experience of the firm in outdoor publicity in the last three years

Documents to be attached:

- 1) copies of work order
- 2) Completion Certificates or Phase Completion Certificate from the Client
- 3) The invoice containing GST No.

**6. Turnover Details:**

Sl. No	Financial Year	Average Annual Turnover
	2022-23	
	2021-22	
	2020-21	
	2019-20	
	2018-19	

Documents to be attached:

- CA certificate of turnover of past five financial years.

**7. Blacklisting**

Documents to be attached:

- Self-Declaration

**8. Submit an affidavit on stamp paper stating on oath that the details submitted by you on Performa are true and correct.**

**9. Any other relevant information**



**Format of Arbitration Clause – Indigenous Private bidders**

- All disputes of differences arising out of or in connection with the present contract including the one connected with the validity of the present contract or any part thereof should be settled by bilateral discussions.
- Any dispute, disagreement or question arising out of or relating to this contract or relating to construction or performance (except as to any matter the decision or determination whereof is provided for by these conditions), which cannot be settled amicably, shall within sixty (60) days or such longer period as may be mutually agreed upon, from the date on which either party informs the other in writing by a notice that such dispute, disagreement or question exists, will be referred to a sole Arbitrator.
- Within (60) days of the receipt of the said notice, an arbitrator shall be nominated in writing by the authority agreed upon by the parties.
- The sole Arbitrator shall have its seal in New Delhi or such other place in India as may be mutually agreed to between the parties.
- The arbitration proceedings shall be conducted under the Indian Arbitration and Conciliation Act, 1996 and the award of such Arbitration Tribunal shall be enforceable in Indian Courts only.
- Each party shall bear its own cost of preparing and presenting its case. The cost of arbitration including the fees and expenses shall be shared equally by the parties, unless otherwise awarded by the sole arbitrator.
- The parties shall continue to perform their respective obligations under this contract during the pendency of the arbitration proceedings except in so far as such obligations are the subject matter of the said arbitration proceedings.

**(Note:** In the event of the parties deciding to refer the dispute/s for adjudication to an Arbitral Tribunal then one arbitrator each will be appointed by each party and the case will be referred to the Indian Council of Arbitration (ICADR) for nomination of the third arbitrator. The fees of the arbitrator appointed by the parties shall be borne by each party and the fees of the third arbitrator, if appointed, shall be equally shared by the Customer and Contractor.

**EMD Bank Guarantee Format**

Dear Sir,

1. Whereas you have entered into a contract No. .... dt .....  
(hereinafter referred to as the said Contract with M/s  
.....  
,  
hereinafter referred to as the "Contractor/Supplier" for supply of services as per Part-II of the said contract to the said contractor and whereas the contractor/supplier has undertaken to produce a bank guarantee for 10% of total Contract value amounting to.....to secure its obligations to the President of India.....  
Wethe..... Bank hereby expressly, irrevocably and unreservedly undertake and guarantee as principal obligors on behalf of the contractor/supplier that, in the event that the President of India declares to us that the goods have not been supplied according to the Contractual obligations under the aforementioned contract, we will pay you, on demand and without demur, all the any sum up to a maximum of ..... Rupees only. Your written demand shall be conclusive evidence to us that such repayment is due under the terms of the said contract. We undertake to effect payment upon receipt of such written demand.
2. We shall not be discharged or released from this undertaking and guarantee by any arrangements, variations made between you and the Contractor/supplier indulgence to the Contractor/Supplier by you, or by any alterations in the obligations of the Contractor/Supplier or by any forbearance whether as to payment, time performance or otherwise.
3. In no case shall the amount of this guarantee be increased.
4. This guarantee shall remain valid for 14 months from the effective date of contract according to the contractual obligations under the said contract.
5. Unless a demand or claim under this guarantee is made on us in writing or on before the aforesaid expiry date as provided in the above referred contract or unless this guarantee is extended by us, all your rights under this guarantee shall be forfeited and we shall be discharged from the liabilities hereunder.
6. This guarantee shall be a continuing guarantee and shall not be discharged by any change in the constitution of the bank or in the constitution of M/s.....