



NEW TOWN KOLKATA DEVELOPMENT AUTHORITY

(A Statutory Authority Under Government of West Bengal)
3, Major Arterial Road, New Town, Kolkata - 700 156

Memo No. 8952/NKDA/Admn-428/2013 (publicity/printing)

Dated: 13/12/2019

NOTICE INVITING QUOTATION NO.: 23/NKDA/Admn of 2019

Sealed quotations are invited from suppliers/agencies for “**Campaigning of New Town Mela - 2019 for New Town Kolkata Development Authority**”.

1. SCHEDULE:

Sl. No.	Description	Unit
1.	Campaigning in TOTO (Toto Branding & Mick) of “New Town Mela - 2019”	10 days
2.	Circulation of “New Town Mela - 2019” leaflets in News Paper Insertion.	25,000 no’s
3.	Distribution of “New Town Mela - 2019” Leaflets in different public places in New Town, Kolkata.	07 days

Last Date of receiving quotations : 20/12/2019 up to 2-30 P.M.

Date of opening : 20/12/2019 at 3-00 P.M.

2. Terms and Conditions

1. Offer rate is inclusive GST.
2. The NKDA has right to accept / reject any of the Quotation(s) without assigning any reason whatsoever and that shall be final and binding.
3. Any Corrigendum, notification in connection to this NIQ will be published in the official website of New Town Kolkata Development Authority (www.nkdamar.org) and will also be part of the NIQ. The applicants are requested to please follow the websites for such notifications, corrigendum etc.
4. The Bidder/Agency shall submit copy of valid Trade License/PAN etc. with the tender document.

3. Scope of work:-

a) For Toto Campaigning

- a) Supply of a vehicle (including fuel, driver etc.) during the period.
- b) Time of campaign will be 8 hrs /day (Timing 10:00 am to 6:00 pm).
- c) Decoration of Vehicle, Supply of Sound System, Recording and Distribution of Leaflet is under the scope of the Agency.
- d) Design will be as per the theme design of “**New Town Mela – 2019**”. (As provided by NKDA).
- e) Material for Background Music is to be approved from NKDA.

- b) Distribution of Mela Leaflets through News Paper
- Leaflets will be provided by NKDA.
 - Date of circulation will be decided by NKDA.
 - Tentative quantity of circulation of leaflets will be 25,000.
 - Circulation will be made in two days i.e. 15,000 on day 01 and 10,000 day 2.
 - Distribution of leaflets will be done within the jurisdiction of New Town Kolkata.
 - Collection of Leaflets to be made by selected Agency from NKDA.
- c) Distribution of “New Town Mela - 2019” leaflets in different public places
- Collection of leaflets to be made by selected agency from NKDA.
 - Tentative Locations of different public places of New Town Kolkata.

4. Payment Terms:-

Payment will be made on successful completion of campaign on submission of the Bill in Duplicate copies with the following deliverables:

- Pictures of Toto Campaign.
- Pictures of Distribution of “New Town Mela – 2019” Leaflets in different public places.


Administrative Officer - I

New Town Kolkata Development Authority

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Copy forwarded for information and necessary action to:

- The Chief Executive Officer, NKDA
- The Finance Officer, NKDA.
- PA to Hon’ble Chairman, NKDA.
- NKDA official Website.
- Notice Board


Administrative Officer - I

New Town Kolkata Development Authority

Financial Bid

[In letter Head]

To,
Administrative Officer - I
NKDA

Sl. No.	Description	Unit	Unit Rate (Rs.)	Total Rate (Rs.)	Amount in word (Rs.)
1.	Campaigning in TOTO (Toto Branding & Mick) of "New Town Mela - 2019"	10 days			
2.	Circulation of "New Town Mela - 2019" Leaflets in News paper insertion.	25,000 no's			
3.	Distribution of "New Town Mela - 2019" Leaflets in different public places in New Town Kolkata.	07 days			

- Offer rate is inclusive of GST.

Seal and Sign:

Name:

Address: