



Govt. of West Bengal
Office of the District Magistrate, Murshidabad
New Administrative Building, Berhampore, Murshidabad
District e-Governance Society(DeGS), Murshidabad

NIT No. 01/IEC of 2018.

1. District Magistrate Murshidabad invites tender for concept artwork and designing for Information Education and Communication (I.E.C) materials i.e. communication plan in connection with 'Egiye Murshidabad' Mobile App.
2. The concept artwork and designing for IEC material will be required for:
 - a. Newspaper advertisement.
 - b. Hoarding
 - c. Banners
 - d. Paper inserts
 - e. Posters
 - f. Kiosks
 - g. Vehicle branding
 - h. Stalls
 - i. Radio jingle
 - j. Television commercial
 - k. Promotion on social networking site
 - l. Others.
3. The successful tenderer will have to submit PowerPoint presentation of the communication plan on demand. Quality of the PowerPoint presentation along with quoted rate may be considered during selection of successful tenderer.
4. The tender paper is available from the District IT Section Office of the District Magistrate, Murshidabad free of cost. Tender paper is available upto 12 Noon on 06.03.2018.
5. The rate to be quoted by the tenderers must be single one and covering the full volume of the material mentioned in para-II and must be less than Rs. 500000/- (Rupees Five Lakh only) inclusive of all applicable taxes and duties.
6. Cost of earnest money Rs. 20,000/- (Rupees Twenty thousand only) should be deposited in the form of bank draft, made in favour of District Magistrate, Murshidabad.
7. The intending tenderers should submit tenders within specified time along with a photocopy of PAN card, latest IT return submitted by them, GST registration certificate containing GSTIN.

8. Sealed tenders will have to be dropped in the tender box kept at the office chamber of Officer-in-Charge IT Murshidabad from 11 A.M. to 4 P.M. on all working days except Saturdays, Sundays and other holidays. On 06.03.2018 tenders can be dropped only between 11 A.M. and 2 P.M.
9. The last date and time of submission of tender is 06.03.2018 upto 2 P.M. at the chamber of Officer-in-Charge IT, Murshidabad.
10. The date and time of opening of tender is 06.03.2018 at 3 P.M. at the chamber of Officer-in-Charge IT, Murshidabad. The intending tenderers or their authorised representatives may remain present at the time of opening of tender.
11. The undersigned is not bound to accept the lowest rate.
12. The undersigned reserves the right to accept or reject any tender or to distribute the work amongst the participating tenderers without assigning any reason whatsoever.

**Addl. District Magistrate(I.T.)
Murshidabad.**

Memo No: 124/DeGS

Date: 26.02.2018

Copy forwarded for information and necessary action to:

1. Secretary Murshidabad Zilla Parishad.
- 2-06. SDOs (All), Murshidabad.
- 07-14. All special posting officers Murshidabad.
- 15-25. All Deputy Magistrate, Murshidabad.
26. NDC, Murshidabad with a request to put it on official notice board of Murshidabad District.
27. D.I.C.O. Murshidabad with a request to publish it in a Bengali daily.
28. D.I.O. NIC, Murshidabad with a request to publish it on official website of Murshidabad District.
- 29-44. All BDOs
45. C.A. to D.M. Murshidabad.
- 46-49. C.A. to ADM (LR)/ ADM(ZP) ./ ADM (Dev.)/ ADM (Gen.), Murshidabad.

**Addl. District Magistrate(I.T.)
Murshidabad.**