



Request for Proposal

For

**Appointment of an Agency for Design, Print and Installation of
Banner, Hoardings, various types of cards and passes for Taj
Mahotsav-2026, Agra**

18 to 27 February-2026

Issued by:

Office of Secretary

Taj Mahotsav Samiti

64, Taj Road, Agra-282001, Uttar Pradesh

Disclaimer

This e-Bid document for “Appointment of an Agency For Design, Print and Installation of Banner, Hoardings, various types of card and passes for Taj Mahotsav-2026, Agra” contains brief information about the scope of work and selection process for the Successful Bidder/Applicant/Agency (or “Company”). The purpose of the e-Bid document is to provide the Bidder with information to assist the formulation of their application (“the Application”). The services related to provision of organization of Appointment of an Agency For Appointment of an Agency For Design, Print and Installation of Banner, Hoardings, various types of card and passes for Taj Mahotsav-2026, Agra, Agra envisaged by the Authority will further be known as “the Project”.

While all efforts have been made to ensure the accuracy of information contained in this Document, this Document does not purport to contain all the information required by the Bidder. The Bidder should conduct their own independent assessment, investigations and analysis and should check the reliability, accuracy, and completeness of the information at their end and obtain independent advice from relevant sources as required before submission of their bid for the competition.

Taj Mahotsav Samiti, its employees and advisers make no representation or warranty and shall have no liability to any person including any Bidder under any law, statute, rules or regulations or tort, principles of restriction or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from, to be incurred or suffered on account of anything contained in this document or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this e-Bid or arising in any way in this selection process.

Taj Mahotsav Samiti (Authority) reserves the right to accept or reject any or all applications without giving any reasons thereof. Taj Mahotsav Samiti will not entertain or be liable for any claim for costs and expenses in relation to the preparation of the entries to be submitted in accordance with the conditions listed in this e-Bid.

Data Sheet

1	Name of the Bid	“Appointment of an Agency For Design, Print and Installation of Banner, Hoardings, various types of card and passes for Taj Mahotsav-2026, Agra”
2	Bid Processing Fee	INR 5,000 + GST@18% i.e., 5,900/- (Five Thousand and Nine Hundred only) as per mentioned on the Portal (to be deposited in the account mentioned below through RTGS / NEFT or direct transfer – payment proofs to be submitted)
3	EMD	INR 1,50,000/- (One Lakh Fifty thousand rupees Only) (to be deposited in the account mentioned below through RTGS / NEFT or direct transfer - payment proofs to be submitted)
4	Performance Security	5% (five Percent) of total project cost
5	Name of the Authority's official for addressing queries and clarifications	Office of Secretary, Taj Mahotsav Samiti, UP Tourism, 64, Taj Road, Agra-282001 Contact: 9532395445 E-mail: agrauptourism@gmail.com Website: http://www.tajmahotsav.org/
6	Payment Details	Secretary, Taj Mahotsav Samiti Indian Overseas Bank, A/C No. 143301000006271 IFSC – IOBA0001433
7	Bid Validity Period	120 days
8	Bid Language	English
9	Bid Currency	INR
10	Method of selection	Work will be awarded on least cost basis i.e. on L-1 bases
11		
12	Schedule of Bidding Process	
	Task	Key Dates
	Bid Start Date	15-12-2025
	Bid End Date	24-12-2025 at 2:00 pm
	Pre-bid Meeting	“Appointment of an Agency For Design, Print and Installation of Banner, Hoardings, various

		types of card and passes for Taj Mahotsav- 2026, Agra” Friday, 19-12-2025 12:00pm - 2:30pm
13	Consortium	Not allowed
14	Sub-contracting	Not allowed
15	Bid Opening Date (Technical)	24-12-2025 at 4:00pm

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1. Project Background

The Taj Mahotsav Samiti stands as the driving force behind the iconic cultural celebration held in the historic city of Agra. Committed to preserving and showcasing the rich heritage of India, this esteemed committee orchestrates the annual Taj Mahotsav—a vibrant carnival of art, music, dance, and traditional crafts. With a dedicated focus on promoting cultural diversity and fostering a sense of national pride, the Taj Mahotsav Samiti plays a pivotal role in bringing together artists, artisans, and enthusiasts from across the country, creating a tapestry of cultural brilliance against the backdrop of the magnificent Taj Mahal.

In 2026, **18th Feb 2026 to 27th Feb 2026**, the Taj Mahotsav Samiti, intends to organize the Taj Mahotsav for Indian and Foreign Tourists and citizens of Agra and surrounding region. The tentative theme of this year's carnival is Symphony of Sounds: Melodies Across the Nation / Digital Desi: Embracing Technology in Tradition/ Colours of India: A Kaleidoscope of Festivities / Heritage Odyssey: A Journey Through India's Past

Pertaining to the above celebration, the Taj Mahotsav Samiti is seeking to engage Agency For Design, Print and Installation of Banner, Hoardings, various types of card and passes for Taj Mahotsav-2026, Agra Brief description of event

The spring season in the month of February in Agra is connotative of varied hues of jollification. The city of love is absorbed in extravaganza of art, craft, culture, cuisine, drama and music in the form of an enthusiastic and mesmerizing "Taj Mahotsav" and makes you experiences the reverberating effect of the annual episode of the Taj Mahotsav. Taj Mahotsav holds a unique significance by being organized in the vicinity of Taj Mahal. This mega festival finds a prominent place in the calendar of annual events of Ministry of Tourism, Government of India.

This cultural bonanza was started in year 1992 and since then its grandeur has reached to greater heights. In the year 2026, we are celebrating the 36th year of this Mahotsav. This festival also figures in the calendar of events of the Department of Tourism, Government of India. Many Indian and foreign tourists coming to Agra joins this festival. A long event is organized at various places of Agra, having multiple events relating to arts & crafts, culture, cuisine and fun fairs .

Arts & Crafts

Taj Mahotsav about 400 legendary artisans from different parts of the country get an opportunity to display their exquisite works of art.

Culture

Apart from the exquisite craft work you can experience the majestic and magnetic performances by artistes from every walk of life. The soul-stirring performances will engulf you to the extent of casting a spell.

Cuisines

Besides being the right destination for the arts & crafts, the Mahotsav is also a delight for the connoisseurs of good food as it is the ideal place to pamper the taste buds of the visitors with endless varieties of scrumptious dishes.

Fun Fair

Funfair is the biggest attraction for children in the festival. It is a complete family entertainment which offers thrill and amusement for everyone. Teenagers and adults enjoy various rides and roller coaster while children are happy with small ride such as merry-go-round, Train-rides, and Ferris wheel. So have fun at Taj Mahotsav with your whole family.

To ensure seamless execution of the grand cultural celebration, leveraging their expertise in coordinating logistics, entertainment, and guest experiences, Taj Mahotsav Samiti, Agra, intends to engage an Event Management Company for designing, executing, operating & managing the **Taj Mahotsav 2026**.

The event is planned to be held in Agra on **18th Feb 2026 to 27th Feb 2026**. Locations for Taj Mahotsav are Near I love Agra Ground, Sadar Bazar and one day program at Bateshwar, Fatehpur Sikri.

2. Objectives

The main objectives are:

- a) To enhance the visibility of Taj Mahotsav 2026 amongst common public, general stakeholders, development authorities, associations, etc. on national level.
- b) To handle the design, printing, and installation of banners, hoardings, pamphlets, cards, brochure, tickets etc. for Taj Mahotsav 2026.
- c) To raise awareness about Taj Mahotsav along with its objectives, importance and contribution towards society.
- d) To ensure high-quality, visually appealing designs that align with the requirement of Taj Mahotsav samiti, followed by timely printing and professional installation at designated locations.
- e) To create a branding for Taj Mahotsav 2026 and widen its reach on citizens.

3. Scope of Services

Contractor will be responsible for providing comprehensive services related to the design, print, installation of branding, promotion on field of the Taj Mahotsav event. The agency will be expected to develop and execute various creative and marketing strategies to enhance the visibility, reputation, and audience engagement of the event. The scope of work includes, but is not limited to, the following:

I. Design Requirements

- a) Contractor will be responsible for development of creative design concepts along with content for banners, hoardings, Invitation Card (For Inauguration Ceremony), Invitation Card (For Closing Ceremony), Car Pass, Programme Sheet (Hindi and English both), Event Calendar, VIP Pass, Guest Pass, Sponsor Pass, Certificate, Shilpi Stall Pass (with cover and dori), Staff on Duty, Officer on duty, May I help you, Media Pass, Entry Ticket, Leaflets, Broachers, Cap, T-Shirt, Diary and Pen, Coffee Mug or any other items based on the requirement of Taj Mahotsav event.
- b) Contractor will revise designs as per feedback of Taj Mahotsav samiti before final approval.
- c) Final design delivered in printable format and match the quality and dimensions as suggested by Taj Mahotsav samiti.

II. Printing Requirements

- a) High-quality printing of banners, hoardings, Invitation Card (For Inauguration Ceremony), Invitation Card (For Closing Ceremony), Car Pass, Program Sheet (Hindi and English both), VIP Pass, Guest Pass, Sponsor Pass, Certificate, Shilpi Stall Pass (with cover and dori), Staff on Duty, Officer on duty, May I help you, Media Pass, Entry Ticket, Leaflets, Broachers, Cap, T-Shirt, Diary and Pen, Coffee Mug or any other items based on the requirement of Taj Mahotsav event as per the approved design.
- b) Contractor will ensure color accuracy and printing consistency.
- c) Contractor will use Specified materials for different items (e.g., durable material for hoardings, premium paper for cards).
- d) Contractor will ensure regular checks for quality and ensuring print results meet the satisfaction and standards of Taj Mahotsav samiti.

III. Installation

- a) Contractor will do On-site assessment on its own expense to determine installation requirements.
- b) Contractor will install all the hoardings and banners of approved size, design and quality in the locations as approved by Taj Mahotsav Samiti.
- c) Contractor will do professional installation of banners and hoardings, ensuring they are securely mounted and aligned.
- d) Contractor will provide all necessary tools and equipment for installation.
- e) Contractor will ensure installation complies with safety standards, especially for outdoor hoardings (e.g., wind resistance, weatherproofing).
- f) Contractor will manage logistics for delivering of printed items and for arrangement of installation.
- g) Ensure that all branding is properly installed and executed in the entire city where footfall is high.
- h) Contractor will remove all the branding material after closing ceremony of Taj Mahotsav as instructed by the Taj Mahotsav Committee. Any other task directed by Taj Mahotsav Samiti.

4. Special Conditions of the Contract

- a) Before participating in the tender, the bidder should clear all his queries.
- b) It is mandatory to obtain all the mandatory permissions from respective department for installation of boarding and hoardings.
- c) All the designs should be designed with consideration of rules of Taj Mahotsav.
- d) The security amount will be accepted in the form of bank draft / Online Payment in the name of "Secretary, Taj Mahotsav Committee Agra". Cheques and other payment modes will not be accepted for the submission of this bid.
- e) Allotment of tender is non-transferable.
- f) The space allotted for installation of banner will not be used for any other work and any illegal activity at the site will be completely prohibited.
- g) Financial bids will be opened only for the tenders that fulfill all the conditions of the technical bid and the work order will be issued to the Bidder with the minimum quoted amount.
- h) Taj Mahotsav Samiti will not be responsible for fire/theft/accident, nor will the Mahotsav Samiti give any kind of compensation. Agency will be responsible for any kind of risk/accident and will compensate/indemnify.
- i) If any tax is payable for items, contractor will be responsible for payment.
- j) All the expenses for execution of entire work will be borne by contractor.
- k) In case of any dispute, the decision of the Chairman, Taj Mahotsav Samiti will be final and universally accepted.
- l) In case of any dispute, the jurisdiction will be Agra.
- m) The penalty in case of violation of the rules and conditions prescribed above. The imposition will be done by the festival committee.

5. Team Deployment

- Contractor should have sufficient employees for execution of this work.
- Contractor should have Project Manager for coordination and oversee the entire process also ensuring that all deliverables are met on time.
- Contractor should have graphic designer for creative designing of all the required items.
- Contractor should have writer for impactful text for banners, hoardings, passes etc.
- Contractor should have Logistics Coordinator for oversee the physical delivery, transportation, and installation of the printed materials.
- Contractor should increase the team members for timely completion of work.
- Contractor will deploy at least two members from design team full time at office after the directions of Taj Mahotsav samiti.

6. Work Description

Contractor will be responsible for design and print of below mentioned items. Size and Quantity of items can be increased or decreased on the basis of requirement.

S.No.	Item	Approximate Size	Approximate Quantity
a)	Invitation Card with envelop (For Inauguration/Closing Ceremony) 300 gsm and	8.75''X11''	5000
b)	Car Pass Normal (Vinyl)	5.5''X6''	3000
c)	Car Pass for Artist (Vinyl)	5.5''X6''	500
d)	Programme Sheet (Hindi) 300gsm and laminated	8.5''X5''	5000
e)	Programme Sheet (English) 300gsm and laminated	8.5''X5''	5000
f)	Programme Booklet (Hindi) 300gsm and laminated	8.75''X11''	5000
g)	Programme Booklet (English) 300gsm and laminated	8.75''X11''	5000
h)	VIP Pass 300 gsm	4.5''X11''	12000
i)	Guest Pass 300 gsm	4.5''X11''	5000
j)	Sponsor Pass 300 gsm	4.5''X11''	4000
k)	Certificate 300 gsm	8.5''X11''	5000
l)	Shilpi Stall Pass (with cover and Color dori 20 MM)	4.5''X11''	2000
m)	ID card for Staff on Duty (with cover and Color dori 20 MM)	3.5''X5''	2000
n)	ID card for Officer on duty (with cover and Color dori 20 MM)	3.5''X5''	2000
o)	May I help you (with cover and Color dori 20 MM)	3.5''X5''	1500
p)	Media Pass (with cover and Color dori 20 MM)	3.5''X5''	2000
q)	Entry Ticket 200gsm	4.5''X11''	150000
r)	Leaflets 130 gsm	A4 Size	20000
s)	Detailed Brochure	8.75''X11''	10 000
t)	Event specific card (unique for each 6 events) with envelop 300 gsm and laminated	8.75''X11''	30000
u)	Hoardings 340 gsm hot laminate Black Back with 5 kg Iron frame and two iron pole/Gatter and Installation	20ft X10ft	100
v)	Banner 340 gsm hot laminate Black Back and Installation	Per ft	500
w)	Pole Kisoke	2.5ft X4ft	500
x)	Cap		500
y)	T-Shirt		500
z)	Diary and Pen		500
aa)	Coffee Mug		500
bb)	Momento for VIP		50
cc)	Momento for others		200

7. Work Execution Timeline

S.No.	Name of Work	Timeline
A.	Receiving work order	Immediately after issue
B.	Submission of Bank Guarantee	A+3 days
C.	Signing of Agreement	B+ 2 days
D.	Submission of prepared design for approval	C+7 days
E.	Completion of printing work and submission of pamphlets to Taj Mahotsav Samiti	Approval + 7 days
F.	Installation of Hoarding and banners on location	Within two days after instruction from Taj Mahotsav Committee
G.	Responsible for all works	A+ Till final closure of Taj Mahotsav

8. Payment conditions

Payment will be released as mentioned below-

- Contractor will raise the invoice after successful execution of the event.
- Payment will be initiated after verification of the invoice by the Taj Mahotsav Committee.
- Payments will be finalized after deduction of penalty (if applicable).
- Payment will be released within 90 days after submission of invoice.

9. Review and Monitoring

Taj Mahotsav Committee or any authorized representative of the committee will conduct inspection of the site and the Agency shall begin commercial operations only after approval from the Authority.

10. Relocation

Taj Mahotsav Committee reserves the right to change the location.

11. Service Level Agreement

- Contractor shall ensure that adequate measures are taken to prevent fire and comply with safety/environmental norms for each activity.
- Contractor should not throw waste on ground during the event.
- Contractor shall not encroach upon any area outside the area allotted.
- Contractor shall ensure that loose wires, unused equipment's, spare parts are not left unattended in the site.

12. Assistance by the Authority

- The Authority shall not be obliged to provide any form of assistance to the Contractor in case of the following.
- Natural disasters such as rains, storms, lighting floods, etc.
- Increase or decrease in the number of visitors to the booths than expected numbers.
- Any other harm that affects the event.

13. Technical Eligibility Criteria

Bidders must carefully read the conditions of technical eligibility criteria provided herein and submit the supporting documents.

S.No.	Required document	Supporting document
a)	Bid document fees	Payment receipt
b)	Earnest Money Deposit	Payment receipt
c)	The bidder shall be a proprietorship, or a company registered under the companies act or a partnership firm registered under the partnership act of 1932 or registered (converted to) under the Indian Limited Liability Partnership act, 2008	Registration certificate
d)	Annual average Turnover of minimum Rs.25.00 Lakhs during the last three financial years (2022-2023, 2023-2024 and 2024-2025).	Certificate issued by CA of Last three financial years must be attached. Form 2
e)	Registration of GST and PAN	Copy of certificate
f)	Power(s) of Attorney for signing the bid documents	Mandatory
g)	Bidder should not be blacklisted/ debarred from any municipal corporation or government organization	Form 4
i)	Letter of Proposal Submission	Form 1
j)	Detail of Bidder	Mandatory
k)	Experience of having successfully completed similar works during last 03 financial years. a) At least 2 Nos. of similar works/ projects* with each project cost of Rs.10.00 Lakhs or more. OR b) At least one similar works/ projects* with project cost of Rs.20.00 Lakhs or more.	Completion certificate

Note: Similar work means the work mention in scope of work of this RFP.

Only technically qualified bidders will be eligible for financial bid opening.

14. Financial Evaluation

1. Only Technically Qualified Bidders shall be eligible for Financial bid opening.
2. Successful Bidder will be selected on least Cost Basis (L1).
3. Goods and Services Tax (GST) will be paid extra.
4. Payment will be made in Indian Rupees via electronic funds transfer.

15. Penalty

S.No.	Activity	Penalty amount
1.	Delay in submission of Bank Guarantee	Rs. 1000/- per day

2.	Delay in Signing of Agreement	Rs. 1000/- per day
3.	Delay in submission of designs for approval	Rs. 5000/- per day
4.	Delay in submission of printed material	Rs. 5000/- per day
5.	Any other delay in work mentioned in this tender document	Rs. 10000/- per day

16. General Terms and Conditions

1. Execution of the Agreement

- a. Contractor is required to execute the Agreement and take the physical possession by 15/01/2025 for completing the work.

2. Period of work

- a. The Work period is from issue of letter of award til the closing ceremony of Taj Mahotsav and extendable on mutual agreement.

3. Printing and branding

- a. Contractor shall install a temporary structure for installation of hoardings after taking approval from Taj Mahotsav Committee.
- b. Contractor shall commence and complete installation within prescribed time limit from the due date of Agreement.

4. Maintenance

- a. Contractor at his own expense will take permission for installation of hoardings from the from the competent authority in this regard.
- b. Contractor shall have to plan a maintenance program whereby the entire demised premises shall be kept:
- c. At all times in a state of good condition and in good sanitary condition to the satisfaction of the Lessor.
- d. In case of non-compliance of these terms and conditions, and any directions of the Authority, the Authority shall have the right to impose penalty as the Authorized Officer of the Authority may consider just and/or expedient by explaining or recording the reasons.
- e. Contractor shall not display or exhibit any posters, statues, other articles which are repugnant to the morals or are indecent or immoral.
- f. The Agency shall not display or exhibit any advertisement or placard, except which shall be constructed over the demised premises or at a place specified for the purpose by the Authority.

5. Misuse, Additions, Alterations, etc.

- a. Contractor shall not use the approved space for other work which is not mentioned in RFP. b. In case of violation of the above conditions, the agency shall be liable to be cancelled and possession of the premises along with structure thereon, if any shall be resumed by the Authority.

6. Indemnity

- a. Contractor shall be wholly and solely responsible for the printing and installation of hoardings, pamphlets and other mentioned items along with their maintenance.
- b. Contractor shall ensure appropriate safety of all the tourists/visitors .
- c. Contractor is also expected to take necessary insurance for any kind of loss which may occur during the execution of the Agreement for the entire duration.

- d. Contractor shall hold the Authority harmless of all acts and accident and indemnifies the Authority of any claims by any third parties.
- e. The structure will have to be temporary, and no permanent structure must be constructed at the approved locations Contractor shall execute an indemnity bond, indemnifying the Authority against all disputes arising out of:
 - i. The non-completion of work.
 - ii. The quality and validity of development, installation, operations, and maintenance.

7. Cancellation

- a. In addition to the other specific clauses relating to cancellation the Taj Mahotsav committee holds all the rights of cancellation of Allotment in the case of:
 - i. Allotment being obtained through misrepresentations/ suppression of material facts.
 - ii. Any violation of directions issued, or rules and regulations framed by the Pollution Control Board, Food Safety and Standards Authority of India (FSSAI) or by any other statutory body.
 - iii. Default on the part of the Bidder Agency/Agency for breach/violation of terms and conditions of registration Allotment/License and / or non-deposit of Allotment money/Acceptance money/ Instalment money.
- b. In the event of cancellation, the entire deposits till the date of cancellation shall be forfeited and the Agency will have no right to claim compensation thereof.

8. Other Clauses

- a. The Authority reserves the right to make such amendments, additions, deletions and alterations in the terms and conditions of allotment, as it finds expedient and such amendments, addition, deletion, and alterations shall be binding on the Agency/Agency.
- b. If due to unavoidable circumstances, the Authority is unable to allot the work, the EMD deposited by Bidder would be refunded. However, no interest on the deposits will be paid to the Bidder.
- c. If due to any "Force majeure" or such circumstances beyond the Authority's control, the Authority is unable to make allotment, entire registration money or the deposit, depending on the stage of allotment will be refunded without any interest.
- d. In case of any dispute in the interpretation of any word or terms and conditions of the allotment, the decision of the authorized representative of the Authority shall be final and binding on the Agency.
- e. Any dispute between the contractor and Taj Mahotsav samiti shall be subject to the territorial jurisdiction of the High Court of Allahabad at Prayagraj.
- f. The allotment will be accepted by the contractor on "As is where is basis". Contractor is advised to visit the site before submission of application form for allotment.
- g. Provisions related to the fire, safety, environmental clearance, NGT directives shall be observed by the Contractor. Necessary approvals shall be obtained from the competent authority by the Agency.
- h. The Agency shall not be allowed to assign or change his role, otherwise the License may be cancelled, and entire money deposited shall be forfeited.

17. Section III: Instructions to the Bidders

17.1. General instructions

- a) A Bidder is eligible to submit only one Application for the Project.
- b) The Bidder shall initiate, and actively pursue and involve itself in all investigations and enquiries, Authority feedbacks, information, convening of and attendance at meetings, and in any other activities as are or may be necessary for producing high quality work as per the requirements.
- c) The Bidder shall carry out the services in compliance with the provisions of this Agreement. All changes necessary to ensure that the Bidder's documents conform to the intent and purpose set out in the Agreement, shall be made at the Bidder's own expense. The Bidder represents that it is a professional and experienced company providing similar services, and hereby agrees to bear full responsibility for the correctness and technical merit of the services performed.
- d) Bidders are encouraged to inform themselves fully about the assignment and the local conditions before submitting the e-Bid by paying a visit to the Authority and/or by sending written queries to the Authority.
- e) The Authority shall not be liable for any omission, mistake, or error on the part of the Bidder in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to e-Bid or the Selection Process, including any error or mistake therein or in any information or data given by the Authority.
- f) The Professional fee is inclusive of statutory taxes, duties, cess, and levies except GST which will be paid extra by the Authority at the rate applicable on the date of invoicing.

17.2. Cost of Bidding

The Bidder shall be responsible for all the costs associated with the preparation of their Bids and their participation in the Bidding Process. The Authority will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Bidding Process.

17.3. Acknowledgement by Bidder

It shall be deemed that by submitting the e-Bid, the Bidder has:

- a) made a complete and careful examination of the e-Bid;
- b) received all relevant information requested from the Authority;
- c) acknowledged and accepted the risk of inadequacy, error or mistake in the information provided in the e-Bid or furnished by or on behalf of the Authority;
- d) satisfied itself about all matters, things and information, necessary and required for submitting an informed Application and performance of all of its obligations thereunder;
- e) acknowledged that it does not have a Conflict of Interest; and
- f) agreed to be bound by the undertaking provided by it under and in terms hereof.

17.4. Availability of Bid Document

This Bid document is available on the web site <http://etender.up.nic.in> to enable the Bidders to view, download the e-Bid document and submit e-Bids online up to the last date and time mentioned in e-Bidder notice/ e-Bid document.

17.5. Clarifications of e-Bid

- i. During evaluation of e-Bid, the Authority may, at its discretion, ask the Bidder for a clarification of his/her e-Bid. The request for clarification shall be in writing.
- ii. In case the Bidder seeks for any queries, he shall send letter or e-mail to the correspondence address given in Data Sheet
- iii. However, the Authority shall not entertain any correspondence from the Bidders during the period of e-Bid opening to selection of the successful Bidder. Any wrong practice shall be dealt in accordance with this e-Bid document under Fraud and Corrupt Practices.

17.6. Amendment of e-Bid Document

- i. At any time prior to the deadline for submission of e-Bid, the Authority may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the e-Bid document by amendments. Such amendments shall be uploaded on the e-procurement website <http://etender.up.nic.in> through corrigendum and form an integral part of e-Bid document. The relevant clauses of the e-Bid document shall be treated as amended accordingly.
- ii. It shall be the sole responsibility of the prospective Bidder to check the web site <http://etender.up.nic.in> from time to time for any amendment in the e-Bid documents. In case of failure to get the amendments, if any, the Authority shall not be responsible for it.
- iii. To allow prospective e-Bids a reasonable time to take the amendment into account in preparing their e-Bids, the Authority, at the discretion, may extend the deadline for the submission of e-Bids. Such extensions shall be uploaded on the e-procurement website <http://etender.up.nic.in> and Authorities website.

17.7. Preparation and submission of Bids

Language of e-Bid

The e-Bid prepared by the Bidder, as well as all correspondence and documents relating to the e-Bid exchanged by the Bidder and the Authority shall be written either in English or Hindi language. The correspondence and documents in Hindi must be accompanied by embedded/separate Hindi font files. Only English numerals shall be used in the e-Bid.

Documents constituting the e-Bid

The e-Bid prepared by the Bidder shall comprise the following components:

- i. Technical e-Bid – Technical Bid as per the prescribed format given in Appendix 5.

E-Bid form

The Bidder shall complete the e-Bid forms and the appropriate price schedule/BOQ furnished in the e-Bid document.

E-Bid currency

Prices shall be quoted in Indian Rupees only.

Formats and signing of e-Bid.

- i. The Bidder shall prepare one electronic copy of financial e-Bid.
- ii. The e-Bid document shall be digitally signed, at the time of uploading, by the Bidder or a person or persons duly authorized to bind the Bidder to the contract. The latter's authorization shall be supported by attaching a scanned copy of valid proof of authorization like Power of Attorney/Board Resolution etc.

Deadline for submission of e-Bid

E-Bid must be submitted by the Bidder at e-procurement website <http://etender.up.nic.in> not later than the time specified on the prescribed date (as the server time displayed in the e-procurement website). The Authority may, at its discretion, extend this deadline for submission of e-Bid by amending the e-Bid document, in which case all rights and obligations of the Authority and Bidders previously subject to the deadline will thereafter be subject to the deadline as extended.

Submission of e-Bid

- i. The bid submission module of e-procurement website <http://etender.up.nic.in> enables the Bidders to submit the e-Bid online in response to this e-Bid published by the Authority.
- ii. Bid submission can be done only from the bid submission start date and time till the bid submission end date and time given in the e-Bid. Bidders should start the bid submission process well in advance so that they can submit their e-Bid in time.
- iii. The Bidder should submit their e-Bid considering the server time displayed in the e-procurement website. This server time is the time by which the e-Bid submission activity will be allowed till the permissible time on the last/end date of submission indicated in the e-Bid schedule.
- iv. Once the e-Bid submission date and time is over, the Bidders cannot submit their e-Bid. For delay in submission of e-Bid due to any reasons, the Bidders shall only be held responsible.

The Bidders must follow the following instructions for submission of their e-Bid:

- i. For participating in e-Bid through the e-Bidding system it is necessary for the Bidders to be the registered users of the e-procurement website <http://etender.up.nic.in>. The Bidders must obtain a user login Id and password by registering themselves with U.P. Electronics Corporation Ltd., Lucknow if they have not done so previously for registration.
- ii. In addition to the normal registration, the Bidder must register with his/her digital signature certificate (DSC) in the e-Bidding system and subsequently he/she will be allowed to carry out his/her e-Bid submission activities. Registering the digital signature certificate (DSC) is a one-time activity. Before proceeding to register his/her DSC, the Bidder should first log on to the e-Bidding system using the user login option on the home page with the login Id and password with which he/she has registered.
- iii. For successful registration of DSC on e-procurement website <http://etender.up.nic.in> the Bidder must ensure that he/she should possess class-2/class-3 DSC issued by any certifying authorities approved by controller of certifying authorities, Government of India, as the e-procurement website <http://etender.up.nic.in> is presently accepting DSC issued by these

authorities only. The Bidder can obtain user login Id and perform DSC registration exercise given above even before the e-Bid submission date starts. The Authority shall not be held responsible if the Bidder tries to submit his/her e-Bid now before end date of submission but could not submit due to DSC registration problem.

- iv. The Bidder can search for active Bids through "search active tenders" link, select a Bid in which he/she is interested in and then move it to 'My Tenders' folder using the options available in the e-Bid submission menu. After selecting and the Bid, for which the Bidder intends to e-Bid, from "My tenders" folder, the Bidder can place his/her e-Bid by clicking "pay offline" option available at the end of the view Bid details form. The Bidder should keep all the documents ready as per the requirements of e-Bid document in the PDF as per formats given in the RFQ cum RFP document.
- v. After clicking the 'pay offline' option, the Bidder will be redirected to terms and conditions page. The Bidder should read the terms & conditions before proceeding to fill in the Bid fee and EMD offline payment details. After entering and saving the Bid fee and EMD details form so that "bid document preparation and submission" window appears to upload the documents as per technical and financial schedules/packets given in the Bid details. The details of the RTGS should tally with the details available in the scanned copy and the date entered during e-Bid submission time otherwise the e-Bid submitted will not be accepted.
- vi. Next the Bidder should upload the technical e-Bid documents for fee details (e-Bid fee and EMD), Qualification details. Before uploading, the Bidder must select the relevant digital signature certificate. He may be prompted to enter the digital signature certificate password, if necessary. For uploading, the Bidder should click "browse" button against each document label in technical and financial schedules/packets and then upload the relevant PDF files already prepared and stored in the Bidder's computer. The required documents for each document label of technical and financial schedules can be clubbed together to make single different files for each label.
- vii. The Bidder should click "Encrypt" next for successfully encrypting and uploading of required documents. during the above process, the e-Bid document is digitally signed using the DSC of the Bidder and then the documents are encrypted/locked electronically with the DSC's of the bid openers to ensure that the e-Bid documents are protected, stored and opened by concerned bid openers only.
- viii. After successful submission of e-Bid document, a page giving the summary of e-Bid submission will be displayed confirming end of e-Bid submission process. The Bidder can take a printout of the bid summary using the "print" option available in the window as an acknowledgement for future reference.
- ix. Authority reserves the right to cancel any or all e-Bids without assigning any reason.

Late e-Bid

- i. Bids received by the Authority after the specified time on the Bid Due Date shall not be eligible for consideration and shall be summarily rejected.
- ii. The server time indicated in the bid management window on the e- procurement website <http://etender.up.nic.in> will be the time by which the e-Bid submission activity will be allowed till the permissible date and time scheduled in the e-Bid.
- iii. Once the e-Bid submission date and time is over, the Bidder cannot submit his/her e-Bid. Bidder must start the bid submission well in advance so that the submission process passes

off smoothly. The Bidder will only be held responsible if his/her e-Bid is not submitted in time due to any of his/her problems/faults, for whatsoever reason, during e-Bid submission process.

Withdrawal and resubmission of e-Bid

- i. At any point of time, a Bidder can withdraw his/her e-Bid submitted online before the bid submission end date and time. For withdrawing the Bidder should first log in using his/her login id and password and subsequently by his/her digital signature certificate on the e-procurement website <http://etender.up.nic.in>. The Bidder should then select "My bids" option in the bid submission menu. The page listing all the bids submitted by the Bidder will be displayed. Click "View" to see the details of the bid to be withdrawn. After selecting the "bid withdrawal" option the Bidder must click "Yes" to the message "Do you want to withdraw this bid?" displayed in the bid information window for the selected bid. The Bidder also must enter the bid withdrawing reasons and upload the letter giving the reasons for withdrawing before clicking the "Submit" button. The Bidder must confirm again by pressing "OK" button before finally withdrawing his/her selected e-Bid.
- ii. No e-Bid may be withdrawn in the interval between the deadline for submission of e-Bids and the expiration of period of e-bid validity. Withdrawal of an e-Bid during this interval may result in the forfeiting of Bidder's e-Bid security.
- iii. The Bidder can re-submit his/her e-Bid as when required till the e-Bid submission end date and time. The e-Bid submitted earlier will be replaced by the new one. The payment made by the Bidder earlier will be used for revised e-Bid and the new e-Bid submission summary generated after the successful submission of the revised e-Bid will be considered for evaluation purposes. For resubmission, the Bidder should first log in using his/her login Id and password and subsequently by his/her digital signature certificate on the e-procurement website <http://etender.up.nic.in>. The Bidder should then select "My bids" option in the bid submission menu. The page listing all the bids submitted by the Bidder will be displayed. Click "View" to see the detail of the e-Bid to be resubmitted. After selecting the "bid resubmission" option, click "Encrypt & upload" to upload the revised e-Bids documents.
- iv. The Bidder can submit their revised e-Bids as many times as possible by uploading their e-Bid documents within the scheduled date & time for submission of e-Bids.
- v. No e-Bid can be resubmitted subsequently after the deadline for submission of e-Bids.

17.8. Authority's right to accept any e-Bid and to reject any or all e-Bids.

- i. Notwithstanding anything contained in this e-Bid, the authority reserves the right to accept or reject any Bid and to annul the Selection Process and reject all Bids, at any time without any liability or any obligation for such acceptance, rejection, or annulment, and without assigning any reasons thereof.
- ii. The Authority reserves the right to reject any Bid if:
 - At any time, a material misrepresentation is made or uncovered, or
 - The Bidder does not provide, within the time specified by the Authority, the supplemental information sought by the Authority for evaluation of the e-Bid.
 - Any financial quote / proposal submitted in the technical proposal unless mentioned in the RFP

- iii. Such misrepresentation/ improper response may lead to the disqualification of the Bidder. If such disqualification /rejection occurs after the e-Bid have been opened and the highest-ranking Bidder gets disqualified / rejected, then the Authority reserves the right to consider the next best Bidder or take any other measure as may be deemed fit in the sole discretion of the Authority, including annulment of the Selection Process.

17.9. Period of validity of e-Bid

- i. e-Bid shall remain valid for 120 days after the date of e-Bid opening prescribed by the Authority. An e-Bid valid for a shorter period shall be rejected by the Authority as non-responsive.
- ii. In exceptional circumstances, the Authority may solicit the Bidder's consent to an extension of the period of e-Bid validity. The request and the response thereto shall be made in writing. A Bidder may refuse the request without forfeiting its e-Bid security. A Bidder granting the request will not be required nor permitted to modify its e-Bid.

17.10. Correspondence with the Bidder

- i. Save and except as provided in this e-Bid, the Authority shall not entertain any correspondence with any Bidder or its Technical Partners in relation to acceptance or rejection of any e-Bid.
- ii. Subject to Clause 18.1.4 no Bidders or its Technical Partners shall contact the Authority on any matter relating to his e-Bid from the time of Bid opening to the time contract is awarded.
- iii. Any effort by the Bidder or by its Technical Partners to influence the Authority in the Bid evaluation, bid comparison or contract award decisions, may result in the rejection of his Bid.

17.11. Earnest Money Deposit

- i. The Bid document should be accompanied with an Earnest Money Deposit (EMD) as mentioned in the Data Sheet of this document.
- ii. Any e-Bid not secured in accordance with above shall be treated as non-responsive and rejected by the Authority.
- iii. Unsuccessful Bidder's EMD will be returned promptly as possible after opening of the Price Bid.
- iv. The successful Bidder's e-Bid EMD will be adjusted with Performance Security to be submitted by the Bidder upon signing the contract.
- v. The EMD may be forfeited:
 - a) If Bidder (i) withdraws its e-Bid during the period of e-Bid validity specified by the Bidder on the e- bid form: or (ii) does not accept the correction of errors or (iii) modifies its e-Bid price during the period of e-Bid validity specified by the Bidder on the form.
 - b) In case of a successful Bidder, if the Bidder fails to sign the contract with the Authority.

18. Opening and evaluation of Bids

18.1.1. Opening of financial e-Bid

- i. The financial e-Bids of technically qualified shortlisted Bidders shall be opened.
- ii. The Authority will prepare the minutes of the e-Bid opening.

18.1.2. Correction of Errors

i. Financial Bids determined to be responsive will be checked by the Authority for any arithmetic errors. Where there is a discrepancy between the rate quoted in the Financial Bid, in figures and in words, the amount in words will prevail over the amounts in figures, to the extent of such discrepancy.

ii. The amount stated in the Financial Bid will be adjusted by the Authority in accordance with the above procedure for the correction of errors and shall be considered as binding upon the Bidder. If the Bidder does not accept the corrected quoted rate of e-Bid, his e-Bid will be rejected, and his Bid Security shall be liable for forfeiture in accordance with Clause 17.11v.

18.1.3. Method of Selection of Agency:

- i. The Financial Proposals shall be opened for all technically eligible Bidders.
- ii. Financial Proposals/Bids for all the technically qualified shortlisted Bidders will be ranked as L1, L2 and so forth.
- iii. The Bidder with the Lowest quoted License Fee (L1) shall be selected and his Bid finalized after negotiation, if required. L1 Bidder shall be awarded the contract.
- iv. The Evaluation Committee will correct any computational errors.

18.1.4. Contacting the Authority

- i. No Bidder shall contact the Authority on any matter relating to his/her e-Bid, from the time of the e-Bid opening to the time the contract is awarded. If the Bidder wishes to bring additional information to the notice of the Authority, he/she can do so in writing.
- ii. Any effort by a Bidder to influence the Authority in its decisions on e-Bid evaluation, e-bid comparison or contract award may result in rejection of the Bidder's e-Bid.
- iii. In the event of any information furnished by the Bidder is found false or fabricated, the minimum punishment shall be debarring /blacklisting from works and legal proceeding can also be initiated.

19. Award of Contract

19.1.1. Award Criteria

- i. The final Letter of Award (LoA) will be given to the Bidder with the Lowest quote bid (L1).

19.1.2. Notification of award

- i. Prior to the expiration of the period of e-Bid validity, the Authority will notify the successful Bidder in writing, by letter/e-mail/fax, that its e-Bid has been accepted.
- ii. The notification of award will constitute the formation of the contract.

19.1.3. Performance Security

- i. After issue of Letter of award of, to fulfill the requirement of performance security during the implementation period, the successful Bidder will deposit Performance Security amount equivalent to as mentioned in the Data Sheet of the financial Bid value in the form of Bank Guarantee or FDR drawn on any Nationalized Bank in favor of Taj Mahotsav Samiti valid for three months after completion of the Project.

- ii. After issue of Letter of award, an agreement will have to be signed by the agency at his cost on proper stamp paper.

19.1.4. Signing of contract/agreement

- i. At the same time as the Authority notifies the successful Bidder that its e-Bid has been accepted, the successful Bidder shall have to sign the contract agreement with relevant documents. The agreement draft along with other related terms and conditions will be same as furnished in this e-Bid. Any refusal will not be allowed.

20. Appendix

Form 1: Letter of the Proposal (On Bidder's letter head)

(Date and Reference)

To,

Office of Secretary, Taj Mahotsav Samiti,
UP Tourism,
64, Taj Road, Agra-282001

Sub: Appointment of an Agency For Design, Print and Installation of Banner, Hoardings, various types of card and passes for Taj Mahotsav-2026, Agra Dear Sir,

With reference to your e-Bid Document dated DD-MM-YYYY, I/we, having examined all relevant documents and understood their contents, hereby submit our e-Bid for _____ (Insert name of Project)

The Bid is unconditional and unqualified.

All information provided in the Bid and in the Appendices is true and correct and all documents accompanying such Bid are true copies of their respective originals.

This statement is made for the express purpose of shortlisting for appointment as the Vendor for the aforesaid Project.

I/We shall make available to the Authority any additional information it may deem necessary or require for supplementing or authenticating the Bid.

I/We acknowledge the right of the Authority to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.

I/We certify that in the last three years, we have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Bidder, nor been expelled from any project or contract nor have had any contract terminated for breach on our part.

I/We declare that:

- I/We have examined and have no reservations to the RFP Documents, including any Addendum issued by the Authority;
- I/We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice, as defined in Clause of the E-Bid document, in respect of any Bid or request for proposal issued by or any agreement entered into with the Authority or any other public sector enterprise or any government, Central or State; and
- I/We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Bid that you may receive nor to select the Vendor, without incurring any liability to the Bidders;

- I/We certify that in regard to matters other than security and integrity of the country, we have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which would cast a doubt on our ability to undertake the Project or which relates to a grave offence that outrages the moral sense of the community;
- I/We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a Court of Law for any offence committed by us or by any of our Associates;
- I/We further certify that no investigation by a regulatory authority is pending either against us or against our Associates or against our CEO/Partners/Directors/Managers;
- I/We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by Taj Mahotsav Samiti in connection with the shortlisting of Vendor or in connection with the Selection Process itself in respect of the above-mentioned Project;
- I/We agree and understand that the proposal is subject to the provisions of the e-Bid document. In no case, shall I/we have any claim or right of whatsoever nature if the Project is not awarded to me/us or our Bid is not opened or rejected;
- I/We have studied e-Bid and all other documents carefully and also surveyed the Project site. We understand that, we shall have no claim, right or title arising out of any documents or information provided to us by the Authority or in respect of any matter arising out of or concerning or relating to the Selection Process including the award of the Project;
- I/We agree and undertake to abide by all the terms and conditions of the e-Bid Document. In witness thereof, I/we submit this Bid under and in accordance with the terms of the e-Bid Document.

Date:

Place:

Yours faithfully,

(Signature, name, and designation of the Authorized Signatory)

(Name and seal of the Bidder)

Form 2: Financial capacity of the Bidder *(on the letterhead of Bidder)*

Bidder provide with financial details about the Bidder along with necessary supporting documents. Audited financial statement from C.A. for the last three (3) years must be attached as proof to the response. Along with that Bidder provide financial information in the following format:

Year	Annual Turnover <i>(in INR)</i>
FY 2022 – 2023	
FY 2023 – 2024	
FY 2024 – 2025	

On Behalf of (Name of the Bidder)

Signature of the Authorized Person

Name:

Designation:

Contact No:

Email Address:

Form 3: Bidder's years of experience *(on the letterhead of Bidder)*

The Bidder should provide details of work experience in similar nature of work., in any government organization/Authority/PSU's etc.

List of events:

#	Event/ assignment Name:	Client Name:	Date of event	Credential reference Page No.

Note: Attach work completion document of the experience claimed.

On Behalf of (Name of the Bidder)

Signature of the Authorized Person

Name:

Designation:

Contact No:

Email Address:

Form 4: Declaration Letter *(on the letterhead of Bidder)*

Declaration for not being blacklisted/barred by the Central Government, any State Government, a statutory authority, or a public sector undertaking from participating in any project, and the bar subsists as on the date of the Proposal Submission.

Declaration Letter

Sir/Madam,

This is to notify you that our Company / LLP / Partnership / Society / Proprietorship <Bidder delete whichever is not applicable> intends to submit a proposal in response to "Appointment of an Agency For Design, Print and Installation of Banner, Hoardings, various types of card and passes for Taj Mahotsav-2026, Agra", we also declare that our Company / LLP / Partnership / Society / Proprietorship <Bidder delete whichever is not applicable> has not been blacklisted by any Central / State Government Department / Public Sector undertaking, as the case may be, from participating in any project, and the bar subsists as on the date of the Proposal Submission.

Sincerely,

(Signature of the Authorized Person)

(Board Resolution for the Nomination of Authorized Signatory to be submitted along with this form)

Name:

Designation:

Contact No:

Email Address:

Form 5: Financial Proposal (on the letterhead of Bidder)

(The Bidder will submit this form duly signed and stamped with all details other than the financial quote. The financial quote will be uploaded only on the excel format shared with this RFP on the portal. No financial quote to be submitted in the technical bid, otherwise the bid will be summarily rejected.)

[Location, Date]

To,
Office of Secretary, Taj Mahotsav Samiti,
UP Tourism,
64, Taj Road, Agra-282001

Sub: Financial Bid for “Appointment of an Agency For Design, Print and Installation of Banner, Hoardings, various types of card and passes for Taj Mahotsav-2026, Agra”

Dear Sir/Madam,

We, the undersigned, offer to provide the services for the above in accordance with your e-Bid dated ____, and our Bid (Response to Technical Bid and Financial Bid).

Our attached Financial Bid – in lumpsum rupees excluding GST for the scope of work and deliverables, is as uploaded on e-bid portal in the .XLS format [inclusive of statutory taxes, duties, and levies during the contractual period except GST which will be paid extra by Taj Mahotsav Samiti at the rate applicable on the date of invoicing, Amount in words and figures]. We understand that the Authority reserves the right to negotiate the Financial Bid for the services as a whole or for individual tasks of the services.

We undertake that our Financial Bid shall be binding upon us subject to the modifications resulting from contract negotiations, up to expiration of the validity period of the Bid, i.e. 120 days from the date of submission of the e-Bid.

We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India.

We understand you are not bound to accept any Bid you receive.

Yours sincerely,

Signature:

Name and title of Signatory:

Name & address of the Bidder:

Annexure – 1

Reference images for preparation of design of cards, hoarding etc.



