



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

Srinagar Division

Ref: Publicity Material/Activities

Date: - 14.06.2024

Re: - Tender for providing publicity related printed material /activities from Empanelled Vendors of Srinagar Division

Sealed Tenders are invited for providing publicity related printed material/Activities from the Empanelled Vendors of Srinagar Division. The detail of these items is given in **Annexure-A** of the tender document. Vendors are requested to quote rates as per the Annexure-A for the desired items and to submit the same after duly filled in signed, stamped and sealed to LIC of India Srinagar Division on or before 02.07.2024 (4.00PM). The envelope containing quotations along Tender Fee should be super scribed with the words **“PRINTED PUBLICITY MATERIAL/ACTIVITIES ”** and addressed to:

**Tender Receiving Officer,
Life Insurance Corporation of India
Jeevan Jyoti Building, 18-A Rail Head Complex
Jammu- 180012.**

1. Specifications of the Leaflets and other publicity related printed material:

Specifications for which rate quotations are called from the vendors are given in **Annexure-A** of the tender document.

2. Tender Schedule:

- 1. Date of calling Quotation & upload on LIC website – 14.06.2024**
- 2. Last date for receipt of Quotation- 02.07.2024 up to 4.00 PM**
- 3. Date and time of opening of Quotations –03.07.2024 at 11.00 AM**

3. Eligibility of the Vendors:

Only those vendors who are empanelled with Srinagar Division under the Specific Category as per **Annexure C** are eligible to quote rates for the above tender.

4. Tender Fee, EMD and Security Deposit:

- Vendors are required to deposit requisite Earnest Money Deposit of Rs. 5,000/- (Rupees Five thousand only) and Tender Fee of Rs 118- (including 18% GST) in the form of Demand Draft only, drawn on any Nationalized /Scheduled Bank in favour of LIC of India, Payable at Jammu or through deposit by Cash at our cash counter at LIC of India, DO Cell Jammu, during cash working hours on all working days excluding all Saturdays, Sundays and Holidays of the month with Sealed Quotations.
- Vendors seeking exemption from tender fee should attach proper documents /certificates (self attested) for claiming the same.

Manager Sales

Tender Specifications:

- 1.** Star Flex-305 GSM and Other Flex-210 GSM (Brand Ultra or similar) are to be used in all items.
- 2.** Tender should be sent to reach us on or before the date and time as specified.
- 3.** Vendors are required to quote rates as per our tender format (**Annexure-A**) only.
Rates to be quoted by the vendors should be **inclusive of GST** and all other taxes (**if any**) and including cost of printing, delivery cum loading/unloading charges, goods to be delivered at our Office at:-
LIC of India, DO Cell, Jeevan Jyoti Building, 18-A, Rail Head Complex, Jammu-180012.
- 4.** LIC Logo and other printing material to be printed on publicity related printed material will be provided to the successful vendor(s) at the time of placing supply order.
- 5. Quotations are to be submitted under rubber seal/stamp of the firm under the signatures of authorized signatories of the firm.**
- 6.** In case two or more vendors quote same/equal rate for the any specific item, then the supply order will be distributed equally among such vendors quoting same/equal rates.
- 7.** No alteration in Quantity and Quality of the Items/goods ordered /indented or in the period of execution and no enhancement in the rate of articles shall be accepted.
- 8.** If after supply of the goods/items, it is found that the material supplied is not as per the tender specifications such supply shall be rejected at the suppliers cost and vendor is bound to Re-Supply the material exactly as per the specifications mentioned in the tender. Non-Compliance of the tender terms and conditions by any firm sets free LIC of India to take action as may be deemed fit by the Competent Authority.
- 9.** In case any L1 bidder fails to execute the order placed for supply of any item then the vendor will be removed from the panel of vendors of our Division.
- 10.** In case of any gross violation of any of the above clause(s) or committing of fraud or any other act that leads to financial loss and/ or affect the goodwill of the Corporation, the Corporation is at liberty to take any action including temporary or permanent Blacklisting of the vendor apart from the recovery of loss or damage etc.
- 11.** Competent Authority may, if necessary for any reason whatsoever cancel/amend/modify the Tender by issuing appropriate order.
- 12.** Law of the land /Act etc should be followed while carrying out jobs arising out of the tender.
- 13.** Any dispute arising out of or related to this tender shall be deemed to have arisen in Jammu city and shall be under adjudication by any Hon'ble Court in Jammu city only

5. Tender Specific Conditions

- (I) Incomplete quotations or the quotations not submitted as per our format will not be considered and will be rejected.**
- (II) Quotations should be legibly filled in and any alteration(s), whether confirmed or not by the authorized official of the firm will not be considered and tender will be rejected.**
- (III) Supply of the Item should be strictly as per LIC guidelines and no deviation in this regard will be acceptable.**
- (IV) Vendors to note that material to be used for publicity related printed material is as per the requirement as mentioned in the Annexure-A.**

6. Period of Validity of Approved Rates:

Approved rates will remain valid for an initial period of **One Year** with a provision for further extension by one year at the same rates, terms and conditions and at the sole discretion of LIC of India.

Sr. Divisional Manager

ANNEXURE A

Financial Bid

ALL EMPANELED VENDORS

14.06.2024

The rates are being called from the empanelled vendors for publicity work to be done within the jurisdiction of Srinagar Division. Kindly quote your rates as per the details given below:

- 1. WALL PAINTING in Rural & Urban area (Category A-4):** Wall Paintings in Rural/Urban area within the jurisdiction of Srinagar Division using the paint of Standard company (Like Nerolac/Asian/Berger or equally good quality Non Acrylic water Proof) and as per the design & specifications provided by LIC. Wall rent, Nagar Nigam, Municipal Tax or any other tax will be borne by the vendor:

	Rate Per Sq. Ft				
	Jammu Local	Jammu Outstation	Srinagar Local	Srinagar Outstation	Ladakh
Wall Painting					

- 2. WALL PAINTING on Highways (Category A-4):** Wall Paintings on Highways at a height of above 10 ft. within the jurisdiction of Srinagar Division using the paint of Standard company and as per the design & specifications provided by LIC. Wall rent, Nagar Nigam, Municipal Tax or any other tax will be borne by the vendor:

	Rate Per Sq. Ft				
	Jammu Local	Jammu Outstation	Srinagar Local	Srinagar Outstation	Ladakh
Wall Painting					

- 3. WALL WRAP of FLEX (Category A-4):** Wall Wrap of PVC Flex within the jurisdiction of Srinagar Division. Wall rent, Nagar Nigam, Municipal Tax or any other tax will be borne by the vendor:

	Rate Per Sq. Ft				
	Jammu Local	Jammu Outstation	Srinagar Local	Srinagar Outstation	Ladakh
Wall Painting					

- 4. OWN HOARDING(Category A-1):** Size 20x10, Two Girders of 20 ft. length (150 x 75 mm, weight 3.2 Kg. per ft.), 2 Iron Angle of 20 ft. length (50 x 50 x 6 mm), Hoarding Frame using 170 running ft. Iron pipe (1"x1.5"x2 mm) & Star Flex. Please mention complete installation cost including material, Star Flex, Labor, fitting, welding etc in local & outstation Branches under Srinagar Division and outside LIC offices such as Tehsil/Block/BDO Office/CDO Office:

TOTAL COST (Local Jammu and Srinagar)		TOTAL COST (Outstation Jammu and Srinagar)		TOTAL COST (Ladakh)
LIC Office	Other than LIC office	LIC Office	Other than LIC office	

Srinagar Division

5. **OWN HOARDING with Iron Sheet (Category A-1):** Size 20x10, Two Girders of 20 ft. length (150 x 75 mm, weight 3.2 Kg. per ft.), 2 Iron Angle of 20 ft. length (50 x 50 x 6 mm), Hoarding Frame using 170 running ft. Iron pipe (1"x1.5"x2 mm) with Iron sheet for support (Rust free iron sheet, 26 gauge jasta/Pewter). Please mention complete installation cost including material, Star Flex, Labor, fitting, welding etc in local & outstation Branches under Srinagar Division and outside LIC offices such as Tehsil/Block/BDO Office/CDO Office:

TOTAL COST (Local Jammu and Srinagar)		TOTAL COST (Outstation Jammu and Srinagar)		TOTAL COST (Ladakh)
LIC Office	Other than LIC office	LIC Office	Other than LIC office	

6. **CHANGE OF FLEX ON OWN HOARDINGS (Category A-1):** Cost of Flex including all charges such as labor, Transportation, fixing etc. to be changed in local/outstation Branches of Srinagar Division and outside LIC such as Tehsil/Block/BDO Office/CDO Office.

Flex Quality	Rate per sq. ft.				
	LIC Office Local Jammu & Srinagar	Other than LIC office Local Jammu & Srinagar	LIC Office Outstation Jammu & Srinagar	Other than LIC Office Outstation Jammu & Srinagar	Ladakh
Star Flex- (Min GSM 280)					
Other Flex- (Min GSM 220)					

7. **HOARDING SHIFTING /REPAIRS(Category A-1):** Hoarding repair charges including transportation and other charges if any :

	Rate Per Hoarding				
	LIC Office Local Jammu & Srinagar	Other than LIC office Local Jammu & Srinagar	LIC Office Outstation Jammu & Srinagar	Other than LIC Office Outstation Jammu & Srinagar	Ladakh
Labor Charges for shifting of Hoarding with Girders in same premises.					

	Rate in Running Ft				
	LIC Office Local Jammu & Srinagar	Other than LIC office Local Jammu & Srinagar	LIC Office Outstation Jammu & Srinagar	Other than LIC Office Outstation Jammu & Srinagar	Ladakh
Iron Frame					
Angle Iron					
Iron Sheet (Rate					

in Sq. Ft.)					
Girders					

8. REMOVAL OF FLEX (Category A-1): Labor charges to remove the flex from Own Hoardings in local/outstation Branches of Srinagar Division.

Rate per sqft				
LIC Office Local Jammu & Srinagar	Other than LIC office Local Jammu & Srinagar	LIC Office Outstation Jammu & Srinagar	Other than LIC Office Outstation Jammu & Srinagar	Ladakh

9. FLEX BANNERS (Category A-2): cost of Flex Banner as under:

Sl	Size and Specifications.	QTY Slab wise	Rate per Square Feet Inclusive of Taxes and Charges
1	Normal Flex	1-100	
		100-500	
		500-1000	
		1000-5000	
		5000 & more	
2	Star Flex	1-100	
		100-500	
		500-1000	
		1000-5000	
		5000 & more	
3	Black Back Flex	1-100	
		100-500	
		500-1000	
		1000-5000	
		5000 & more	
4	Back Lit Flex	1-100	
		100-500	
		500-1000	

		1000-5000	
		5000 & more	
5	3m Vinyl	1-100	
		100-500	
		500-1000	
		1000-5000	
		5000 & more	
6	Vinyl (130 GSM)	1-100	
		100-500	
		500-1000	
		1000-5000	
		5000 & more	
7	One Way Vision	1-100,	
		100-500,	
		500-1000	
		1001 & more	
8	Aluminum Standees with Star Flex	1-50,	
		51-100,	
		101 & more	

10. FLEX BANNERS WITH HANGING(Category A-2): Rate of Flex Banners including Labor charges of hanging the Banners, transportation etc., to be hanged in Branches/SOs and other places outside the Branches such as on the highways, Fairs & Exhibition:

Flex Quality	Cost of Flex Banners with Hanging per sq. ft.				
	Jammu Local	Jammu Outstation	Srinagar Local	Srinagar Outstation	Ladakh
Star Flex -					
Other Flex -					

11. GLOW SIGN/WRAP UP (BACK LIT) (Category A-1): The Glow Signs are to be installed in Divisional Office, Branches and SOs within the jurisdiction of Srinagar Division as per size and design provided by LIC with the specifications mentioned below:

- 3M Pan graphics Flex (P IV) and 3M 2330 series (2330-26 Golden Yellow, 2330-86 Vivid Blue) vinyl with 3 years Matched Component System (MCS) WARRANTY.
- All components of the Signage/Wrap except the electrical accessories should have a consolidated 3 years' warranty.

- Media: - 3 years warranted with over laminated as per the specified colors as per revised CIP 2016.
- Main Frame: MS square pipe of 1”x1” cross section, 20-gauge thickness. The box frame to be covered from top, bottom and sides by 26 gauge Pre Coated GI sheet and Back side to be covered by 26-gauge plain GI sheet.
- Tensioning System: - Aluminum L Angle tensioning system for edge to edge lighting.
- Electrical Accessories: - LED lights of standard ISI brand to be placed for every 4 sqft. Drip cap with 25mm extension. Overlap between two tube lights to be minimum 75mm to prevent dark bands. The lighting should be uniform and even throughout the box..

	Rate per Sq. Ft.				
	Local Jammu	Outstation Jammu	Local Srinagar	Outstation Srinagar	Ladakh
Glow Sign					

12. REPAIRING /SHIFTING OF GLOW SIGN/WRAP UP BOARD(Category A-1): Please give the rates for fixing/repairing the Glow Sign Boards:

Description of item	Rate per sq ft				
	Local Jammu	Outstation Jammu	Local Srinagar	Outstation Srinagar	Ladakh
Labor charges for Shifting Glow Sign in same premises					
Labor charges for Repairing Glow Sign					
LED Light of ISI standard & One year guarantee (Rate per LED)					

13. ENTRY GATE OF FLEX(Category A-2): Cost of New Entry Gate of Flex, fix on 1” square Iron Pipe Frame (weight 8 kg. per 20 ft.) including all expenses such as Flex, Labor charges, transportation etc. to be installed in Divisional Office, Branches, Satellite Offices:

Flex Quality	Cost of ENTRY GATE per sq. ft.		
	Local Jammu & Srinagar	Outstation Jammu & Srinagar	Ladakh
Star Flex-6 Pass printing			
Other Flex-6 Pass Printing			

14. CHANGE OF FLEX OF ENTRY GATES(Category A-2): Change of Flex on entry gate including all charges such as transportation, fixing etc. to be installed in Divisional Office, Branches, satellite Offices:

Flex Quality	Cost of Flex per sq. ft.		
	Local Jammu & Srinagar	Outstation Jammu & Srinagar	Ladakh
Star Flex-6 Pass printing			
Other Flex-6 Pass Printing			

15. REPAIR OF ENTRY GATES(Category A-2): Repair charges of Iron Pipe including all charges such as transportation, welding etc. to be done in Divisional Office, Branches and satellite Offices:

	Rate Running ft.		
	Local Jammu & Srinagar	Outstation Jammu & Srinagar	Ladakh
Iron Pipe			

16. AD BOARD/SIGN BOARD OF FLEX(Category A-1): AD Board/Sign Board of Flex, fix on 1” square Iron Pipe Frame & support at every 3 to 4 ft. (weight 8 kg. per 20 ft.) including all charges such as Labor, transportation, fixing etc.to be fixed in Divisional Office, Branches, SOs, MOs, Premium Points, Tehsil, Block, Gram Panchayat and other places as per requirements within the jurisdiction of Srinagar Division:

Flex Quality	Rate of AD Board/Sign Board per sq. ft.		
	Local Jammu & Srinagar	Outstation Jammu & Srinagar	Ladakh
Star Flex -6 Pass printing			
Other Flex -6 Pass printing			

17. BACKDROP(Category A-2): The rate of Backdrop made of PVC flex (other than Star Flex) pasted on Iron Pipe frame to be fixed at the meeting hall within the jurisdiction of Srinagar Division:

Backdrop rate per sq. ft.		
	Local Jammu & Srinagar	Outstation Jammu & Srinagar
Backdrop fixing including Material (Frame must be removed by the vendor after ending the meeting)		

18. SUNBOARD(Category A-2): The display Boards of HP High quality 2000 DPI digital printing on 3M Vinyl tape with mat lamination and pasted on 3MM SUNBOARD:

	RATE PER SQ. FT.	
SUNBOARD	Local Jammu & Srinagar	Outstation Jammu & Srinagar

19. INDICATOR/DISPLAY BOARD FIX ON ONE ANGLE IRON(Category A-2): Indicator/Display Board of different sizes and 8 ft. height, made of PVC flex pasted on square Iron pipe 2”x2” and fix on one Iron Angle in center with all Labor cost:

Flex Quality	Rate of Indicator/Display Board per sq. ft.		
	Local Jammu & Srinagar	Outstation Jammu & Srinagar	Ladakh
Reflective Flex (SUN STAR Flex-440 GSM)			

20. INDICATOR/DISPLAY BOARD FIX ON TWO ANGLE IRON(Category A-2): Indicator/Display Board of different sizes and 8 ft. height, made of flex pasted on square Iron pipe 2”x2” and fix on two Iron Angle on both sides with all Labor cost:

Flex Quality	Rate of Indicator/Display Board per sq. ft.	
	Local Jammu & Srinagar	Outstation Jammu & Srinagar
Reflective Flex (SUN STAR Flex-440 GSM)		

21. STANDEE (Foldable) (Category A-1): New Standee with PVC flex size 2.5 ft x 6 ft. display of message as provided by LIC including freight to & from Divisional Office, Srinagar:

	RATE PER STANDEE	
	Local Jammu & Srinagar	Outstation Jammu & Srinagar
STANDEE		

22. Flex Change on STANDEE(Category A-1): New Flex (Ordinary Flex) on Standee as per the creative provided by LIC including freight to & from Divisional Office, Srinagar:

	RATE PER STANDEE	
	Local Jammu & Srinagar	Outstation Jammu & Srinagar
Other Flex -6 Pass printing		

23. STANDEE (Fix with stand)/ Selfie Point(Category A-1): New Standee/Selfie Point with PVC flex, size may be differ according to requirement, display of message as provided by LIC including freight and all other charges:

	RATE PER Sq. Ft.	
	Local Jammu & Srinagar	Outstation Jammu & Srinagar
STANDEE/ Selfie Point		

24. Flex Change on Standee/ Selfie Point(Category A-1): New Flex (Ordinary Flex) on Standee/ Selfie Point as per the creative provided by LIC including all charges:

	RATE PER Sq. ft.	
	Local Jammu & Srinagar	Outstation Jammu & Srinagar
Other Flex -6 Pass printing		

25. PUBLICITY VAN(Category A-4): Rate of Publicity van for running within the jurisdiction of Srinagar Division for publicity of LIC as per the Specifications given below:

- Make of the Van : Tata Ace or similar vehicle
- Mobile Van should be open body type.
- Mobile Van should have good sound system & CD player.
- Nagar Nigam, Municipal Tax or any other tax will be borne by the vendor.
- In case of any loss to Fabrication & branding of van during running of mobile van, the charges will be borne by the vendor.
- Mobile Van may be engaged for a minimum period of 07 days as and when required during the empanelment period.
- Driver charges of any kind are not payable.
- Please quote the rate for Publicity Van as under:

	Van running for Minimum 7 days	Van running for Minimum 15 days	Van running for Minimum one Month & above
Fabrication Charges			
Rate per Day running for 80 KM/08 hours per day			
Rate per KM in excess of 80 KM in a day			

26. LEAFLETS & POSTERS (Category A-2)

SI	ITEM	QTY	Rate per Pages (Inclusive of All Taxes and Charges) in numeric and in words		
			9 X 7.25 Sq Inch	11X6 Sq Inch	A4
			60 GSM Paper for sl no 1 to 4		
1	Single Colour pamphlets with both sides printing.	500-2500			
		2501-10000			
		10001 & more			
2	Single Colour pamphlets with single side printing.	500-2500			
		2501-10000			
		10001 & more			
3	Multi Colour pamphlets with both sides printing	500-2500			
		2501-10000			
		10001 & more			
4	Multi Colour pamphlets with single side printing	500-2500			
		2501-10000			
		10001 & more			

SI	ITEM WITH SPECIFICATION	QTY	Rate per Pages (Inclusive of All Taxes and Charges) in numeric and in words
5	Multi Color Certificates with Single Side Printing (Art Card) Min 330 GSM (Min. Quantity 50)	100-500	
		501-1000	
		1001 & more	
6	Multi Color Poster Glaze Paper 90 GSM CHROMO ART (Min. Quantity 100) Size 18X22 SQ Inch	1-100	
		101-500	
		501-1000	
		1001 & more	
7	Booklet (cover and last page 300 GSM & other	50-500	

	page 170 GSM) SIZE A4 With binding & all	501-1000	
		1001 & more	
8	STICKER (PAPER) 200 GSM	50-500	
		501-1000	
		1001 & more	
9	Danglers	50-500	
		501-1000	
		1001 & more	

LOCAL BRANCHES JAMMU CITY
LOCAL BRANCHES SRINAGAR CITY

NO.	BRANCH	SI	BRANCH
1	JAMMU-I	1	SRINAGAR-I
2	JAMMU-II	2	SRINAGAR-II
3	JAMMU-III	3	SRINAGAR-III
4	R S PURA	4	BUDGAM
5	SAMBA		

OUTSTATION BRANCHES OF JAMMU
OUTSTATION BRANCHES OF SRINAGAR

NO.	BRANCH	SI	BRANCH
1	KATHUA	1	PULWAMA
2	UDHAMPUR	2	ANANTNAG
3	DODA	3	SOPHORE
4	RAJOURI		
5	POONCH		

LOCAL JAMMU SATELLITE OFFICES
LOCAL SRINAGAR SATELLITE OFFICES

NO.	BRANCH	SI	BRANCH
1	KUNJWANI	1	GANDERBAL
2	AKHNOOR		
3	SO CLIA		
4	JANIPUR		

OUTSTATION JAMMU SATELLITE OFFICES
OUTSTATION SRINAGAR SATELLITE OFFICES

NO.	BRANCH	SI	BRANCH
1	BILAWAR	1	LEH
2	KATRA	2	KUPWARA
3	REASI	3	KULGAM
4	RAMBAN		
5	KISHTWAR		
6	SUNDERBANI		

Sr Divisional Manager

ANNEXURE B

S. No.	CATEGORY
A-1	Glow Sign Board/Signage/ Fabrication, repair and installation of Hoardings/Glow sign board in the city/rural area and in Exhibitions/fairs/events/ Tree Guard/ Hoarding/Bus Shelter/ Railway Station Advertisement/Bus Panel /Kiosk on rental basis / LCD Walls / Drop Down in Malls/etc
A-2	Printing of Flex Banner/ Back Drop/ Cotton Banner/ Silk Banners/Posters/Certificates/Podium/Booklets Handbills/ Pamphlets/ Offset Print/Identity Card and related printed articles
A-3	Advertisement through Local Channel/ FM/Cable/electronic media/ Newspaper
A-4	Publicity through Mobile Van/ Wall painting/Wall wrapping/Auto/ E Rickshaw
B-1	Competition Prizes viz. Gift Articles / Mementoes / Crockery Items / Electronic and Electric Items / Home Appliances / Consumer Durables / Promotional Items and Giveaways etc.
B-2	Medals/Trophies / Shields / Plaques/Frames/Printed fabrics and items (T Shirts, Caps, Cups etc) required