JEEViKA
Rural Development Department, Government of Bihar
Bihar Rural Livelihoods Promotion Society
State Rural Livelihoods Mission, Bihar
बिहार सरकार
3rd Floor, Vidyut Bhawan - II, Bailey Road, Patna- 800 021; Ph.:+91-612-250 4980; Fax:+91-612-250 4960, Website:www.brlps.in

SHORT TENDER NOTICE
BIHAR RURAL LIVELIHOODS PROMOTION SOCIETY

[Open Tender under Two Envelope]
(Offline Bidding under Non-Consulting Services)

REQUEST OF BID FOR

Hiring of Advertising & Sponsorship Agency for Bihar SARAS Mela – 2026

Bid Reference No. BRLPS/Proj-NF/2635/26/02
Dated: 17-11-2026

Bihar Rural Livelihoods Promotion Society (BRLPS)

3rd Floor, Annexe-II, Vidyut Bhawan, Bailey Road, Patna - 800021

Ph.: - 0612-2504980

DISCLAIMER

The information contained in this Request for Bid document (the **"RFB"**) or subsequently provided to Applicant(s), whether verbally or in documentary or any other form, by or on behalf of BRLPS or any of its employees or advisors, is provided to Applicant(s) on the terms and conditions set out in this RFB and such other terms and conditions subject to which such information is provided.

This RFB is not an agreement and is neither an offer nor invitation by the BRLPS to the prospective Applicants or any other person. The purpose of this RFB is to provide interested parties with information that may be useful to them in the formulation of their application for qualification and thus selection pursuant to this RFB (the **"Request for Bid"**). This RFB includes statements, which reflect various assumptions and assessments arrived at BRLPS in relation to the work/s. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This RFB may not be appropriate for all persons, and it is not possible for the BRLPS, its employees, or advisors to consider the objectives, financial situation and particular needs of each party who reads or uses this RFB. The assumptions, assessments, statements, and information contained in this RFB may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements, and information contained in this document and obtain independent advice from appropriate sources.

Information provided in this RFB to the Applicant(s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. BRLPS accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

BRLPS, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Applicant or Bidder, under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFB or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFB and any assessment, assumption, statement or information contained therein or deemed to form part of this RFB or arising in any way with selection of Applicants for participation in the Bidding Process.

BRLPS also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Applicant upon the statements contained in this RFB.

BRLPS may, in its absolute discretion but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFB.

The issue of this RFB does not imply that BRLPS is bound to select an agency and the BRLPS reserves the right to reject all or any of the Bids without assigning any reasons whatsoever.

The bidder shall bear all its costs associated with or relating to the preparation and submission of its bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the BRLPS, or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and the BRLPS shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Bidding Process.

Important dates & information

Purchaser Name	Bihar Rural Livelihoods Promotion Society (BRLPS)
Name of work	Hiring of Advertising & Sponsorship Agency for Bihar SARAS Mela – 2026 to be held at Gandhi Maidan, Patna
Event Duration	12th – 28th December 2026
Tender Currency Settings	Indian rupees (INR)
Joint Venture & Consortium	Not Allowed
Bid Document Fee	Rs. 5,000/- (Rupees Five Thousand Only) Non-refundable, payable through Demand Draft only.
Earnest Money Deposit	Rs. 70,000/- (Rupees Seventy Thousand Only), Refundable, payable through Demand Draft/Bank Guarantee.
Portal for Downloading Tender	www.brlps.in
Last Date & Time for Receipt (Submission) of Bids - offline	24.11.2026 till 04:00 PM at BRLPS Office at 3rd Floor, Annexe-II, Vidyut Bhawan, Bailey Road, Patna-800021
Date and Time of Opening Technical Bid - offline	24.11.2026 at 04:30 PM at BRLPS Office at 3rd Floor, Annexe-II, Vidyut Bhawan, Bailey Road, Patna-800021
Date and Time of Opening of Financial Bid	To be informed later
Bid Validity Period	90 days
Submission of Bids	Technical and Financial Bids are to be submitted in separate envelope
Phone	0612-2504980
Officer Inviting Bids	Chief Executive Officer cum Mission Director, Bihar Rural Livelihoods Promotion Society, Patna, Bihar.

1. INTRODUCTION

1.1 BACKGROUND

1.1.1 BRLPS, Department of Rural Development, Government of Bihar (GoB), designated as SRLM to coordinate, manage, implement, and organize Saras Mela, Bihar-2026 which is scheduled to be organized from 12th – 28th December 2026

1.1.2 BRLPS would like to hire private parties as professional & Sponsorship Agency for identifying, approaching and closing sponsorship deals with reputed brands across identified product categories, and for the sale and management of the available static advertising inventory at the venue during the entire Mela period in accordance with the Terms and Conditions defined herewith in this document.

1.1.3 Saras Mela 2026 will be one of the largest congregations of people. Melas are largest gathering of people in India and Saras Mela has experienced largest turnover of people in past.

1.1.4 The delineated Mela Area falls under the jurisdiction of Patna District. The Gandhi Maidan is the place which is centrally located in Patna, Bihar and is well connected to other parts of the city through network of roads.

1.2 REQUEST FOR BID

1.2.1 Invitation of Bid for Hiring of Advertising & Sponsorship Agency for Identifying, Approaching and Closing Sponsorship Deals with Reputed Brands Across Identified Product Categories, And for The Management of Available Static Advertising Inventory at Gandhi Maidan, Patna, Bihar During the Mela Period in Accordance with The Terms and Conditions defined herewith in this Document During Bihar Saras Mela – 2026 at Gandhi Maidan, Patna.

1.2.2 BRLPS wishes to hire a professional Advertising & Sponsorship Agency to maximize the commercial potential of the event and generate non-government revenue through brand partnerships during Saras Mela-2026 which is scheduled to be held from 12th – 28th December 2026 at Gandhi Maidan, Patna, Bihar.

1.2.3 BRLPS invites detailed bids (Qualification Submissions, Technical Submissions together referred to as “RFB”) from competent agencies. The

Scope of Services forming part of the Assignment has been set out in this document herewith below as Terms of Reference.

1.2.4 The Bids would be evaluated on the basis of the eligibility conditions set out in this RFB to identify the successful Bidder for the Assignment ("Successful Bidder").

1.3 BRIEF DESCRIPTION OF THE BIDDING PROCESS

1.3.1 The complete Tender Documents can be downloaded from the website www.brlps.in

1.3.2 The tenders are invited under two bid system i.e., Technical Bid and Financial Bid. The technical bid (with all necessary documents) is to be submitted in a separate sealed envelope on or before the prescribed time and date along with Bid Cost and EMD to be paid offline.

1.3.3 Bids not submitted through other mode will not be considered at all.

1.3.4 Bihar Financial Rule and amendments published time to time along with Bihar Purchase Preference Policy, 2024 and amendments published time to time will be considered in the whole tender process.

1.4 AVAILABILITY OF RFB DOCUMENT

1.4.1 The RFB would be available at the website **www.brlps.in.** It may be noted that all subsequent notifications, changes, and amendments in the assignment/ documents would be posted only on the above website.

1.5 GENERAL INSTRUCTIONS

1.5.1 The language of the Bid and related documents and correspondences shall be in English language.

1.5.2 The Bidder shall provide all the information sought under this RFB. BRLPS will evaluate only those Bids that are received in the required formats and complete in all respects.

1.5.3 The Bid shall be typed or written in indelible ink and signed by the Authorized signatory of the Bidder who shall also initial each page. All the alterations, omissions, additions or any other amendments made to the Bid shall be initialed by the person(s) signing the Bid.

1.5.4 The Bidder shall be responsible for all costs associated with the preparation of its Bid and its participation in the bidding process, including but not limited to, site visits, field investigations, data gathering, analysis, design etc. as also any discussions/negotiations. BRLPS will not be responsible nor in any way liable for such costs, regardless of the conduct or outcome of the bidding process.

1.5.5 BRLPS may modify the RFB by issuing an Addendum before Due Date. Any Addendum thus issued shall be part of the RFB and shall be published on www.brlps.in. website. BRLPS will assume no responsibility for non-receipt of the Addendum.

1.5.6 Bidders will not be permitted to alter or modify their bids once submitted.

1.5.7 BRLPS 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 the RFB, the bidding documents or the bidding process, including any error or mistake therein or in any information or data given by the BRLPS.

1.5.8 Any Bid not accompanied by the EMD & Document Fee shall be rejected by BRLPS as nonresponsive.

2. TERMS OF REFERENCE

Hiring of Advertising & Sponsorship Agency for Bihar SARAS Mela – 2026
Venue: Gandhi Maidan, Patna
Mela Period: 12th – 28th December 2026

Background

Bihar Rural Livelihoods Promotion Society (BRLPS) – JEEVIKA, Rural Development Department, Government of Bihar, proposes to organize SARAS Mela 2026 at Gandhi Maidan, Patna. The Mela will provide a dedicated platform for Self-Help Group (SHG) members, rural artisans, entrepreneurs and participating departments from Bihar and other States to showcase, promote and sell their products and services.

To maximize the commercial potential of the event and generate non-government revenue through brand partnerships, JEEVIKA intends to engage a professional Advertising & Sponsorship Agency having proven experience in securing sponsorships and managing on-ground static and digital advertising inventory for large-scale national/state-level fairs, exhibitions and melas.

The Agency shall be responsible for identifying, approaching and closing sponsorship deals with reputed brands across identified product categories, and for the sale and management of the available static advertising inventory at the venue.

Objectives

The key objectives of engaging the Advertising & Sponsorship Agency are:

- To conceptualize, plan and execute a professional sponsorship acquisition strategy for SARAS Mela 2026.
- To sell and manage the available static advertising inventory at the venue in a professional and brand-friendly manner.
- 50 Corporate Octa Norm stalls (Size 20x10 Feet) for Advertisement, branding, showcasing of corporate brands.
- Stalls for different activities for the following sectors and will have to ensure the maximum participation of National & International lead brands in the following categories- (The Bidder may arrange tie-up with corporate houses/MNCs /sponsors for display of Advertisements and collect revenue).
    - Branded Readymade Garments
    - Electrical & Electronics
    - Automobiles
    - Domestic appliances
    - Telecoms
    - Leather goods
    - Medical & health equipment's

- Private Banks and Private Insurance Companies
- Fun Zone (Preferably Non-Electrical and avoid giant wheels)

- Any modular fabrication will be done by the concerned agency.
- Development of Brochure for corporate sponsorship collection.

SCOPE OF ADVERTISING STATIC

- Branded Stalls
- Exhibition Spaces
- Pole kiosks
- Hoardings
- Balloons
- Advertisement through LED Wall
- Hanger Bunting
- Digital Uni-pole

Note: The above branding materials should be installed by the vendor after approval of BRLPS. BRLPS will provide the space only.

Pre- Defined Zones –

50 stalls will be provided to the vendors to utilize for better Mela ambience, specified sectors/Zones.

The exact nature, quantity, size etc. of the Advertising area/space shall be decided in consultation with the BRLPS.

The vendor would like to reach corporate brands to showcase their wares & Initiatives i.e., companies in consumer durables, mobile services, Medical, Pharmacy, automobiles, private banks, Private Insurance companies, etc. to use this event to reach their prospective customers.

The site and location advertisement space/mode can be changed by BRLPS in public interest, if considered necessary.

ADVERTISEMENT SPACES

Based on the initial mapping & reconnaissance survey, the following areas are earmarked under "Advertisement spaces" (these are subject to change as per the discretion of BRLPS)

Details of Advertisement spaces (estimated)

Sl. No.	Type Of Advertisement	Nos. (Approx.)	Location
1	Hoardings 20X10 Feet 12x8 Feet	10	Area specified by BRLPS
2	Pole Kiosks	50	Area specified by BRLPS
3	Balloons (Air)	Air- 5	Area specified by BRLPS

4	Led Wall	6 NOS (SIZE 12X8 Feet)	Area specified by BRLPS
5	Hanger Bunting	80 NOS (SIZE 2.5x3 Feet)	Inner upper Space of hanger area
6	Digital Uni-pole	20 NOS (SIZE 2x3 Feet)	Open Space of Mela Premises

Note: The above branding materials (Flex, LED Wall, Buntings, Uni-pole, etc.) should be installed by the vendor after approval of BRLPS. BRLPS will provide the space only.

- No Advertisements shall be installed/ placed in the designated "No Advertisement Zone" earmarked by BRLPS.
- BRLPS has the right to order for removal of any form of advertisement at any point of time based on its discretion and no grievances shall be entertained on this ground.
- No Advertisement Zone: Any spaces/areas earmarked by BRLPS.
- No advertisement & shops related to Tobacco/ Gutkha/ Alcohol items should be installed/Setup in Mela area.
- No advertisements should be against religious sentiments and against Mela.
- Political advertisement or indecent ads with potential to disrupt communal harmony and offend religious sensibilities are not permitted. Follow the applicable rules and regulations in the Mela Area.
- Comply with all orders / notices /instructions issued from time to time from the office of BRLPS/ Dist. Administration, Patna and any other authorized Govt. agency.
- All the ready-to-play advertisements contents will be prepared by the vendor. All the ready content must be approved by BRLPS before publishing/printing.
- BRLPS has the right to withdraw any advertisements at any time if the advertisement affects the Mela sentiments and no compensation shall be given to the Agency.
- BRLPS will provide infrastructure including stall, wooden flooring, electricity and lighting.
- Entire fun zone installation has to be done by the successful bidder.
- If bidder requires any additional arrangements (with confirmation from BRLPS) other than above, the cost will be borne by successful bidder. Successful bidder may hire a local fabricator as per their requirement on their own cost.
- Approx 50,000 square feet will be provided to successful bidder. It may be increased with mutual consent of both parties and payment thereof.
- Electricity and power connections be provided at the advertising Locations by the BRLPS.
- Agency will have the authority to independently determine Sponsorship and stall rental rates.
- Wooden flooring will be provided for the area by the BRLPS.

FINANCIAL BID

The Minimum Reserve price is Rs. 35,00,000/- (Thirty-Five Lakh). Bidders must quote an amount equal to or greater than the minimum reserve price.

2.1 GENERAL TERMS AND CONDITIONS

A. BRLPS reserves the right not to accept bid(s) from agency (ies) resorting to unethical practices or on whom investigation / enquiry proceedings have been initiated by Government investigating Agencies& Vigilance Cell.
B. BRLPS is not bound to accept the highest bidder or to assign any reason for non-acceptance. BRLPS reserves its right to accept the bid in part or in full. Conditional bids will be rejected outright.
C. BRLPS reserves the right to summarily reject an offer received from any agency (ies), without any intimation to the bidder(s).
D. BRLPS reserves the right to withdraw/cancel the bid document partially or completely at any stage.

PENALTY CLAUSE

In case the agency fails to render the services as per the terms and conditions of the RFB and subsequent work order and if the services are not to the satisfaction of BRLPS, BRLPS shall be at liberty to terminate the agreement and forfeit the EMD and get the amount credited to BRLPS accounts. In case of any breach of terms of the agreement, the selected bidder shall be liable to penalty/legal actions as the circumstances warrant as assessed by BRLPS.

TERMINATION BY DEFAULT

BRLPS reserves the right to accept or reject any bid, and to annul the bidding process and reject all bids at any time prior to award, without thereby incurring any liability to affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for its action.

DISPUTE RESOLUTION

a) Any dispute or difference or claim arising out of or in relation to the Bid/ Agreement, will be settled by reaching a mutual understanding between the parties.

b) If the parties fail to resolve the issue with mutual understanding, the same will be settled as per the existing law of land through the competent court of law under the territorial jurisdiction of Patna, Bihar Courts only.

INDEMNIFICATION CLAUSE

The selected agency shall keep BRLPS indemnified and harmless against all claims, damages, dues, payments, fines, penalties, compensations, liabilities other losses etc. which may incur on account of non-compliance or violation by the selected agency or otherwise.

VALIDITY OF THE AGREEMENT

The Agreement shall remain valid with effect the date of award and completion of event and removal of items to clear the space.

3. BIDDING PROCEDURE

3.1 SUBMISSION PROCEDURE

3.1.1 Bidders who wish to participate in this selection process can download the Bid documents from the website www.brlps.in

3.1.2 **Bid:** Bidders shall submit their bid offline in sealed envelopes at BRLPS Office within due date & time.

Technical Bid –TECHNICAL BID complete with all technical and commercial details except the prices should be submitted in a sealed envelope duly marked as **"TECHNICAL BID – HIRING OF ADVERTISING & SPONSORSHIP AGENCY FOR BIHAR SARAS MELA – 2026".**

Financial Bid: Bidders will submit their unconditional financial bid for rendering the services as per the Terms of Reference in a sealed envelope duly marked as "**FINANCIAL BID – HIRING OF ADVERTISING & SPONSORSHIP AGENCY FOR BIHAR SARAS MELA – 2026"**

Both these envelope (Technical + Financial) Bid should be kept in a separate sealed large envelop duly marked as **"TECHNICAL + FINANCIAL BID - HIRING OF ADVERTISING & SPONSORSHIP AGENCY FOR BIHAR SARAS MELA – 2026"**

Note: Submitting Price Bid with Technical Bid will render the Bidder disqualified.

3.1.3 Once quoted, the Bidder shall not make any subsequent price changes, whether resulting or arising out of any technical/commercial clarifications sought regarding the bid, even if any deviation or exclusion may be specifically stated in the bid. Such price changes shall render the bid liable for rejection.

3.1.4 Bidder shall quote the prices as mentioned valid for 90 days.

3.2 ELIGIBILITY CRITERIA

Sr No.	Eligibility Criteria	Supporting Document
I	The bidder should be a Firm registered under Partnership/ Proprietorship/ LLP or Company. Joint Venture and Consortium is not allowed.	• Incorporation Certificate / Partnership deed/Shops and Establishment Certificate for Proprietorship with GST and PAN
II	Should have experience in Advertising and Sponsorship collection during the last 05 years (FY 2021-22 and onwards) as per the following details- • At least One project with minimum contract value of INR 1.0 crore; OR; • At least Two projects each with minimum contract value of INR 50.0 lakh; OR; • At least Three projects each with minimum contract value of INR 35.0 lakh	Work order/ Contract agreement
III	Minimum annual average turnover of Rs. 02 Cr. in the last 3 years i.e. 2022-2023, 2023-24 and 2024-25	CA Certificate having UDIN Number
IV	Agency should not be blacklisted, delisted or debarred from any government organization in India as on the date of bid date.	Notarized undertaking on Non-Judicial Stamp Paper of appropriate value to this effect should be submitted.

3.3 NUMBER OF BIDS

3.3.1. Each Bidder shall submit only one (1) Bid, in response to this RFB. Any Bidder who submits or participates in more than one bid shall be disqualified.

3.4 BID PREPARATION COST

3.4.1. The Bidder shall be responsible for all costs associated with the preparation of its Bid and its participation in the bidding process. BRLPS will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the bidding process.

3.5. RIGHT TO ACCEPT OR REJECT

3.5.1. BRLPS may reject a bid at any stage if it is found that the firm recommended for award has indulged in corrupt or fraudulent activities in competing for the award in question, and may also declare a firm debarred or blacklist, either indefinitely or for a stated period of time, if at any time it is found that the firm has engaged in corruption fraudulent practices in competing for, or in executing, the contract.

3.5.2. Notwithstanding anything contained in this RFB, BRLPS reserves the right to accept or reject any Bid and to annul the bidding process and reject all Bids at any time, without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reasons.

3.5.3. BRLPS reserves the right to reject any Bid if at any time if a material misrepresentation made by a Bidder at any stage of the bidding process is discovered.

3.6. AMENDMENTS TO RFB

3.6.1. At any time prior to the Bid Due Date, as indicated in the RFB Time Schedule, BRLPS may, for any reason, whether at its own initiative or in response to clarifications requested by a Bidder, amend the RFB by the

issuance of Addenda. Such Addenda would be posted only on www.brlps.in

In order to provide Bidders reasonable time to take the Addendum into account, or for any other reason, BRLPS may, at its discretion, extend the Bid Due Date.

3.7 LANGUAGE AND CURRENCY

3.7.1. The Bid and all related correspondence and documents shall be written in English language. Supporting documents and printed literature furnished by the Bidder with the Bid may be in any other language (except Hindi) provided that they are accompanied by an appropriate translation in English language. Supporting materials that are not translated into English may not be considered. For the purpose of interpretation and evaluation of the Bid, the English language translation shall prevail. The currency for this bid is Indian Rupee. All the quotes should be in Indian Rupees.

3.8. VALIDITY OF BID

3.8.1. The Bid shall be valid for a period not less than 90 days from the Bid Due Date ("Bid Validity Period"), in the format set out in **Annexure-1**. BRLPS reserves the right to reject any Bid that does not meet this requirement.

3.8.2. Prior to expiry of the Bid Validity Period, BRLPS may request the Bidders to extend the period of validity for a specified additional period.

3.8.3. The Successful Bidder shall, where required, extend the validity of the Bid till the date of execution of the Agreement.

3.9 BID SECURITY

Bids would need to be accompanied by a 'Bid Security' (EMD) for an amount of Rs. 70,000/- (Rupees Seventy-Thousand only). The Bid Security shall be submitted through Demand Draft / Bank Guarantee. In case of bid security is submitted in the form of Bank Guarantee, the Bank Guarantee should be issued from any Nationalized/Scheduled Indian Bank valid for 180 days. The Bank Guarantee should be issued in favour of "Bihar Rural Livelihoods Promotion Society", payable at Patna. Original copy of Demand Draft/Bank Guarantee should be submitted with the Technical Bid.

Enterprises of State (Micro and Small Enterprises (MSEs) along with all Industries) situated and operated in Bihar and acknowledged with Udyam Registration are exempted from submitting EMD and Bid Fee.

The Bid Security shall be returned to the unsuccessful Bidders without any interest within a period of two (2) weeks from the date of signing of

Agreement between BRLPS and the Successful Bidder.

The bid security of the successful bidder, if submitted, will be converted into performance security which will be released after completion of event without any interest. If bidder is claiming exemption from Bid Security, he will be asked to submit performance security amounting to Rs. 70,000/- (Seventy-thousand only) in the form of Performance Bank Guarantee valid for a period of 180 days in favour of "Bihar Rural Livelihoods Promotion Society", payable at Patna. security. Performance Security will be refunded after successful completion of the assignment without any interest.

The Bid Security shall be forfeited in the following cases:

1. If the Bidder withdraws its Bid during the bid validity period; and
2. If any information or document furnished by the Bidder turns out to be misleading or untrue in any material aspect.
3. If the successful bidder fails to deposit the tendered amount or to sign the agreement.

3.10 BIDDER'S RESPONSIBILITY

3.10.1. The Bidder is expected to examine carefully the contents of all the documents provided. Failure to comply with the requirements of RFB shall be at the Bidder's own risk.

3.10.2. It shall be deemed that prior to the submission of Bid, the Bidder has:

a) Made a complete and careful examination of terms & conditions/ requirements, and other information set forth in this RFB document.
b) Received all such relevant information as it has requested from BRLPS; and
c) Made a complete and careful examination of the various aspects of the Assignment.

3.10.3. BRLPS shall not be liable for any mistake or error or neglect by the Bidder in respect of the above.

3.10.4. All taxes payable to government should be paid by the successful bidder as per applicable norms and procedure. BRLPS is nowhere liable and responsible for payment of any of the taxes.

3.11 FORMAT AND SIGNING OF BID

3.11.1. Bidders would provide all the information as per this RFB and in the specified format. BRLPS reserves the right to reject any Bid that is not in the specified format.

3.11.2. The Bid would include submissions to be made on the respective Bid Due Date (RFB Time Schedule).

3.11.3. The Bid shall be typed or printed and the Bidder shall initial each page. The person(s) signing the Proposal shall initial all the alterations, omissions, additions, or any other amendments made to the Proposal.

3.12. BID DUE DATE

3.12.1. Bid should be submitted as per information required in this RFB by due date mentioned above.

3.13 TEST OF RESPONSIVENESS

3.13.1. Prior to evaluation of Bids, BRLPS will determine whether each Bid is responsive to the requirements of the RFB. A Bid shall be considered responsive if;

a) it is not received offline;

b) It is accompanied with the 'Bid Security' amount as set out in RFB Document.

c) It is signed, sealed, and marked as stipulated in RFB Document.

d) It contains the information and documents as requested in the RFB;

e) It contains information in the form and formats specified in the RFB;

f) It mentions the validity period as set out in this document;

g) It provides the information in reasonable detail. ("Reasonable Detail" means that, but for minor deviations, the information can be reviewed and evaluated by BRLPS. BRLPS reserves the right to determine whether the information has been provided in reasonable detail or not;

h) There are no inconsistencies between the Bid and the supporting documents.

3.13.2. A Bid that is substantially responsive is one that conforms to the requirement of bid without material deviation or reservation. A material deviation or reservation is one which,

a) Affects in any substantial way, the scope, quality, or performance of the Assignment, or

b) limits in any substantial way, inconsistent with the RFB document, Dot's rights or the Bidder's obligations under the Agreement, or

c) Unfairly affects the competitive position of other Bidders presenting substantially responsive Bids.

3.13.3. BRLPS reserves the right to reject any Bid which in its opinion is nonresponsive and no request for modification or withdrawal shall be entertained by BRLPS in respect of such Bid.

3.14 CLARIFICATIONS

3.14.1. To assist in the process of evaluation of Bids, BRLPS may, at its sole discretion, ask any Bidder for clarification on its Bid or substantiation of any of the submission made by the Bidder.

3.15 CONSULTANT(S) AND ADVISOR(S)

3.15.1. To undertake 'Bid Process Management' and to assist in the preparation of bid notifications, documents, examination, evaluation, and comparison of bids, BRLPS may utilize the services of consultant(s) or advisor(s).

3.16 MODIFICATION/SUBSTITUTION/WITHDRAWAL OF BID

3.16.1 The Bidder may modify, substitute or withdraw its Bid before the dat of opening of technical bid with a written request.

3.16.2 Withdrawal of a Bid during the interval between the Bid Due Date and expiration of the Bid Validity Period would result in non-acceptance of bid with forfeiture of the Bid Security in accordance with this RFB.

3.17. BID EVALUATION

3.17.1. The Technical Bid and Financial bid will be evaluated separately. Technical bid will be evaluated based on the Eligibility Criteria and other mentioned in the bid.

3.17.2. The financial bid of only those bidders will be opened who will qualify in technical evaluation.

3.17.3. The bidders quoting the highest (H1) rate will be considered as the successful bidder.

3.18 DECLARATION OF SUCCESSFUL BIDDER

3.18.1. In case of tie in quoted price among the bidders, lottery system will be adopted among bidders quoting the same rate for finalization of the award.

3.18.2. BRLPS may either choose to accept the Bid of the successful tenderer or invite him for negotiations.

3.18.3. Upon acceptance of the Bid of the tenderer technically qualified with Highest Financial Bid, with or without negotiations, BRLPS shall declare the tenderer as the Successful Bidder.

3.19. NOTIFICATIONS

3.19.1. BRLPS will notify the Successful Bidder by a Letter of Award (LoA) that its Bid has been accepted.

3.20. FINANCIAL BID

A. The Minimum Reserve price is Rs. 35,00,000/- (Rupees Thirty-Five Lakh). Bidders must quote an amount equal to or greater than the minimum reserve price. Bidder quoting less than the minimum reserved price will not be considered for evaluation.

B. Successful Bidders must deposit 100% of quoted Financial Amount within seven (07) working days upon receipt of Letter of Award in the form of Bank Draft issued from any Nationalized/Scheduled Indian Bank in favor of Bihar Rural Livelihoods Promotion Society, payable at Patna, so that an agreement could be signed.

C. In case the bidder fails to submit the payment within the specified time, BRLPS reserves the right to reject the award with forfeiture of EMD and offer the bid to the 2nd highest bidder for an equal or higher amount than the rejected bid.

4. Post-event removal/disposal of facilities and complete restoration of the venue is the sole responsibility of the successful vendor latest within 3 (three) calendar days from the last date of the event.

ANNEXURE - 1

FORMAT FOR COVERING LETTER-CUM-ASSIGNMENT UNDERTAKING

(On the Letterhead of the Bidder)

To, Date: -

The Chief Executive Officer cum Mission Director,
Bihar Rural Livelihoods Promotion Society,
3rd Floor, Annexe-II,
Vidyut Bhawan,
Bailey Road, Patna – 800021

Ref: Hiring of Advertising & Sponsorship Agency for Bihar SARAS Mela – 2026

Sir,

We have read and understood the Request for Bid (RFB) in respect of the captioned Assignment provided to us by BRLPS.

We hereby agree and undertake as under:

Notwithstanding any qualifications or conditions, whether implied or otherwise, contained in our Bid we hereby represent and confirm that our Bid is unqualified and unconditional in all respects, and we agree to the terms of the proposed Agreement, a draft of which also forms a part of the RFB provided to us. This bid is valid till (At least 90 days from the Bid Due Date).

Please find enclosed herein with a Demand Draft/Bank Guarantee bearing number. . . . for Rs.70,000/- (Rupees seventy-thousand only) drawn in favour of the **'Bihar Rural Livelihoods Promotion Society'** payable at Patna towards the 'Bid Security Amount', dated this .....day of 2026

Name of the Bidder
Signature of Authorised Signatory
Name of the Authorised Signatory

(Note: All documents should be properly bound serial numbered and indexed for ready reference)

ANNEXURE - 2

FORMAT FOR TECHNICAL PROPOSAL

(On the letter head of the bidder)

To,

The Chief Executive Officer cum Mission Director,
Bihar Rural Livelihoods Promotion Society,
3rd Floor, Annexe-II,
Vidyut Bhawan,
Bailey Road, Patna - 800021

Ref: Hiring of Advertising & Sponsorship Agency for Bihar SARAS Mela – 2026

Details of the Organisation:

1. Name of the Firm:
2. Year of Establishment:
3. Legal status of the Firm

   (Individual/Proprietary firm/ Limited Liability Partnership/Limited Company/Pvt. Ltd. Company)

4. Annual Turnover during last Three years
   (duly supported by CA certificate
   having UDIN Number)
5. Description of the Firm: Please specify the field of services
6. Address of the Firm
7. Office Address /Telephone No / Fax No / email id / website:
8. Names of principle person monitoring and implementing this work with title and Telephone No / Fax/ Email Id, Etc.
9. Has the applicant or any constituent partner ever abandoned a work?
10. Has the applicant or any constituent partner ever been debarred from taking up work in Govt. Departments, BRLPSs and Undertakings?

Details of the registration with Government statutory bodies viz. GST, income tax etc**.**

We certify that we have never abandoned any work assigned/ awarded to us. We/ our partners have not been blacklisted or debarred by any department

(Signature of the Authorized person)_____
(Please furnish letter of authorization)
Full name of the Authorized person:_____
Designation:_____

Seal of the firm and date

ANNEXURE - 3

FORMAT FOR FINANCIAL PROPOSAL

(On the letter head of the bidder)

We are pleased to quote as below. We have reviewed all the terms and conditions of the 'Request for Bid' and confirm that, we would abide by all the terms and conditions. We hereby declare that there shall be no deviations from the stated terms in the RFB. We further declare that, any State Government, Central Government or any other Government or Quasi Government Agency has not blacklisted us or barred us from participating in any Bid.

FORMAT FOR FINANCIAL BID

Sl. No.	Description of Work	Amount in Figures	Amount in Words
1	Quoted Fee for Advertising & Sponsorship Agency for identifying, approaching and closing sponsorship deals with reputed brands across identified product categories, and for the sale and management of the available static advertising inventory at the venue during the entire Saras Mela – 2026 period to be held at Gandhi Maindan, Patna in accordance with the Terms and Conditions defined herewith in the Bid document.		
Sum total (To be considered for evaluation)			
In Words …….			

(Please Note: The rate should be inclusive of all charges & taxes). In case, if there is a different between amount quoted in figures and words, the amount quoted in words will prevail.

We abide by the above offer/quote and terms condition of the RFB, if the BRLPS selects us as the Selected Bidder/Agency, we will submit 100% of the quoted fee amount in the form of

Demand Draft within one week of issue of Letter of Intent/ prior to signing the agreement (whichever is earlier).

If our offer is accepted and if we fail to perform in the manner as specified in the RFB Document, the amount of Bid Security, as aforesaid, shall stand absolutely forfeited by the BRLPS without prejudicing the rights of the BRLPS to proceed further in any manner it deems fit.

Until a formal Agreement is prepared and executed between us, this bid, together with your LoI, shall constitute a binding contract between us.

We understand that you are not bound to accept the highest or any bid that you may receive. We declare that the information stated above and enclosed is complete and absolutely correct and any error or omission therein, accidental or otherwise, as a result of which our bid is found to be non-responsive, will be sufficient for the BRLPS to reject our bid and forfeit our bid security in full.

Sincerely,

Signature_____

Name_____

Name of the Firm/Agency_____

Designation_____

Complete address_____

Phone no._____Mobile_____

E-Mail ID_____

Signature of the applicant/ Authorized Representative of Agency with Seal/Stamp