

**बिड दस्तावेज़ / Bid Document**

| बिड विवरण/Bid Details                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| बिड बंद होने की तारीख/समय /Bid End Date/Time                                                                                | 28-10-2025 17:00:00                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| बिड खुलने की तारीख/समय /Bid Opening Date/Time                                                                               | 28-10-2025 17:30:00                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| बिड पेशकश वैधता (बंद होने की तारीख से)/Bid Offer Validity (From End Date)                                                   | 180 (Days)                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| मंत्रालय/राज्य का नाम/Ministry/State Name                                                                                   | Ministry Of Power                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| विभाग का नाम/Department Name                                                                                                | Rural Electrification Corporation Limited                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| संगठन का नाम/Organisation Name                                                                                              | Rural Electrification Corporation Limited                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| कार्यालय का नाम/Office Name                                                                                                 | Rec Power Development And Consultancy Limited                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| वस्तु श्रेणी /Item Category                                                                                                 | Advertisement Service - Newspaper - Tender Notices Advertisement; Tender Notice Page; Hindustan Times; English; All editions; Black and White; Normal Rates , Advertisement Service - Newspaper - Tender Notices Advertisement; Tender Notice Page; Hindustan Times; Hindi; All editions; Black and White; Normal Rates , Advertisement Service - Newspaper - Tender Notices Advertisement; Tender Notice Page; Financial Times; English; All editions; Black and White; Normal Rates |
| अनुबंध अवधि /Contract Period                                                                                                | 3 Month(s)                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| बिडर का न्यूनतम औसत वार्षिक टर्नओवर (3 वर्षों का) /Minimum Average Annual Turnover of the bidder (For 3 Years)              | 10 Lakh (s)                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| उन्हीं/समान सेवा के लिए अपेक्षित विगत अनुभव के वर्ष/Years of Past Experience Required for same/similar service              | 3 Year (s)                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| वर्षों के अनुभव एवं टर्नओवर से एमएसई को छूट प्राप्त है / MSE Exemption for Years Of Experience and Turnover                 | Yes   Complete                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| स्टार्टअप के लिए अनुभव के वर्षों और टर्नओवर से छूट प्रदान की गई है / Startup Exemption for Years Of Experience and Turnover | Yes   Complete                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| विक्रेता से मांगे गए दस्तावेज़/Document required from seller                                                                | Experience Criteria,Bidder Turnover,Certificate (Requested in ATC)<br>*In case any bidder is seeking exemption from Experience / Turnover Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer                                                                                                                                                                                                                      |

| बिड विवरण/Bid Details                                                                                                                                                                                                    |                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| क्या आप निविदाकारों द्वारा अपलोड किए गए दस्तावेजों को निविदा में भाग लेने वाले सभी निविदाकारों को दिखाना चाहते हैं? संदर्भ मेनू है/Do you want to show documents uploaded by bidders to all bidders participated in bid? | Yes (Documents submitted as part of a clarification or representation during the tender/bid process will also be displayed to other participated bidders after log in) |
| बिड लगाने की समय सीमा स्वतः नहीं बढ़ाने के लिए आवश्यक बिड की संख्या। / Minimum number of bids required to disable automatic bid extension                                                                                | 2                                                                                                                                                                      |
| दिनों की संख्या, जिनके लिए बिड लगाने की समय-सीमा बढ़ाई जाएगी। / Number of days for which Bid would be auto-extended                                                                                                      | 3                                                                                                                                                                      |
| ऑटो एक्सटेंशन अधिकतम कितनी बार किया जाना है। / Number of Auto Extension count                                                                                                                                            | 2                                                                                                                                                                      |
| बिड से रिवर्स नीलामी सक्रिय किया/Bid to RA enabled                                                                                                                                                                       | No                                                                                                                                                                     |
| बिड का प्रकार/Type of Bid                                                                                                                                                                                                | Single Packet Bid                                                                                                                                                      |
| तकनीकी मूल्यांकन के दौरान तकनीकी स्पष्टीकरण हेतु अनुमत समय /Time allowed for Technical Clarifications during technical evaluation                                                                                        | 2 Days                                                                                                                                                                 |
| मूल्यांकन पद्धति/Evaluation Method                                                                                                                                                                                       | Total value wise evaluation                                                                                                                                            |
| मध्यस्थता खंड/Arbitration Clause                                                                                                                                                                                         | No                                                                                                                                                                     |
| सुलह खंड/Mediation Clause                                                                                                                                                                                                | No                                                                                                                                                                     |

#### ईएमडी विवरण/EMD Detail

|                   |    |
|-------------------|----|
| आवश्यकता/Required | No |
|-------------------|----|

#### ईपीबीजी विवरण /ePBG Detail

|                   |    |
|-------------------|----|
| आवश्यकता/Required | No |
|-------------------|----|

बोली विभाजन लागू नहीं किया गया/ Bid splitting not applied.

#### एमआईआई अनुपालन/MII Compliance

|                               |     |
|-------------------------------|-----|
| एमआईआई अनुपालन/MII Compliance | Yes |
|-------------------------------|-----|

#### एमएसई खरीद वरीयता/MSE Purchase Preference

|                                           |     |
|-------------------------------------------|-----|
| एमएसई खरीद वरीयता/MSE Purchase Preference | Yes |
|-------------------------------------------|-----|

|                                                                                                                                                                                    |     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| सूक्ष्म और लघु उद्यम मूल उपकरण निर्माताओं को खरीद में प्राथमिकता, यदि उनका मूल्य $L1+X\%$ तक की सीमा में हो / Purchase Preference to MSE OEMs available upto price within $L1+X\%$ | 15  |
| सूक्ष्म और लघु उद्यम को खरीद में प्राथमिकता के लिए बिड की मात्रा का अधिकतम प्रतिशत / Maximum Percentage of Bid quantity for MSE purchase preference                                | 100 |

### Limited Tender

|                                               |                                                                                                                                                                                                                                                                                                                                                                |
|-----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Limited Tender Applicable                     | Yes                                                                                                                                                                                                                                                                                                                                                            |
| Reason                                        | The competent authority in the Ministry or Department has certified that the demand is urgent, and any additional expenditure involved by not procuring through advertised tender enquiry is justified in view of urgency. The Ministry or Department has placed on record the nature of the urgency and reasons why the procurement could not be anticipated. |
| List of Seller Organization for participation | GRAPHISADS LIMITED, DEGREE 360 SOLUTIONS PRIVATE LIMITED, EXPRESSION 360 SERVICES INDIA LIMITED, CONCEPT COMMUNICATION LIMITED, Pamm Advertising & Marketing, MODE ADVERTISING AND MARKETING PRIVATE LIMITED, SUNJEET COMMUNICATIONS PRIVATE LIMITED, R K SWAMY LIMITED, SHARAD ADVERTISING PVT LTD                                                            |

1. If the bidder is a Micro or Small Enterprise as per latest orders issued by Ministry of MSME, the bidder shall be exempted from the eligibility criteria of "Experience Criteria" as defined above subject to meeting of quality and technical specifications. The bidder seeking exemption from Experience Criteria, shall upload the supporting documents to prove his eligibility for exemption.
2. If the bidder is a Micro or Small Enterprise (MSE) as per latest orders issued by Ministry of MSME, the bidder shall be exempted from the eligibility criteria of "Bidder Turnover" as defined above subject to meeting of quality and technical specifications. If the bidder itself is MSE OEM of the offered products, it would be exempted from the "OEM Average Turnover" criteria also subject to meeting of quality and technical specifications. The bidder seeking exemption from Turnover, shall upload the supporting documents to prove his eligibility for exemption.
3. If the bidder is a DPIIT registered Startup, the bidder shall be exempted from the the eligibility criteria of "Experience Criteria" as defined above subject to their meeting of quality and technical specifications. The bidder seeking exemption from Experience Criteria, shall upload the supporting documents to prove his eligibility for exemption.
4. If the bidder is a DPIIT registered Startup, the bidder shall be exempted from the the eligibility criteria of "Bidder Turnover" as defined above subject to their meeting of quality and technical specifications. If the bidder is DPIIT Registered OEM of the offered products, it would be exempted from the "OEM Average Turnover" criteria also subject to meeting of quality and technical specifications. The bidder seeking exemption from Turnover shall upload the supporting documents to prove his eligibility for exemption.
5. The minimum average annual financial turnover of the bidder during the last three years, ending on 31st March of the previous financial year, should be as indicated above in the bid document. Documentary evidence in the form of certified Audited Balance Sheets of relevant periods or a certificate from the Chartered Accountant / Cost Accountant indicating the turnover details for the relevant period shall be uploaded with the bid. In case the date of constitution / incorporation of the bidder is less than 3-year-old, the average turnover in respect of the completed financial years after the date of constitution shall be taken into account for this criteria.
6. Years of Past Experience required: The bidder must have experience for number of years as indicated above in bid document (ending month of March prior to the bid opening) of providing similar type of services to any Central / State Govt Organization / PSU. Copies of relevant contracts / orders to be uploaded along with bid in support of having provided services during each of the Financial year.
7. Purchase preference to Micro and Small Enterprises (MSEs): Purchase preference will be given to MSEs as

defined in Public Procurement Policy for Micro and Small Enterprises (MSEs) Order, 2012 dated 23.03.2012 issued by Ministry of Micro, Small and Medium Enterprises and its subsequent Orders/Notifications issued by concerned Ministry. If the bidder wants to avail the Purchase preference for services, the bidder must be the Service provider of the offered Service. Relevant documentary evidence in this regard shall be uploaded along with the bid in respect of the offered service. If L-1 is not an MSE and MSE Service Provider (s) has/have quoted price within L-1+ 15% of margin of purchase preference /price band as defined in the relevant policy, then 100% order quantity will be awarded to such MSE bidder subject to acceptance of L1 bid price. The buyers are advised to refer to the [OM No.1 4 2021 PPD dated 18.05.2023](#) for compliance of Concurrent application of Public Procurement Policy for Micro and Small Enterprises Order, 2012 and Public Procurement (Preference to Make in India) Order, 2017. Benefits of MSE will be allowed only if the credentials of the service provider are validated on-line in GeM profile as well as validated and approved by the Buyer after evaluation of submitted documents.

8. Estimated Bid Value indicated above is being declared solely for the purpose of guidance on EMD amount and for determining the Eligibility Criteria related to Turn Over, Past Performance and Project / Past Experience etc. This has no relevance or bearing on the price to be quoted by the bidders and is also not going to have any impact on bid participation. Also this is not going to be used as a criteria in determining reasonableness of quoted prices which would be determined by the buyer based on its own assessment of reasonableness and based on competitive prices received in Bid / RA process.

9. Short Duration Bid has been published by the Buyer with the approval of the Competent authority due to Emergency procurement of critical products/services.

**Advertisement Service - Newspaper - Tender Notices Advertisement; Tender Notice Page; Hindustan Times; English; All Editions; Black And White; Normal Rates ( 88 )**

**तकनीकी विशिष्टियाँ /Technical Specifications**

| विवरण/ Specification   | मूल्य/ Values                |
|------------------------|------------------------------|
| <b>कोर / Core</b>      |                              |
| Type of Advertisement  | Tender Notices Advertisement |
| Advertisement Position | Tender Notice Page           |
| Names of Newspaper     | Hindustan Times              |
| Language               | English                      |
| Edition                | All editions                 |
| Colour                 | Black and White              |
| Rate offering          | Normal Rates                 |
| <b>एडऑन /Addon(s)</b>  |                              |

**अतिरिक्त विशिष्टि दस्तावेज़ /Additional Specification Documents**

**परेषिती/रिपोर्टिंग अधिकारी /Consignees/Reporting Officer and Quantity**

| क्र.सं./S.No. | प्रेषिती/रिपोर्टिंग अधिकारी /Consignee Reporting/Officer | पता/Address                                                                                                                                | संसाधनों की मात्रा /<br>Advertisement size in sq cm/Number of words in case of classified text type ad | अतिरिक्त आवश्यकता /Additional Requirement                                                                |
|---------------|----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| 1             | Perala Anil Kumar                                        | 122001,REC Corporate Headquarter, C&D- Block, Plot No. I-4, Sector-29, Gurugram, Haryana-122001. Landmark: Near IFFCO Chowck Metro Station | 88                                                                                                     | <ul style="list-style-type: none"> <li>Number of days for which advertisement is required : 1</li> </ul> |

**Advertisement Service - Newspaper - Tender Notices Advertisement; Tender Notice Page; Hindustan Times; Hindi; All Editions; Black And White; Normal Rates ( 88 )**

**तकनीकी विशिष्टियाँ /Technical Specifications**

| विवरण/ Specification   | मूल्य/ Values                |
|------------------------|------------------------------|
| <b>कोर / Core</b>      |                              |
| Type of Advertisement  | Tender Notices Advertisement |
| Advertisement Position | Tender Notice Page           |
| Names of Newspaper     | Hindustan Times              |
| Language               | Hindi                        |
| Edition                | All editions                 |
| Colour                 | Black and White              |
| Rate offering          | Normal Rates                 |
| <b>एडऑन /Addon(s)</b>  |                              |

**अतिरिक्त विशिष्टि दस्तावेज़ /Additional Specification Documents**

**प्रेषिती/रिपोर्टिंग अधिकारी /Consignees/Reporting Officer and Quantity**

| क्र.सं./S.No. | प्रेषिती/रिपोर्टिंग अधिकारी /Consignee Reporting/Officer | पता/Address | संसाधनों की मात्रा /<br>Advertisement size in sq cm/Number of words in case of classified text type ad | अतिरिक्त आवश्यकता /Additional Requirement |
|---------------|----------------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------|
|---------------|----------------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------|

| क्र.सं./S.No. | प्रेषिती/रिपोर्टिंग अधिकारी /Consignee Reporting/Officer | पता/Address                                                                                                                                | संसाधनों की मात्रा /<br>Advertisement size in sq cm/Number of words in case of classified text type ad | अतिरिक्त आवश्यकता /Additional Requirement                                                                |
|---------------|----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| 1             | Perala Anil Kumar                                        | 122001,REC Corporate Headquarter, C&D- Block, Plot No. I-4, Sector-29, Gurugram, Haryana-122001. Landmark: Near IFFCO Chowck Metro Station | 88                                                                                                     | <ul style="list-style-type: none"> <li>Number of days for which advertisement is required : 1</li> </ul> |

**Advertisement Service - Newspaper - Tender Notices Advertisement; Tender Notice Page; Financial Times; English; All Editions; Black And White; Normal Rates ( 112 )**

**तकनीकी विशिष्टियाँ /Technical Specifications**

| विवरण/ Specification   | मूल्य/ Values                |
|------------------------|------------------------------|
| <b>कोर / Core</b>      |                              |
| Type of Advertisement  | Tender Notices Advertisement |
| Advertisement Position | Tender Notice Page           |
| Names of Newspaper     | Financial Times              |
| Language               | English                      |
| Edition                | All editions                 |
| Colour                 | Black and White              |
| Rate offering          | Normal Rates                 |
| <b>एडऑन /Addon(s)</b>  |                              |

**अतिरिक्त विशिष्टि दस्तावेज़ /Additional Specification Documents**

**प्रेषिती/रिपोर्टिंग अधिकारी /Consignees/Reporting Officer and Quantity**

| क्र.सं./S.No. | प्रेषिती/रिपोर्टिंग अधिकारी /Consignee Reporting/Officer | पता/Address | संसाधनों की मात्रा /<br>Advertisement size in sq cm/Number of words in case of classified text type ad | अतिरिक्त आवश्यकता /Additional Requirement |
|---------------|----------------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------|
|---------------|----------------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------|

| क्र.सं./S.No. | प्रेषित/रिपोर्टिंग अधिकारी /Consignee Reporting/Officer | पता/Address                                                                                                                                | संसाधनों की मात्रा /<br>Advertisement size in sq cm/Number of words in case of classified text type ad | अतिरिक्त आवश्यकता /Additional Requirement                                                                |
|---------------|---------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| 1             | Perala Anil Kumar                                       | 122001,REC Corporate Headquarter, C&D- Block, Plot No. I-4, Sector-29, Gurugram, Haryana-122001. Landmark: Near IFFCO Chowck Metro Station | 112                                                                                                    | <ul style="list-style-type: none"> <li>Number of days for which advertisement is required : 1</li> </ul> |

## क्रेता द्वारा जोड़ी गई बिड की विशेष शर्तें/Buyer Added Bid Specific Terms and Conditions

### 1. Generic

**OPTION CLAUSE:** The buyer can increase or decrease the contract quantity or contract duration up to 25 percent at the time of issue of the contract. However, once the contract is issued, contract quantity or contract duration can only be increased up to 25 percent. Bidders are bound to accept the revised quantity or duration

### 2. Generic

**Bidder financial standing:** The bidder should not be under liquidation, court receivership or similar proceedings, should not be bankrupt. Bidder to upload undertaking to this effect with bid.

### 3. Certificates

Bidder's offer is liable to be rejected if they don't upload any of the certificates / documents sought in the Bid document, ATC and Corrigendum if any.

## अस्वीकरण/Disclaimer

The additional terms and conditions have been incorporated by the Buyer after approval of the Competent Authority in Buyer Organization, whereby Buyer organization is solely responsible for the impact of these clauses on the bidding process, its outcome, and consequences thereof including any eccentricity / restriction arising in the bidding process due to these ATCs and due to modification of technical specifications and / or terms and conditions governing the bid. If any clause(s) is / are incorporated by the Buyer regarding following, the bid and resultant contracts shall be treated as null and void and such bids may be cancelled by GeM at any stage of bidding process without any notice:-

- Definition of Class I and Class II suppliers in the bid not in line with the extant Order / Office Memorandum issued by DPIIT in this regard.
- Seeking EMD submission from bidder(s), including via Additional Terms & Conditions, in contravention to exemption provided to such sellers under GeM GTC.
- Publishing Custom / BOQ bids for items for which regular GeM categories are available without any Category item bunched with it.
- Creating BoQ bid for single item.
- Mentioning specific Brand or Make or Model or Manufacturer or Dealer name.
- Mandating submission of documents in physical form as a pre-requisite to qualify bidders.
- Floating / creation of work contracts as Custom Bids in Services.

8. Seeking sample with bid or approval of samples during bid evaluation process. (However, in bids for [attached categories](#), trials are allowed as per approved procurement policy of the buyer nodal Ministries)
9. Mandating foreign / international certifications even in case of existence of Indian Standards without specifying equivalent Indian Certification / standards.
10. Seeking experience from specific organization / department / institute only or from foreign / export experience.
11. Creating bid for items from irrelevant categories.
12. Incorporating any clause against the MSME policy and Preference to Make in India Policy.
13. Reference of conditions published on any external site or reference to external documents/clauses.
14. Asking for any Tender fee / Bid Participation fee / Auction fee in case of Bids / Forward Auction, as the case may be.
15. Any ATC clause in contravention with GeM GTC Clause 4 (xiii)(h) will be invalid. In case of multiple L1 bidders against a service bid, the buyer shall place the Contract by selection of a bidder amongst the L-1 bidders through a Random Algorithm executed by GeM system.
16. Buyer added ATC Clauses which are in contravention of clauses defined by buyer in system generated bid template as indicated above in the Bid Details section, EMD Detail, ePBG Detail and MII and MSE Purchase Preference sections of the bid, unless otherwise allowed by GeM GTC.
17. In a category based bid, adding additional items, through buyer added additional scope of work/ additional terms and conditions/or any other document. If buyer needs more items along with the main item, the same must be added through bunching category based items or by bunching custom catalogs or bunching a BoQ with the main category based item, the same must not be done through ATC or Scope of Work.

Further, if any seller has any objection/grievance against these additional clauses or otherwise on any aspect of this bid, they can raise their representation against the same by using the Representation window provided in the bid details field in Seller dashboard after logging in as a seller within 4 days of bid publication on GeM. Buyer is duty bound to reply to all such representations and would not be allowed to open bids if he fails to reply to such representations.

**All GeM Sellers / Service Providers are mandated to ensure compliance with all the applicable laws / acts / rules including but not limited to all Labour Laws such as The Minimum Wages Act, 1948, The Payment of Wages Act, 1936, The Payment of Bonus Act, 1965, The Equal Remuneration Act, 1976, The Payment of Gratuity Act, 1972 etc. Any non-compliance will be treated as breach of contract and Buyer may take suitable actions as per GeM Contract.**

This Bid is governed by the [सामान्य नियम और शर्तें/General Terms and Conditions](#), conditions stipulated in Bid and [Service Level Agreement](#) specific to this Service as provided in the Marketplace. However in case if any condition specified in सामान्य नियम और शर्तें/General Terms and Conditions is contradicted by the conditions stipulated in Service Level Agreement, then it will over ride the conditions in the General Terms and Conditions.

जेम की सामान्य शर्तों के खंड 26 के संदर्भ में भारत के साथ भूमि सीमा साझा करने वाले देश के बिडर से खरीद पर प्रतिबंध के संबंध में भारत के साथ भूमि सीमा साझा करने वाले देश का कोई भी बिडर इस निविदा में बिड देने के लिए तभी पात्र होगा जब वह बिड देने वाला सक्षम प्राधिकारी के पास पंजीकृत हो। बिड में भाग लेते समय बिडर को इसका अनुपालन करना होगा और कोई भी गलत घोषणा किए जाने व इसका अनुपालन न करने पर अनुबंध को तत्काल समाप्त करने और कानून के अनुसार आगे की कानूनी कार्रवाई का आधार होगा।/In terms of GeM GTC clause 26 regarding Restrictions on procurement from a bidder of a country which shares a land border with India, any bidder from a country which shares a land border with India will be eligible to bid in this tender only if the bidder is registered with the Competent Authority. While participating in bid, Bidder has to undertake compliance of this and any false declaration and non-compliance of this would be a ground for immediate termination of the contract and further legal action in accordance with the laws.

---धन्यवाद/Thank You---