

**INDIAN INSTITUTE OF PUBLIC HEALTH GANDHINAGAR**  
**(IIPHG)**



**INVITING OFFERS  
FOR  
SELECTION OF CONSULTANT  
FOR  
SIGNAGES & BRANDING DESIGN FOR CENTRE OF  
EXCELLENCE BUILDING AT IIPHG**

**Reference No.: IIPHG/Engineering/CoEN/2025-26/01**

**Last date for submission of the Offer: 12<sup>th</sup> December, 2025**  
**(Friday) by 02:00 PM**

**Indian Institute of Public Health Gandhinagar (IIPHG)**

Opp. Air Force Head Quarters, Nr. Lekawada Bus Stop,  
Gandhinagar – Chiloda Road, CRPF PO., Gandhinagar - 382042

**Tel** +91 079-66740700 | **Web** [www.iiphg.edu.in](http://www.iiphg.edu.in)

### 1) About IIPHG:

Indian Institute of Public Health Gandhinagar (IIPHG) is India's first Public Health University formed under The IIPHG Act 2015 of Gujarat State. The Indian Institute of Public Health Gandhinagar (IIPHG) is working towards building a healthier India.

It's state-of-the art green campus is spread over 50 acres' land in Gandhinagar, Gujarat with world-class research facilities and laboratories.

The current infrastructure at IIPHG campus includes following buildings.

<b>Sr. No.</b>	<b>Building</b>	<b>Floors</b>
1	Utility Building	Ground Floor
2	Admin. Building	LGF + GF + 2
3	Dining and Library	G + 2
4	Hostel	LGF + GF + 5
5	Student Centre	GF + 1
6	Centre of Excellence (work in progress)	LGF2 + LGF1 + GF

IIPHG is offering Full Time Courses. Details of Courses being offered are as follows.

- Master of Public Health (MPH)
- Master of Hospital Administration (MHA)
- Post Graduate Diploma in Public Health Management (PGDPHM):
- PhD Program.

### 2) Purpose of this inquiry:

IIPHG is undertaking the Construction of the Centre of Excellence in Nutrition building at our campus. This is supported by Nayara Energy Limited. We wish to appoint a qualified Signages and Branding Design Consultant for the Centre of Excellence building at IIPHG.

### 3) Objectives:

- To develop a unified, functional, and aesthetically cohesive Signages and branding system for the project.
- To ensure high-quality design output, improved user

navigation, and alignment with the client's branding guidelines.

- To support the client in the selection of a qualified executing agency and to ensure quality implementation of the approved designs.

4) **Eligibility criteria:** The agency should submit their offer to meet the eligibility criterion given below:

- a) The bidder must have Permanent Account Number (PAN).
- b) The bidder must have Goods & Service Tax (GST) Registration
- c) It will be a added a advantage if the bidder is registered with statutory organization in the field of advertising and branding.
- d) The bidder should have at-least **Three (3) years**' experience of providing consultancy services for Signages and branding Design works.
- e) The bidder should not have been blacklisted by Central / State Government or Org. of repute.

5) **Scope of Work:** The scope of the Consultant shall be as follows:

**1. Preliminary Assessment**

- Review of project details, architectural drawings, 3D walk through, wall and external elevation and functional requirements.
- Site visit to understand visibility, circulation, and Signages placement needs.

**2. Concept Development**

- Develop branding concepts, color themes, typography, and design language with consultation with our funding agency M / s Nayara Energy Ltd and IIPHG internal officials. (Virtual or In-Persons meeting at IIPHG as per requirements)
- Prepare & submit 2-3 concept options for client and funder review and approval.

**3. Signages Design :** Prepare detailed Signages design package including:

- Informational Signages.
- External and internal branding elements.
- Design building branding elements such as logo placement, façade branding, donor boards, room identity Signages, etc. as per requirement of IIPHG and Nayara officials.
- Provide layout plans, elevations, and material specifications.
- Submit the Detailed Drawings for Approval of competent authorities.

#### **4. Technical Documentation**

- Submit full set of detailed drawings for all type of Signages including Good for Construction / working drawings.
- Submit Detailed project report which includes Material specifications, BOQ, cost estimate along with rate analysis, technical specification and guidelines for execution.
- Preparation of tender documents for selection of executing/installation agency.

#### **5. Coordination & Approvals**

- Coordination with architects, MEP consultants, PMC and client team / Funding agency.
- Assistance in selection of executing agency.
- Assist in floating tender/inquiry.
- Evaluation of offers received (technical + commercial).
- Recommendation in selection of qualifying agency for execution.

#### **6. Execution Support**

- Review samples, material submittals, and shop drawings from selected agency.
- Conduct periodic site visits to supervise and monitor quality and compliance with approved design.
- Provide clarifications during execution phase.
- Verification and Certification of the invoice submitted by the executing agency.

#### **7. Final Verification & Closure**

- Check completed installation for quality, alignment, and material compliance.
- Prepare a snag list and ensure rectification by the executing agency.
- Issue final work completion Certificate for work done by executing agency.

**6) Compensation for Delay/ Liquidity Damages**

If the consultant fails to maintain the required progress prescribed in milestones or to complete the work on or before the contract or extended date of completion, he shall (consultant) pay compensation @ 0.5 % of total contract value, per day basis, for the length of delay.

The total amount of compensation for delay to be paid under this Contract shall not exceed 10% of the Contract Value of the work.

**7) Site visit:** For better understanding of the site conditions, interested agencies are requested to visit the site on working days (Monday to Friday; 10:00 AM to 04:00 PM).

**8) Payment Schedule and Milestone to be achieved :** IIPHG will make payment to selected consultant, completion of deliverables and receipt of Invoice with all necessary supporting documents as follows:

<b>Sr. No.</b>	<b>Key Deliverables</b>	<b>Milestone (From Date of Work Order)</b>	<b>Payment %</b>
1	<ul style="list-style-type: none"> <li>• Review of project info &amp; architectural drawings.</li> <li>• Prepare Concept Design in consultation with IIPHG &amp; Nayara officials.</li> <li>• Submission of Branding concepts (2-3 options).</li> <li>• Presentation to IIPHG &amp; Nayara Energy.</li> <li>• Final Approval of Detailed Signages designs external &amp; internal branding elements.</li> </ul>	<b>15 Days</b>	<b>30%</b>
2	<ul style="list-style-type: none"> <li>• Submission of Detailed project report (including technical specification, cost estimate and</li> </ul>	<b>10 Days</b>	

	BOQ etc.). <ul style="list-style-type: none"> <li>• Submission of all drawings (GFCS)</li> <li>• Submission of tender Documents.</li> </ul>		
3	<ul style="list-style-type: none"> <li>• Recommendation and selection of suitable agency and issuance of the work order to executing agency.</li> </ul>	<b>3 days (After opening of bids received)</b>	
4	<ul style="list-style-type: none"> <li>• Monitoring and supervise the ongoing work.</li> <li>• Review of material samples &amp; shop drawings (if required)</li> <li>• Periodic site visits &amp; compliance checks.</li> <li>• Clarifications during execution.</li> <li>• Final Completion of work of executing agency.</li> </ul>	<b>During Execution Phase</b>	<b>50%</b>
5	<ul style="list-style-type: none"> <li>• Final inspection</li> <li>• Snag list &amp; compliance verification.</li> <li>• Final Completion of work of executing agency.</li> <li>• Completion of work as per satisfaction of IIPHG.</li> </ul>	<b>Post Execution Completion</b>	<b>20%</b>

## 9) Guidelines for submitting proposal:

The bidder is required to submit a Technical Proposal and a separate Financial Proposal.

### I. Technical Proposal Submission Format:

#### ➤ **Organization profile**

- Name and address of the Organization.
- Year of establishment.
- Legal status of the Bidder: whether bidder is proprietorship firm, partnership firm, registered company etc. and details there of (e.g. – name(s) of proprietor, partners, Managing Directors, Chief Executive Officers, key authorized person)
- Principal nature of activities undertaken.
- Organizational structure
- Communication details of the Bidder: mailing address, telephone and fax numbers, email address, etc.

#### ➤ **Past Experience**

- a. Past experience documents (enclose copy of work completion certificate issued by the client).
- b. Name and addresses of institutions/organizations for which the Bidder has been providing similar service. (Indicate key person's name and contact details of such institutions/organizations).

## **II. Preparing the Financial Proposal**

- a) The Financial Proposal should be given as per the specification and items mentioned in the attached Financial Proposal Form.
- b) The Financial Proposal should cover the entire cost of the requested services, including personnel to be involved, their time commitment, travel cost, material cost including stationary, printing, communication cost, equipment cost, institutional overhead and all the related costs.
- c) Filled GST Declaration Form and GST Details Form
- d) The applicable taxes should be shown separately.
- e) The Financial Proposal will be evaluated only if the bidder qualifies based on the assessment of the technical proposal.

## **III. Submission of Proposal**

- a. The Bidder shall submit a **sealed cover** consisting of these two sealed envelopes with a clear label for each:
  - i. **Technical Proposal**, super scribing on the right-hand side top of the cover as "Technical Proposal" and the name of the bidder.
  - ii. **Financial Proposal**, super scribing on the right-hand side top of the cover as "Financial Bid" and the name of the bidder.
- b. All the pages of the Technical and Financial Proposal shall be duly signed by the Authorized Signatory of the Bidder before submission. Corrections, if any shall be counter signed.

### **10) General Instructions and Terms & Conditions:**

- a. The proposal along with all the correspondence and documents exchanged by the Bidder and IIPHG shall be written in English language.
- b. **Amendments to this inquiry:** The Registrar at IIPHG reserves

every right to amend any of the conditions or a part thereof of this inquiry form, before the last date for the submission of the offer, if necessary. Amendments, if any, would be put on the website. The decision of extending the due date and time for the submission of offer documents on account of amendments will be the sole discretion of IIPHG.

- c. **Reserved Rights:** IIPHG reserves the following rights with regard to this Inquiry:
  - (i) To cancel this Inquiry at any stage without assigning any reason.
  - (ii) To disqualify any Applicant(s) based on Applicant(s) failure to follow solicitation instructions
  - (iii) IIPHG reserves the right to waive any deviations by Applicants from the requirements of this solicitation that in IIPHG's opinion are considered not to be material defects requiring rejection or disqualification; or where such a waiver will promote increased competition;
  - (iv) Extend the time for submission of offer.
  - (v) IIPHG reserve the right to select and negotiate with those applicants it determines, in its sole discretion, to be qualified for competitive proposals and to terminate negotiations without incurring any liability;
- d. No proposal shall be accepted unless it is properly sealed.
- e. The bidder is advised to attach any additional information that is considered necessary in regard to establish the capabilities. No further information will be entertained after submission of application unless it is required by IIPHG. IIPHG, however, reserves the right to call for additional information and clarification on information submitted by the bidders.
- f. Proposals must be received by IIPHG at the address specified not later than the date and time specified. In case the specified date for the submission of proposal being declared holiday by the IIPHG, the same will be received on next working day with the same specified time. Proposals received after the due date and time specified will automatically be rejected.



- g. **Last date for submission of the Offer:** The last date for submission of complete Proposal with all supporting documents (by hand or by post) is **12<sup>th</sup> December, 2025 (Friday) by 02:00 PM**. Any Proposal received after this prescribed time will not be entertained. IIPHG will not be responsible for any loss in transit or postal delay.
- h. **Opening of Technical Bids:** Sealed Offers received up to **12<sup>th</sup> December, 2025 (Friday) by 03:00 PM** will be taken up for opening. Offers received after specified date and time will not be accepted. IIPHG reserves the right to disqualify any of the Offer in case it is not satisfied with the documents furnished or otherwise without assigning any reasons thereof.
- i. Any efforts by bidders to influence the IIPHG personnel or representatives on matters relating to this inquiry, in the process of examination, clarification, evaluation and comparison of proposal and in decision concerning award of contract, shall result in the rejection of the Bidder's proposal. Failing to execute the contract Agreement within the said period may result in termination of contract and award of the same to other contractor at the risk and cost of the contractor.
- j. Sub-contracting of the work is not permitted.
- k. The person to sign the contract agreement shall be duly authorized.
- l. The Inquiry shall not bind IIPHG in any way whatsoever to offer any job to the applicant if it is decided to abandon the Inquiry.
- m. IIPHG assures that the documents and presentations by the applicants will be kept strictly confidential and will not be used for any purpose other than the process of selection of the final applicant. All documents created/prepared during the assignment by the selected application shall be the property of IIPHG and they will have the rights associated with such documents.
- n. **Offer Verification:** IIPHG may contact applicant to confirm contact person, address, bid amount and to confirm that the bid was submitted for this solicitation.

- o. **Conflict of Interest:** Applicants must provide disclosure of any past, present or future relationships with any parties associated with the issuance, review or management of this solicitation and anticipated award. Failure to provide full and open disclosure may result in IIPHG having to re-evaluate selection of potential Applicants.
- p. **Arbitration:** Should any dispute arise; it may be referred to an Arbitrator appointed by mutual consent. The place of Arbitration shall be Gandhinagar, Gujarat.
- q. The cost of travel and stay of the officials from bidders for attending meetings with IIPHG will be met by the respective bidder.
- r. All queries/correspondences pertaining to this inquiry will be done through IIPHG Tender email i.e. [tender@iiphg.org](mailto:tender@iiphg.org)

Hard copies of the Proposals should be addressed to:

**The Registrar**

**IIPHG/ Engineering / COEN / 2025 - 26 / 02**

**INDIAN INSTITUTE OF PUBLIC HEALTH GANDHINAGAR**

Opp. Air Force Head Quarters, Nr. Lekawada Bus Stop,  
Gandhinagar – Chiloda Road, CRPF PO., Gandhinagar – 382042

**Last date for submission of the Offer: 12<sup>th</sup> December, 2025**  
**(Friday) by 02:00PM.**

## Annexure – 1: Part of Technical Proposal

### A) Organization brief (To be printed on letterhead with stamp sign of the authorized person)

Sr. No.	Particulars	
1	Name of the Organization	
2	Year of Establishment <b>(Enclose Registration Copy)</b>	
3	Legal status of the Organization (Proprietary firm / Partnership firm / Company / Others etc.)	
4	Registered office address	
5	Local office address, if any	
6	Website	
7	Email ID	
8	Office contact no.	
9	Principal nature of the activities undertaken by the organization	
10	Name of the Authorized person	
10	Designation of the Authorized person	
11	Resolution in favour of Authorized Person - authorizing him to participate in the tendering process	
12	Email ID of the authorized person	
13	Contact number of the authorized person	
14	Organization PAN <b>(Enclose copy)</b>	
15	GST Registration No. <b>(Enclose copy)</b>	
16	Registration details: Member of Professional / Regulatory body. <b>(Enclose copy)</b>	
17	The bidder should not have been blacklisted by Central / State Government or Org. of repute.	Enclose “No conviction certificate” on your letterhead signed by authorized signatory

18	Consent Letter	Enclose consent letter signed by the authorized signatory (on letterhead), agreeing to abide the Terms & Conditions set out in Tender document.
19	Disclosure of any past, present or future relationships with any parties associated with the issuance, review or management of this solicitation and anticipated award.	Enclose - Disclosure related to conflict of Interest.

**B) Work Experience: Submit work experience certificate for Major Projects completed by the agency during last three years.**

**C) No Conviction Certificate:**

**(To be printed on letterhead with stamp sign of the authorized person)**

To,

The Registrar

Indian Institute of Public Health Gandhinagar

Gandhinagar, Gujarat

I, (Full Name and Designation of the authorized person) hereby declare that M/s. (Name of the Organization) has never been blacklisted by any Central / State Government, departments or any organization.

I also declare that there are no legal and / or criminal case pending against us in any court. I further declare that we have never been found guilty / convicted of any legal offense and or / crime in any court of law in the past.

Date:

Signature of the Authorized Signatory

Name of the Authorized Signatory

Seal of the Organization

**D) Disclosure regarding No Conflict of Interest**

**(To be printed on letterhead with stamp sign of the authorized person)**

To,  
The Registrar  
Indian Institute of Public Health Gandhinagar  
Gandhinagar, Gujarat

I/We, (Full Name and Designation of the authorized person) disclose that this work is not likely to have any conflict of interest with any of their organizational, financial, contractual or other interests relating to the work under this tender.

Date:

Signature of the Authorized Signatory

Name of the Authorized Signatory

Seal of the Organization

**E) Undertaking**

**(To be printed on letterhead with stamp sign of the authorized person)**

To,

The Registrar,

Indian Institute of Public Health Gandhinagar

Gandhinagar, Gujarat

I/We, (Full Name and Designation of the authorized person) have carefully read and understood the contents of this Inquiry Form and its Terms and Conditions including Annexures and I / We undertake to abide by myself /ourselves by all the Terms & Conditions set forth.

**Authorized signatory's**

Signature:

Designation:

Name:

Date:

Seal of the Organization

## **Annexure – 2: Financial Bid**

**Reference No.: IIPHG/Engineering/CoEN/2025-26/01**

**Name and address of the Bidder:**

**Our fee for providing consultancy services for Signages and Branding Design for Centre of Excellence in Nutrition At IIPHG, as per Scope of work given in the Inquiry Form is as follows:**

(To be typed on letterhead and submitted as under with Signature & Stamp of Bidder)

<b>Sr. No</b>	<b>Description of Work</b>	<b>Unit</b>	<b>Quantity</b>	<b>Amount in Rs.</b>
1.	Fees for Providing Consultancy services for Signages and Branding Design for Centre of Excellence in Nutrition At IIPHG	Lump sum	Job work as per scope of works mentioned in the offer.	
	<b>Total amount</b>			<b>Rs.</b>
	<b>GST @ _____ %</b>			
	<b>Total with GST</b>			

**Authorized signatory's**

Signature:

Designation:

Name:

Date:

Seal of the Organization: