



MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

(Formerly WEST BENGAL UNIVERSITY OF TECHNOLOGY)

Main Campus: NH 12, Haringhata, Post Office - Simhat, Police Station – Haringhata, Pin - 741249

City Campus: BF-142, Sector -I, Salt Lake, Kolkata -700 064

Ref. No.: MAKAUT-WB/2022-23/BOOK-MEDIASCIENCE/012

Dated: 21-07-2022

Maulana Abul Kalam Azad University of Technology, West Bengal (MAKAUT, WB) invites quotation from authorised supplier for Supply of Book for the department of Media Science at Library, Harighanta Campus of the University.

Please follow the Part-A, Part-B, Part-C, Part-D and Part-E of this tender for further details.

PART-A: KEY INFORMATION

<u>Sl. No.</u>	<u>About</u>	<u>Remarks / Date</u>
1.	About the Assignment:	Supply of Book for the department of Media Science at Library, Harighanta Campus of the University.
2.	Name of the Tender Inviting Authority:	Registrar, MAKAUT, WB
3.	Opening date of Submission of bids:	21-07-2022
4.	Last date of Submission of bids:	02-08-2022
5.	Tender Fee:	Rs. 500/- (Rupees Five Hundred only)
6.	University Bank Details for collecting Tender Fee: -	
6.a.	Bank & Branch:	Indian Bank, Salt Lake Branch
6.b.	Bank Account Number:	6360279330
6.c.	Name of the Account:	MAKAUT-WB
6.d.	Type of Account:	Current Account
6.e.	IFS Code:	IDIB000S147

PART-B: TECHNICAL INFORMATION / DOCUMENTS (TO BE PROVIDED BY THE BIDDER)

- 1) Basic Information (to be provided on Company's Official Letterhead):
 - a) Name
 - b) Address
 - c) Contact No.
 - d) E-mail ID
 - e) Contact Person's details (Name, Designation, Contact No. E-mail id)
- 2) Valid Trade License for Financial Year 2021-2022
- 3) PAN
- 4) GSTIN
- 5) P. Tax Registration Number
- 6) Last paid Electricity Bill / Telephone Bill (at Official address)
- 7) Tender Fee deposit details:

Sl. No.	Item	Amount	Transaction Details*	Bank Details**	Date
1.	Tender Fee	Rs. 500/-			

*** Mode of Payment (NEFT / Net Banking / UPI / IMPS / Any other mode), Transaction Reference No. with the Date of transaction (Tender Fee has to be deposited separately).**

**** Bank Name & Branch, Bank Account No. of the Bidder from which the amount will be credited to the University Account.**

- 8) Any other necessary information that the bidder would like to mention:
 - a)
 - b)
 - c)
 - d)
 - e)
 - :
 - :
 - :
 - :
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 - :

PART-C: BOQ

S. no.	TITLE	AUTHOR	PUBLISHER	Edition	No. of Copies	Unit Price	Discount %	Total Cost
1	The Animator's Survival Kit	Richard Williams	Faber & Faber	Latest	4			
2	Cartoon Animation with Preston Blair	Preston Blair	Walter Foster Publishing	Latest	4			
3	Timing for Animation	Harold Whitaker, John Halas, Tom Sito	CRC Press	Latest	4			
4	Acting for Animato	Ed Hooks	Routledge	Latest	4			
5	3D Animation Essentials	Andy Beane	Sybex	Latest	4			
6	Ogilvy on Advertising	David Ogilvy	RHUS	Latest	4			
7	The Advertising Concept Book: Think Now, Design Later	Pete Barry	Thames and Hudson	Latest	4			
8	Advertising- An Integrated Marketing Communication Pepective	George Belch and Michael Belch	Mc Graw Hill	Latest	5			
9	The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells	Robert W Bly	Holt Paperbacks	Latest	2			
10	Reality in Advertising	Rosser Reeves	imusti	Latest	2			
11	The World History of Animation	Stephen Cavalier	Univeity of California Press	Latest	4			
12	The Illusion of Life: Disney Animation	Frank Thomas and Ollie Johnston	Disney Editions; Subsequent edition	Latest	3			
13	The Oxford History of World Cinema	Geoffrey Nowell-Smith	Oxford Univeity Press	Latest	4			
14	History of Indian Cinema	Renu Saran	Diamond Books	Latest	3			

15	Indian Cinema: A Very Short Introduction	Ashish Rajadhyaksha	Oxford Univeity Press	Latest	4			
16	Film Scriptwriting: A Practical Manual	Dwight V Swain, Joye R Swain	Taylor & Francis	Latest	2			
17	Screenplay: The Foundations of Screenwriting	Syd Field	Dell	Latest	2			
18	Learn Python the Hard Way: A Very Simple Introduction to the Terrifyingly Beautiful World of Compute and Code	Zed A. Shaw	Addison-Wesley	Latest	2			
19	Programming In Python	Dr. Pooja Sharma	BPB	Latest	2			
20	R Programming for Beginne	Nathan Metzler	Independently Published (22 November 2019)/ Atlantic Publishers and Distributors	Latest	2			
21	R Programming, A Step-by-Step Guide for Absolute Beginne	Daniel Bell	Independently Published (22 November 2019)/ Atlantic Publishers and Distributors	Latest	2			
22	The Art of R Programming	Norman Matloff	No Starch Press	Latest	2			
23	New International Business English	Leo Jones, Richard Alexander	Cambridge Univeity Press	Latest	2			
24	Knowing about English – A Book of Grammar & Phonology		NCERT	Latest	2			
25	Working with English – A Workbook		NCERT	Latest	2			
26	Effective Communication Skills	Kulbhushan Kumar	Khanna Publishing House	Latest	2			
27	Macmillan Grammar – A Handbook	A.E. Augustine & K.V. Joseph	Macmillan	Latest	2			
28	Speaking English Effectively	Krishna Mohan & N.P. Singh	Macmillan	Latest	2			

29	Elements of Design	Gail Greet Hannah	Princeton Architectural Press	Latest	2			
30	Graphic design history	Steven Heller & Georgetta Balance	Allworth	Latest	2			
31	Design Dictionary- Pepectives on Design Terminology	Michael Erlhoff and Tim Mahall	Birkhauser	Latest	2			
32	A History of Graphic Design	Meggs, Philip	John Wiley & Sons	Latest	2			
33	The Visual Dictionary of Photography	David Präkel	Routledge	Latest	2			
34	Graphic Design Manual, Principles and Practice	Armin Hoffman	Arthur Niggli Publisher	Latest	2			
35	Mind mapping	Tony Buzun	Harper Collins India	Latest	2			
36	Thinking with Type	Ellen Lupton	Princeton Architectural Press	Latest	2			
37	The Animation Book: A Complete Guide to Animated Filmmaking from Flip	Kit Laybourne	Three Rivers Press	Latest	2			
38	Adobe Illustrator-A Complete Coue and Compendium of Features	Jason Hoppe	Rocky Nook	Latest	2			
39	Photoshop CC: Visual Quick Start Guide	Elaine Weinmann and Peter Lourekas	Peachpit Press	Latest	2			
40	The Elements of Graphic Design	Alex W. White	Allworth	Latest	2			
41	Designing Brand Identity	Alina Wheeler		Latest	2			
42	Mass Communication Theory	Denis McQuail	SAGE Publications	Latest	5			
43	Mass Communication & Journalism In India	D.S. Mehta	Allied Publishe Pvt	Latest	2			
44	Mass Communication in India	Keval J. Kumar	Jaico Publishing House	Latest	5			
45	McNae's Essential Law for Journalists	L.C.J. McNae (Author), R.M. Taylor		Latest	2			
46	Mass Media & Related Laws in India	B. Manna	Booksway	Latest	5			
47	Nature of Cyber Laws	S.R. Sharma	Anmol Publisher	Latest	2			

48	The Mind's Eye	Henri Cartier Bresson	Aperture	Latest	2			
49	Traditional Folk Media In India	Shyam Parmar	Routledge	Latest	2			
50	The History of Narrative Cinema	David Cook	New York : W.W. Norton & Company,	Latest	2			
51	Writing and Editing News (Studies in Journalism)	K. V. Krishnaswamy	ORIENT BLACKSWAN PVT Limited	Latest	2			
52	Mass Communication Research Methods	Ade Hansen, Simon Cottle, Ralph Negrine, Chris Newbold	MacMillan	Latest	2			
53	Visualizing Research: A Guide to the Research Process in Art and Design	Carole	Routledge	Latest	2			
54	Radio production handbook: A beginner's guide to broadcasting	Arthur C Matthews	Meriwether Publishing Ltd	Latest	2			
55	Basic Radio Production Handbook	M. Roge McSpadden	Vantage Pr	Latest	2			
56	The Illusion of Life: Disney Animation	Frank Thomas and Ollie Johnston	Disney Editions	Latest	2			
57	Mass Communication: Theory and Practice	Uma Narula	Har-Anand	Latest	2			
58	Adobe Illustrator-A Complete Coue and Compendium of Features	Jason Hoppe	Rocky Nook; Illustrated edition	Latest	2			
59	Sight Sound Motion, Applied Media Aesthetics	Herbert Zettl	Cengage	Latest	3			
60	Computer Basics and C Programming	V Rajaram	Prentice Hall India Learning Private Limited	Latest	2			
61	Journalist's Handbook	M V Kamath	S Chand	Latest	2			
62	Langford's Basic Photography: The Guide for Serious Photographers	Michael Langford	Routledge;	Latest	2			
63	Editing and Design 5v	Harold Evans	William Heinemann Ltd	Latest	2			

				Latest				
64	Media Law and Ethics	M Neelamalar	PHI		2			
				Latest				
65	Television Production	Jim Owens	Routledge		2			
				Latest				
66	Film Language: A Semiotics of Cinema	C Metz	University of Chicago Press		2			
				Latest				
67	THE ART OF CINEMA	B.D Garga	Penguin		2			
				Latest				
68	Non-Fiction Film: A Critical History	R. M. Barsam	John Wiley & Sons		2			
				Latest				
69	New Media: The Key Concepts	Nicholas Gane, David Beer	Berg Publishers		2			
				Latest				
70	The Language of New Media	Lev Manovich	The MIT Press		2			
				Latest				
71	Documentary: A History of Non-Fiction film	E. Barnou	OUP USA		2			
				Latest				
72	The Technique of Film Editing	L. Reisz & G. Millar	Routledge		2			
				Latest				
73	Learning C# by Programming Games 2nd ed. 2019 Edition	Wouter van Toll (Author), Arjan Egges (Author), Jeroen D. Fokker (Author)	Springer		2			
				Latest				
74	Learning C# by Developing Games with Unity 2021: Kickstart your C# programming and Unity journey by building 3D games from scratch, 6th Edition 6th ed. Edition	Harrison Ferrone (Author)	Packt Publishing Limited		2			

Bids must be submitted as per the “Part-E” of this tender (General Terms & Conditions). So, before submitting the bid documents, interested vendors are requested to carefully go through the same to avoid cancellation / rejection of the bid or any unnecessary complications in future in this regard.

PART-D: GENERAL TERMS & CONDITIONS

1. The bidder should be a registered firm under prevailing rules having an office in India, preferably West Bengal and will provide essential registration numbers like PAN, GSTIN, Profession Tax, etc.
2. The tendering process will be should be submitted in properly sealed envelopes (no stapling). There should be separate sealed envelopes for Technical Bid and Commercial / Financial Bid. The envelopes should be addressed to the Registrar, MAKAUT, WB. The Tender Reference Number, Tender Date, Title of the tender, Name and Address of the vendor should be properly mentioned on the envelopes. Envelope in unsealed condition or without having any of the above information will not be considered for further process. Bid documents are to be dropped in the specified tender box at the Haringhata Campus of the University
3. Apart from the above list mentioned in Part-C of this tender notice, the University may ask the bidder for any other document(s) / information, if feels necessary. The bidder has to furnish the document(s) / information immediately failing which his bids will be rejected.
4. **Books from the attached list are to be supplied fully or partially.**
5. **Flat discount on books are invited.**
6. **Books are to be supplied within 1and 1/2 months .Foreign books are to be supplied within 3 months. Otherwise the order will be considered as canceled and the order will go to the next vendor.**
7. **If there is low priced edition or Indian edition of the book is available then that edition is to be supplied.**
8. **Price proof of the books supplied is to be attached with the challan copy.**
9. **If there is latest edition available that is to be supplied.**
10. IF there is any damage , dispute in the name , author is found then that book will not be accepted.
11. Books are to be supplied in the address given below:
12. All the documents should be authenticated with official stamp and signature / signatures thereon by the bidder.
13. Submission of false document(s) / information by the bidder will result into cancellation of bid and the University maytake strict action against that bidder.
14. The vendor should have the prior experience of having supplied the books in Library/University/Colleges. The list of the clients with contact details and copy of purchase order to be provided along with the tender document.
15. Any document sent in .jpeg / .jpg / .doc / .docx / .xls / .xlsx format will not be accepted.
16. The University reserves the right to accept or reject any bid without showing any reason.
17. Any dispute which may arise between the bidder and the University regarding this bidding shall be referred to the Vice Chancellor of the University whose decision shall be final and irrevocable in this regard.
18. Being the lowest bidder (L1) in term of quoted amount (incl. all) may not be the only condition to receive the order, other criteria like having PAN, GSTIN, location of office, etc. may also be considered during selection of the eligible bidder. Decision of the University in such case will be the final.
19. In case the selected bidder is unable to supply the items after being selected to supply the items or after receiving the respective order from the University, the bidder should immediately inform the University Authority about the same by e-mail. Decision of the University in such case will be the final.



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20. Delivery of the items to the destination is solely the bidder's responsibility and no extra charge will be paid by the University for the same. Any damage of the item during transit will be the responsibility of the bidder.
21. Govt. levies will be as per existing Government Rules. The University will provide DSIR Certificate against which all permissible tax relief has to be ensured.
22. If any vendor is registered under GST Composite Scheme, the same is to be mentioned in Part-C (Item No.4). The same may also be mentioned in the BOQ.
23. Payment will be subject to successful delivery and installation of the required items and necessary approval of the Competent Authority of the University. No additional payment will be made by the University towards installation charges.
24. The bidder should submit GST-compliant bill / invoice for GST bill / invoice. Copy of the order received by the vendor always should be attached to the challan and bill / invoice.
25. PAN, GSTIN and Bank details of the bidder are to be mentioned in the bill / invoice.
26. Statutory deductions (if any) during payment process will be made as per existing Government Rules.
27. Payment will be made only in favour of the bidder's bank account and any exception in this regard will be subject to the consideration of the Competent University Authority only.

**Sd/-
Registrar
MAKAUT, WB**