

हिमाचल प्रदेश केन्द्रीय विश्वविद्यालय

Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH

Phone: +91-1892-229330, 229573; Fax: +91-1892-229331; Web: www.cuhimachal.ac.in

Tender No. EOI/CUHP/001/2014

Dated: 23.02.2014

EXPRESSION OF INTEREST/TENDER FOR
EMPANELMENT OF ADVERTISING AGENCIES



LAST DATE FOR SUBMISSION OF EOI/TENDER FORM : Upto 3.00 PM on 19th March, 2014

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EMPANELMENT OF ADVERTISING AGENCIES



REFERENCE NO. : EOI/CUHP/001/2014

DATE OF ISSUE OF EOI/TENDER : 23.02.2014

LAST DATE FOR RECEIPT OF EOI/TENDER DOCUMENT : 19.03.2014 (3.00 PM)

TIME AND DATE FOR OPENING OF
THE TENDER [**TECHNICAL BID**] : 19.03.2014 (4.00 PM)

PLACE OF OPENING OF THE TENDER: Camp Office, Central University of
Himachal Pradesh, Dharamshala (HP).

ADDRESS FOR COMMUNICATION: Central University of Himachal Pradesh
Post Box No. 21, Dharamshala 176215 (HP)

Signature of Quotee

With Seal

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EXPRESSION OF INTEREST/TENDER FOR EMPANELMENT OF ADVERTISING AGENCIES

Expression of interest/Tender is invited from reputed INS accredited advertising agencies for empanelment with Central University of Himachal Pradesh, Dharamshala. Reputed advertising agencies may forward applications on prescribed form for empanelment with the University for release of advertisements/tender notices in different national, regional and local newspapers. The agencies with 5 years of experience, having designing departments and a minimum annual turnover of **Rupees One Crore** are eligible to apply.

The application form and detailed terms and conditions can be downloaded from the University website www.cuhimachal.ac.in. Interested agencies may submit their offers on the appropriate application forms of Central University of Himachal Pradesh (**Annexure-I**) alongwith a non-refundable processing fees of **Rs. 500/-** in the shape of Account Payee Bank Demand Draft. An Earnest Money Deposit of **Rs.5,000/-** (Rupees Five Thousand only) in the shape of Account Payee Bank Draft or F.D.R duly pledged in the name of Finance Officer, Central University of Himachal Pradesh, Dharamshala, Kangra (HP) or a Bank Guarantee (**Annexure-III**) for equal amount furnished on prescribed Proforma, from any commercial bank, in a sealed envelopes on or before **19.03.2014 (3:00 PM)**. The tender bids will be opened on **19.03.2014 (4.00 PM)**. The offers received without processing fee and EMD will not be entertained.

The selection of agencies will be based on a two-stage process. At the first stage, the Agencies will short list on the basis of the eligibility criteria given in application form (**Annexure-I**). The Financial bids of the short-listed agencies shall only be considered. The short-listed agencies may be required to make a presentation of creative strategy on a given subject for a given budget. The financial bid on appropriate form of Central University of Himachal Pradesh (**Annexure-II**) should be enclosed separately in a sealed envelope.

TERMS AND CONDITIONS

A. Eligibility Criteria

The agencies meeting the following eligibility criteria would be considered:

1. A minimum of five year's continuous experience as a full INS accredited agency.
2. An yearly turnover of Rs. 1 crore during FY 2012-13 for the all branches taken together.
3. Be in the panel of advertising agencies of at least two public sector organizations during the year 2013-14.
4. PAN number issued by the IT department in favour of the agency.
5. Service Tax Registration number issued by the Central Excise Dept in favour of the agency.
6. Creativity in development communication should be of high standard befitting the expectations of the Central University.

B. General Conditions

1. The bidding agency should have notable background in the advertising market and an exposure of working with Govt. institutions.
2. The University will enter into the contract initially for a period of one year, extendable to a further period depending on the mutual agreement of the University and the agency with such modifications as may feel necessary. However, the terms and conditions of the contract, during the period of agreement, will not be subjected to any change.

3. The Indian Newspaper Society (INS) accredited agencies will only be considered while evaluating the bids.
4. Successful bidder/s shall have to submit a Performance Security of **Rs. 15,000/-** in the shape of a Demand Draft drawn from any nationalized bank or Fixed Deposit Receipt (F.D. R.) duly pledged in favour of Finance Officer, Central University of Himachal Pradesh, Dharamshala or a Bank Guarantee for equal amount furnished on prescribed Proforma, from any commercial bank payable at Dharamshala. On submission of which, the EMD of the successful bidder will be refunded. The Performance Security without any interest will be refunded to the empanelled agency on successful completion of the contract.
5. The University shall not make any advance payment to the advertising agency for any of the work assigned by the University. The payments shall be released by the University against the bills received from the agency after having completed the job to the satisfaction of the University.
6. The University reserves the right to remove any such agency from the empanelled list along with forfeiture of Performance Security, if the service provided by the Agency is found to be unsatisfactory or if the information provided for empanelment is proved to be false.
7. The University may empanel more than one Advertising Agency and shall be free to release advertisements through any one or more of them. However, the act of empanelment shall not prohibit the University of its right to release advertisement directly without routing them through the empanelled advertising agencies.
8. The processing fee of Rs.500/- in the shape of DD and the EMD amount of Rs 5,000/- in the shape of DD/FDR/Bank Guarantee should be attached with the application form without which the offer would not be considered.
9. The University reserves the right to reject any application without assigning any reason.
10. The performance security will be forfeited in the event of a breach of contract by the agency in terms of the relevant contract.

C. Desirable

1. Accreditation by Doordarshan and All India Radio
2. Proficiency in translation and proof reading facilities in major Indian languages

NOTE: The agencies black listed by other government organizations/autonomous bodies will not be considered for empanelment. Expression of interest not received in the prescribed format will be summarily rejected.

Finance Officer,
Central University of Himachal Pradesh

Read and Accepted

Signature of Tenderer (s)
With seal and date

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APPLICATION FORM
FOR
EMPANELMENT OF ADVERTISING AGENCIES

Payment Details

DD No. _____

DD Amount _____

Bank Name/Branch _____

1. Name of the Advertisement Agency:
 - a. Whether Proprietorship/Sole/Partnership/Pvt. Ltd./Ltd. Co. _____
 - b. Name of the Director /In Charge _____
 - c. Name of the contact person _____

2. Head Office:
 - a. Complete Address _____
 - b. Telephone Number (s) _____
 - c. Fax Number _____
 - d. E-mail Address _____
 - e. Mobile No. _____

3. Branch Office (s)
 - a. Complete Address _____
 - b. Telephone Number (s) _____
 - c. Fax Number _____
 - d. E-mail Address _____

(Add separate sheet, if required)

4. Contact person at Dharamshala/Any nearby city
 - a. Name _____
 - b. Designation _____
 - c. Contact Number (s) _____
 - d. Fax Number _____
 - e. E-mail address _____
 - f. Mobile No. _____

5. Year of Establishment (attach proof) _____
6. Registration Number (if any) _____
7. Staff strength (full time) _____

8. Year in which INS accreditation was given to the agency _____
9. Validity period of INS accreditation (attach proof) _____
10. Service Tax Registration number issued by the Central Excise Dept. in favour of the agency _____

11. PAN Number issued by the IT Dept. in favour of the agency _____

12. Annual Turnover of the last three years (Along with documents proof)

2012-13 _____

2011-12 _____

2010-11 _____

13. Are you on the panel of any educational organization having activities similar to that of the CUHP, Dharamshala, if yes, give detail (Attach separate sheet, if required)

14. Detail of appreciation(s) award(s) received by your agency (if any) in advertisement campaign (Attach separate sheet, if required)

15. Percentage of Discount offered by agency to the University:

Note: Documentary evidence may be provided, wherever applicable, in the form of photo copies (Accreditation Certificates, Audit Reports, Work Orders, Release Orders, etc.)

Declaration

1. I _____ (Name of the person), am authorized to declare on behalf of the agency _____ (Name of the Agency) hereby declare that the agency has:
 - a. Full-fledged office establishment in Himachal Pradesh/ Dharamshala/nearby city with needed manpower.
 - b. Creativity in development communication of high standard befitting the expectations of the Central University.
- 2) I also declare that all the statements made in this application are true, complete and correct to the best of my knowledge and brief. I understand that if at any stage, it is found that any information given in this application is false/ incorrect or that our agency does not satisfy the eligibility criteria, our candidature/empanelment is liable to be cancelled /terminated.
- 3) I understand that the decision taken by the CUHP, Dharamshala is final in all matters.
- 4) I hereby agree to work as per the terms and conditions rolled out by CUHP, Dharamshala.
- 5) I understand that the CUHP, Dharamshala reserves the right to accept or reject and to cancel the empanelment process and reject all expression of interests at any time prior to the award of contract, without assigning any specified reasons whatsoever.

Signature _____

Place _____

Name _____

Date _____

Designation _____

Organisation Seal (In case of organization) /Signature

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PROFORMA FOR FINANCIAL BID
For
EMPANELMENT OF ADVERTISING AGENCIES

1. Name of the organization _____
PAN No. _____

2. Current commercial rate card of the Publication: (Please attach copies of rate card-edition wise)

S. No.	Item/Newspaper	Rate (Rs./sq.cm) for Display	Rates for Employment pages/Issues (RS./sq.cm)	Rates for Tender (RS./sq.cm)
1.	THE TIMES OF INDIA			
2.	THE HINDUSTAN TIMES			
3.	THE HINDU			
4.	THE TRIBUNE			
5.	THE INDIAN EXPRESS			
6.	EPW			
7.	EMPLOYMENT NEWS (HINDI & ENG.)			
8.	UNIVERSITY NEWS			
9.	INDIAN TRADE JOURNAL			
10.	PANJAB KESARI			
11.	DIVYA HIMACHAL			
12.	DAINIK BHASKAR			
13.	DAINIK JAGRAN			
14.	AMAR UJALA			
15.	APAKA FAISALA			
16.	CHARGES (IF ANY) FOR FORMATTING CONTENT			
17.	ANY OTHER CHARGES TO BE LEVIED (PLEASE SPECIFY)			
18.	DISCOUNT			

Note: In addition to the above, offers for other newspaper /journal or any other package offered by the agency may be enclosed separately.

The Financial bid being submitted has the approval of the _____ (Name of the Agency) and I have been authorised to submit it.

Place:

Date:

Signature _____

Name _____

Designation _____

MODEL BANK GUARANTEE FORMAT FOR FURNISHING BID SECURITY (EMD)

Whereas(hereinafter called the “tenderer”) has submitted their dated..... for the supply of..... (hereinafter called the “tender”) against the Purchaser’s against the Purchaser’s tender enquiry No. KNOW ALL MEN by theses presents that WE of having our registered office at are bound unto the Central University of Himachal Pradesh (herein after called the “University”) in the sum of for which payment will presents. Sealed with the Common Seal of the said Bank this day of 2014.

THE CONDITIONS OF THIS OBLIGATION ARE:

- (1) If the tenderer withdraws or amends, impairs or derogates from the tender in any respect within the period of validity of this tender.
- (2) If the tenderer having been notified of the acceptance of his tender by the University during the period of its validity:-
 - a) If the tenderer fails to furnish the performance security for the due performance of the contract .
 - b) Fails or refuses to accept /execute the contract.

We undertake to pay the University up to the above amount upon receipt of its first written Demand, without the University having to substantiate its demand, provided that in its demand the University will note that the amount claimed by it is due to it owing the occurrence of one or both the two conditions, specifying the occurred condition or conditions. This guarantee will remain in force upto and including 45 days after the period of tender validity and any demand in respect thereof should reach the bank not later than the above date.

(Signature of the authorized officer of the bank)

.....

(Name and designation of the officer)

.....

Seal, name and address of the Bank and address of the Branch.