



Central University of Himachal Pradesh

(Established under Central Universities Act, 2009)

Tender No. 13/2014/CUHP/NIT

Dated: 22-10-2014

Notice Inviting Tender

Sealed Tenders are hereby invited for empanelment of Advertising Agency. Tender form along with Terms & Conditions etc. can be downloaded from the website: www.cuhimachal.ac.in.

Interested/eligible parties may submit their tenders in the prescribed format along with Demand Draft amounting to Rs.500/- as processing fees and EMD (as mentioned in the Tender Document) to the Registrar, Central University of Himachal Pradesh, Dharamshala by **24th November 2014 (03.00 PM)**. The tenders shall be opened on the date, place and time mentioned in the Tender document.

Registrar

Camp Office, Dharamshala, District Kangra, Himachal Pradesh – 176215,
e-mail : registrar.cuhimachal@gmail.com, Phone No. 01892-229574, Fax No. 01892-229331



हिमाचल प्रदेश केन्द्रीय विश्वविद्यालय

(केन्द्रीय विश्वविद्यालय अधिनियम, 2009 के अधीन स्थापित)

निविदा सं. 13 / 2014 / हि.प्र.के.वि. / एनआईटी

दिनांक : 22.10.2014

टेंडर आमंत्रण सूचना

एतद्वारा विज्ञापन एजेंसी की नामिका बनाने के लिए हेतु मोहरबंद टेंडर आमंत्रित किए जाते हैं। निबंधन एवं शर्तों आदि सहित टेंडर फॉर्म को वेबसाइट www.cuhimachal.ac.in से डाउनलोड किया जा सकता है।

इच्छुक/पात्रता रखने वाली पार्टियों द्वारा निर्धारित फॉर्मेट में टेंडरों के साथ प्रोसेसिंग शुल्क के रूप में 500/- रुपये का डिमांड ड्राफ्ट और बयाना जमा राशि (टेंडर दस्तावेज में यथा इंगित) 24 नवंबर 2014 (अपराह्न 03.00 बजे) तक जमा करायी जाए। टेंडरों को टेंडर दस्तावेज में इंगित तिथि, स्थान और समय पर खोला जायेगा।

कुलसचिव

कैंप कार्यालय, धर्मशाला, जिला काँगड़ा, हिमाचल प्रदेश – 176215

ईमेल : registrar.cuhimachal@gmail.com, दूरभाष सं. 01892-229574, फैक्स सं. 01892-229331

हिमाचल प्रदेश केन्द्रीय विश्वविद्यालय
Central University of Himachal Pradesh

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PO Box: 21, DHARAMSHALA, DISTRICT KANGRA, HIMACHAL PRADESH - 176215
Phone No.01892-229330, 229574, FAX No. 01892-229331
Web site: www.cuhimachal.ac.in

Tender No: 13/2014/CUHP/NIT

Dated: 22 October, 2014

**EXPRESSION OF INTEREST/TENDER FOR
EMPANELMENT OF ADVERTISING AGENCY**



LAST DATE FOR SUBMISSION OF EOI / TENDER FORM: Upto 03.00 PM on 24 November, 2014

हिमाचल प्रदेश केन्द्रीय विश्वविद्यालय

Central University of Himachal Pradesh

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EXPRESSION OF INTEREST/TENDER FOR EMPANELMENT OF ADVERTISING AGENCY



REFERENCE NO.	:	13/2014/CUHP/NIT
DATE OF ISSUE OF TENDER	:	22 October 2014
LAST DATE FOR RECEIPT OF EOI / TENDER DOCUMENT	:	24 November 2014 (3.00 P.M.)
TIME AND DATE FOR OPENING OF THE TENDER (<i>Technical bid</i>)	:	25 November 2014 (10:00 A.M.)
TIME AND DATE FOR OPENING OF THE FINANCIAL BID	:	25 November 2014 (02:00 PM)
PLACE OF OPENING OF THE TENDER	:	Central University of Himachal Pradesh, Camp Office, Dharamshala, District - Kangra, Himachal Pradesh -176 215.
ADDRESS FOR COMMUNICATION	:	Central University of Himachal Pradesh, Camp Office, Dharamshala, District - Kangra, Himachal Pradesh -176 215.

**SIGNATURE OF THE QUOTEE
WITH SEAL**

हिमाचल प्रदेश केन्द्रीय विश्वविद्यालय

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EXPRESSION OF INTEREST/TENDER FOR EMPANELMENT OF ADVERTISING AGENCY

Expression of interest / Tender is invited from reputed Indian Newspaper Society (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 `500/- in the shape of Account Payee Bank Demand Draft. An Earnest Money Deposit of `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 **24 November 2014 (3:00 PM)**. The tender bids (Technical Bid) will be opened on **25 November 2014 (10.00 AM)**. The offers received without processing fee and EMD will not be entertained.

The selection of agency 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 Advertising Agencies (referred as the Agency hereinafter) meeting the following minimum qualifying criteria are eligible to apply. Agency which does not meet the following qualifying criteria will be rejected at the first stage:

1. The agency should have full and continuous accreditation with the Indian Newspaper Society (INS) for at least the last 5 consecutive years and should be valid as on the date of the advertisement. Must submit letter stating accreditation status from INS.
2. An yearly turnover of `1 (one) crore and above for each of the last 3 financial years for the all branches taken together. Must submit duty audited / certified copies of Annual Report

and / or Balance Sheet and P&L Accounts for each of the 3 previous years ending 31st March (2011-12, 2012-13, 2013-14).

3. Be in the panel of advertising agencies of at least two Govt. / PSU companies during the year 2013-14. Certificates need to be attached.
4. PAN number issued by the IT department in favour of the agency. Copy of the same need to be attached.
5. The agency should have Income Tax, Sales Tax, Service Tax and Registration Certificate. Must submit copies of latest returns filed along with the Registration Certificates of Sales Tax and Service Tax.
6. Creativity in development communication should be of high standard befitting the expectations of the Central University.
7. The Agency should not have been blacklisted by any Central / State Government / Public Sector Undertaking, Govt. of India. In this regard a self-certification needs to be submitted.
8. No Police case is pending or contemplated against the bidder. Certificate issued by Police Station (under whose jurisdiction the bidder falls) must be attached.

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. The agency should follow the rules laid by the INS.
4. Successful bidder(s) shall have to submit a Performance Security of `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 alongwith forfeiture of Performance Security, if the service provided by the Agency is found to be unsatisfactory or if the information provided is proved to be false.
7. The lowest bidder(s) will be empanelled by the University. 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 `500/- in the shape of DD and the EMD amount of `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. Central University of Himachal Pradesh reserves the right to accept or reject any or all the tenders 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.
11. Release of advertisement shall precede art work. The advertising agency shall release advertisements as per approved art work only on the dates and in the newspaper(s) & category communicated by the University.
12. The data regarding the University should be made available by the agency in whatever format and whenever the University needs the same.
13. 1% of the cost of the specific job would be levied on the agency if it fails to meet the deadline given by CUHP.
14. Casual servicing, non-response to the briefings / quotations, missing the deadlines, quality below the specs etc will attract penal action including removal of contract.
15. **Service Taxes / Sales Tax / VAT / Any other Govt. Charges:** Any Services provided to educational institutions are exempt from service tax as per Notification No. 25/2012-Service Tax dated 20th June, 2012 of Ministry of Finance (Department of Revenue), Govt. of India, New Delhi.
16. That the courts at Dharamsala, District Kangra, Himachal Pradesh alone shall have exclusive jurisdiction for all the legal purposes.

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. Expression of interest not received in the prescribed format will be summarily rejected.

D. Payment Terms and Conditions:

1. Payment to agency shall be made on monthly basis on submission of the bill, duly supported with all copies of the advertisements released in selected newspapers.
2. All payments shall be subject to TDS, at the rates as applicable from time to time.

**REGISTRAR
CENTRAL UNIVERSITY OF HIMACHAL PRADESH**

Read and Accepted

**Signature of Tenderer(s)
With seal and date**

हिमाचल प्रदेश केन्द्रीय विश्वविद्यालय

Central University of Himachal Pradesh

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PROFORMA FOR TECHNICAL BID FOR EMPANELMENT OF ADVERTISING AGENCY

DD No., DD Amount: `.....		
PAYMENT DETAILS:		
Bank Name and Branch Name:		
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
4.	Contact person at Dharamshala / Any nearby city	
	a.	Name
	b.	Designation
	c.	Contact Number (s)
	d.	Fax Number
	e.	E-mail address

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 <i>(Along with documents proof)</i>	2011-12 2012-13 2013-14
13.	Are you on the panel of any educational organization having activities similar to that of the CUHP, Dharamshala, if yes, give detail <i>(Attach separate sheet, if required)</i>	
14.	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 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 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

हिमाचल प्रदेश केन्द्रीय विश्वविद्यालय

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PROFORMA FOR FINANCIAL BID*For***EMPANELMENT OF ADVERTISING AGENCY**1. **Name of the organization:**

PAN No:

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

Sl. No.	Item/Newspaper	Tariff fixed by Newspaper (Rs./sq.cm) for Display	Rates for Employment pages / Issues / Days (Rs./sq.cm) with name of supplementary	Rates for Education pages / issues / Days (Rs. / sq.cm) with name of supplementary	Rates for Tender Pages / Issues (Rs./sq.cm) with name of supplementary
1.	THE TIMES OF INDIA				
	i. Chandigarh Edition				
	ii. All India Edition				
	iii. Package(s), if any				
2.	THE HINDUSTAN TIMES				
	i. Chandigarh Edition				
	ii. All India Edition				
	iii. Package(s), if any				

3.	THE HINDU				
	i. All India Edition				
4.	THE TRIBUNE				
	i. Chandigarh Edition				
	ii. Any other Edition				
	iii. Package(s), if any				
5.	THE INDIAN EXPRESS				
	i. Chandigarh Edition				
	ii. All India Edition				
	iii. Package(s), if any				
6.	EMPLOYMENT NEWS (HINDI, ENG. & URDU)				
7.	UNIVERSITY NEWS				
8.	PUNJAB KESARI				
	i. Palampur Edition				
	ii. All India Edition				
	iii. Package(s), if any				
9.	DIVYA HIMACHAL				
	i. Dharamshala Edition				
	ii. All India Edition				
	iii. Package(s), if any				
10.	DAINIK BHASKAR				
	i. Shimla Edition				
	ii. All India Edition				
	iii. Package(s), if any				

11.	DAINIK JAGRAN				
	i. Dharamshala Edition				
	ii. All India Edition				
	iii. Package(s), if any				
12.	AMAR UJALA				
	i. Dharamshala Edition				
	ii. All India Edition				
	iii. Package(s), if any				
13.	APKA FAISALA				
	i. Shimla Edition				
	ii. Package(s), if any				
14.	CHARGES (IF ANY) FOR FORMATTING CONTENT				
15.	ANY OTHER CHARGES TO BE LEVIED (PLEASE SPECIFY)				
16.	DISCOUNT <i>(in figures and word)</i>				

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:

Signature _____

Date:

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.