

**National Institute of Technology,
Uttarakhand**



EOI for Empanelment of Newspaper Agencies

NIT Uttarakhand invites Expression of Interest (EOI) from reputed INS accredited newspaper agencies for empanelment to take up its advertisement/communication assignments. The complete details are available on Institute website www.nituk.ac.in.

Interested agencies having relevant work experience may submit their EOI by 1100 Hrs. of 28.05.2018 to the Registrar, NIT Uttarakhand, Srinagar, Uttarakhand.

Date: 05/05/2018

Registrar

Temporary Campus-Government ITI, Srinagar (Garhwal)-246174 (Uttarakhand)
Phone: 01346-251249; Email: nituttarakhand@gmail.com

अभ्यासाध्यरयेतः विद्या

Expression of Interest (Eoi) for Empanelment of Newspaper Agencies

(Last Date and Time for submission of Bids: 28.05.2018 by 1100 Hours)

National Institute of Technology (NIT), Uttarakhand is one among the ten newly sanctioned NITs in 2009 by Government of India under the 11th five year plan. Presently, NIT Uttarakhand is carrying out its activities from its Campus situated at Govt. ITI, Srinagar (Garhwal), Uttarakhand.

Expression of Interest (EOI) is invited from reputed Indian Newspaper Society (INS) accredited agencies for releasing the advertisements in the national leading newspapers for empanelment with National Institute of Technology, Uttarakhand. Reputed Newspaper Advertising Agencies may submit Bids on prescribed format for empanelment with the Institute for release of advertisements/tender notices in different national, regional and local newspapers. The agencies with 05 (five) years of experience, having designing departments and a minimum annual turnover of ₹1.00 Crore are eligible to apply.

The Bids (Technical and Financial) and detailed terms and conditions can be downloaded from the Institute website www.nituk.ac.in. Interested agencies may submit their Bids on the appropriate formats of NIT Uttarakhand (**Annexure-II and Annexure-III**) alongwith a non-refundable processing fees of ₹500/- in the shape of Account Payee Bank Demand Draft. An Earnest Money Deposit (EMD) of ₹5,000/- (Rupees Five Thousand only) in the shape of Account Payee Bank Draft or FDR duly pledged in the name of Director, NIT Uttarakhand or a Bank Guarantee for equal amount, from any commercial bank, in a sealed envelopes on or before 28.05.2018 (1100 Hours). The tender bids will be opened on 28.05.2018 (1130 Hours). The offers received without processing fee and EMD will not be entertained.

The selection of agencies will be based on a two bid system (Technical Bid and Financial Bid). The Financial Bids of the agencies shall only be opened, if qualified in the Technical Bids. The Technical Bid along with all the related documents should be placed in one sealed envelope superscribed "**Technical Bid**" in the Right hand Top Corner. The Financial Bid should be kept in a separate sealed envelope superscribed "**Financial Bid**" in the Right hand Top Corner. Both the envelopes should then be placed in one single, sealed envelope superscribed "**EOI for Empanelment of Newspaper Agencies**" in the Right hand Top Corner. Address must be written on the Left hand bottom corner of all envelopes.

TERMS AND CONDITIONS

a). ESSENTIAL ELIGIBILITY CRITERIA

The agencies meeting the following eligibility criteria would be considered:

- i. The applicant should be legal entity registered in India.
- ii. A minimum of five year's continuous experience as a full Indian Newspaper Society (INS) accredited agency.
- iii. A minimum of 05 (five) years of experience in advertising and publicity.
- iv. Agency should have been on panel of at least 01 or more government organizations/ PSUs/PSBs/Autonomous Bodies.
- v. In-house Proficiency, translation and proof reading facilities in Hindi & English.
- vi. Minimum annual turnover of ₹1.00 crore during last three years each with documentary proof for the years 2014-15, 2015-16 & 2016-17 certified by Chartered Accountant.
- vii. Having valid Permanent Account Number and GST Number.
- viii. Creativity in development communication should be of high standard befitting the expectations of the NIT Uttarakhand.
- ix. Rates for publication in newspapers, periodicals & publications will be as per DAVP rates applicable at the time of advertisement.

- x. Agency should not have been blacklisted by any Central/State Government/PSUs/ PSBs/Autonomous Bodies of Govt. of India.
- xi. Agency should not be involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this Request for Empanelment and in the execution of agreement.

b). GENERAL CONDITIONS

- i. The bidding agency should have notable background in the advertising market and an exposure of working with Govt. institutions.
- ii. The NIT Uttarakhand will enter into the contract initially for a period of one year, extendable to a further period of two years depending on the mutual agreement of the NIT Uttarakhand 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.
- iii. The Indian Newspaper Society (INS) accredited agencies will only be considered while evaluating the bids.
- iv. 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 (FDR) duly pledged in favour of Director, NIT Uttarakhand or a Bank Guarantee for equal amount, from any commercial bank payable at Srinagar (Garhwal). 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.
- v. The NIT Uttarakhand shall not make any advance payment to the Newspaper Advertising Agency for any of the work assigned. The payments shall be released by the NIT Uttarakhand against the bills received from the agency after having completed the job to the satisfaction of the NIT Uttarakhand.
- vi. The NIT Uttarakhand 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.
- vii. The NIT Uttarakhand may empanel more than one Newspaper 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 NIT Uttarakhand of its right to release advertisement directly without routing them through the empanelled advertising agencies.
- viii. The processing fee of ₹500/- in the shape of Demand Draft 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.
- ix. The Institute reserves the right to reject any application without assigning any reason.
- x. 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 CRITERIA

- i. Proficiency in translation and proof reading facilities in major Indian languages.

d). SCHEDULE OF EVENTS

S.No.	Event Description	Estimated date/time
1.	Last date of receiving of bids	28 th May, 2018 at 1100 Hours
2.	Opening of Bids – Technical Bid & Financial Bid	28 th May, 2018 at 1130 Hours

e). INSTRUCTION TO BIDDERS

- i. Offer in the bids shall remain valid for a period of 90 days from the last date of submission of the Eols. The eligible firms shall respond to the invitation of the Eol by submitting their technical capacity and all the required documents in prescribed formats.
- ii. Required Bid Format – The bid must contain the following:
 - A Covering letter (**Annexure-I**).
 - Application form (Technical Bid) (**Annexure-II**).
 - Financial Bid (**Annexure-III**).
 - Other supporting documents to substantiate the statements of the Bidder wherever necessary.
- iii. Discretion of the NIT Uttarakhand.
 - a) During technical evaluation of the Bids, NIT Uttarakhand may, at its discretion, ask agencies for clarification on their bid. The agencies are required to respond within the time frame prescribed by NIT Uttarakhand.
 - b) The NIT Uttarakhand reserves the right to reject any or all the Eols for the proposed assignment without assigning any reason whatsoever.
 - c) The NIT Uttarakhand also reserves the right to reject any bid if:
 - it is not in the given format.
 - at any time, a material misrepresentation is made or uncovered, or
 - the agency does not respond promptly and thoroughly to requests for supplemental information required for the evaluation of the bid.

f). SUBMISSION OF DETAILS

Bids should include the details mentioned in format which may be downloaded from the NIT Uttarakhand website: www.nituk.ac.in.

Eligible agencies are invited to send their bids in sealed envelopes super scribed with “**EOI for Empanelment of Newspaper Agencies**” only before 1100 Hours of 28th May, 2018 at the address stated below:

Registrar,
NIT Uttarakhand,
ITI Campus, Srinagar (Garhwal),
Uttarakhand-246174, India
Email: nituttarakhand@gmail.com
Phone: 01346-257403/251249

Registrar

(Format for Covering Letter)
(ON LETTERHEAD OF NEWSPAPER ADVERTISING AGENCIES)

To,
The Registrar,
NIT Uttarakhand,
ITI Campus, Srinagar (Garhwal),
Uttarakhand-246174

Sub: Eol for Empanelment of Newspaper Agencies.

Dear Sir,

Having reviewed and fully understood all of the requirements of the Bid Document and information provided, the undersigned hereby bids for the assignment referred above.

The validity of this Eol is confirmed for 90 days from the due date or the extended due date (if applicable).

Bid containing the details as per the requirements are enclosed herein as **Annexure-II** (Technical Bid) & **Annexure-III** (Financial Bid)) for your evaluation.

It is hereby declared that _____ (name of firm) was not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any Govt. or other agencies.

_____ (name of firm) also declare that there is under no contractual restrictions or legal disqualifications or other obligations which will prohibit from entering into this bid/tender and each and every one of the statement and particulars herein contained are correct.

.....
Authorized Signatory

Name:

Designation:

(Official Seal)

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TECHNICAL BID

1). Name of the Advertisement Agency: _____

(enclose the proof):

i) Whether Proprietorship/Partnership/Pvt. Ltd./Ltd. Co. _____

ii) Name(s) of the Proprietor/Partner/Director _____

iii) Name of the contact person _____

2). Head Office (enclose the proof):

i) Complete Address _____

ii) Telephone Number (s) _____

iii) Fax Number _____

iv) E-mail _____

v) Mobile No. _____

3). Branch Office (enclose the proof):

i) Complete Address _____

ii) Telephone Number (s) _____

iii) Fax Number _____

iv) E-mail _____

v) Mobile No. _____

4). Contact person at Srinagar (Garhwal)/Any nearby city (enclose the proof):

i) Name _____

ii) Designation _____

iii) Contact Number (s) _____

iv) Fax Number _____

v) E-mail _____

vi) Mobile No. _____

5). Year of Establishment (enclose the 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 (enclose the proof) _____

10). Permanent Account Number (enclose the proof) _____

11). GST Number (enclose the proof) _____

12). Annual Turnover of the last three years (enclose the proof):

2014-15: _____

2015-16: _____

2016-17: _____

13). Are you on the panel of any organization at least for 01 or more government organizations/PSU/PSB//Autonomous Bodies having activities similar to that of the NIT Uttarakhand, if yes, give detail (Attach separate sheet, if required).

14). Agency possesses minimum 05 (five) years of experience in advertising and publicity (enclose the proof):

15). Agency have the requisite In-house proficiency, translation and proof reading facilities in Hindi & English:

16). Agency agrees that the rates for publication in newspapers, periodicals & publications will be as per DAVP rates wherever applicable.

17). Agency should not have been blacklisted by any government organizations/PSU/PSB//Autonomous Bodies (enclose the undertaking in the letter head):

18). Bidder firm/Entity should not be involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this Request for Empanelment and in the execution of agreement (enclose the undertaking in the letter head):

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

20). ISO 9001:2015 certificate (enclose the proof): _____

21). Name, Organization and mobile number of the major three Govt. clients for whom the work has been done in the last three years (enclose the proof):

22). Processing fees/EMD details:

Processing Fees: ₹500/- DD No. _____ Date: __/__/2018; Bank: _____

EMD: ₹5,000/- DD No. _____ Date: __/__/2018; Bank: _____

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:
- Full-fledged office establishment in _____ with needed manpower.
 - Creativity in development communication of high standard befitting the expectations of the NIT Uttarakhand.
- 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 NIT Uttarakhand is final in all matters.
- 4) I hereby agree to work as per the terms and conditions rolled out by NIT Uttarakhand.
- 5) I understand that the NIT Uttarakhand 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.

NOTE:

- Documentary evidence must be provided for the above.
- Bid not submitted in the specified format may be rejected.
- Submit only hard copy of the bid in sealed envelope to "Registrar, NIT Uttarakhand, ITI Campus, Srinagar (Garhwal), Uttarakhand-246174" with caption as "Eol for Empanelment of Newspaper Agencies" on the envelope.
- Each page of the bid document should be numbered and signed by the authorized signatory and must be sealed.
- Visit www.nituk.ac.in for more information.

Date:
Place:

Signature
Name and Designation
with Organization Seal Date

In case of a Company certified true copy of a Board Resolution Authorizing such a person to submit Bid and in case of any other Legal Entity Letter of Authority from Managing Partner or Sole Proprietor on Letter Head must be provided.

FINANCIAL BID

Name of the Advertisement Agency: _____

TENDER									
Newspaper	All India			Uttarakhand			Garhwal/Dehradun Region		
	Rate (Per Sq. Cm.)	Discount (in %)	Net Rate	Rate (Per Sq. Cm.)	Discount (in %)	Net Rate	Rate (Per Sq. Cm.)	Discount (in %)	Net Rate
Times of India									
Hindustan Times									
HT+HH (Combo)									
The Hindu									
Tribune									
Indian Express									
Telegraph									
दैनिक जागरण									
हिन्दुस्तान									
अमर उजाला									
राष्ट्रीय सहारा									
दैनिक भास्कर									

APPOINTMENT/RECRUITMENT									
Newspaper	All India			Uttarakhand			Garhwal/Dehradun Region		
	Rate (Per Sq. Cm.)	Discount (in %)	Net Rate	Rate (Per Sq. Cm.)	Discount (in %)	Net Rate	Rate (Per Sq. Cm.)	Discount (in %)	Net Rate
Times of India									
TOI+Shine (Combo)									
Hindustan Times									
HT+HH+Mint (Combo)									
The Hindu									
Tribune									
Indian Express									
Telegraph									
Employment News									
दैनिक जागरण									
दैनिक जागरण (नयी राहें)									
हिन्दुस्तान									
अमर उजाला									
राष्ट्रीय सहारा									
दैनिक भास्कर									

DISPLAY/NOTICE

Newspaper	All India			Uttarakhand			Garhwal/Dehradun Region		
	Rate (Per Sq. Cm.)	Discount (in %)	Net Rate	Rate (Per Sq. Cm.)	Discount (in %)	Net Rate	Rate (Per Sq. Cm.)	Discount (in %)	Net Rate
Times of India									
Hindustan Times									
HT+HH (Combo)									
The Hindu									
Tribune									
Indian Express									
Telegraph									
दैनिक जागरण									
हिन्दुस्तान									
अमर उजाला									
राष्ट्रीय सहारा									

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

Signature

Date:

Name and Designation

Place:

with Organization Seal Date

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