



दक्षिण बिहार केन्द्रीय विश्वविद्यालय

CENTRAL UNIVERSITY OF SOUTH BIHAR

BIT Campus, P.O: BV College, Patna – 800014, Bihar Tel: 0612-2784102,

E-mail: pro@cub.ac.in Website: www.cusb.ac.in

Expression of Interest (EOI) for Empanelment of INS Accredited DAVP approved Advertising Agencies with Central University of South Bihar on Rate contract.

Ref No: CUSB/S&P/PRO/EOI/02/2016-17, Dated: 19/01/2017

Central University of South Bihar (CUSB) invites Expression of Interest (EOI) from reputed INS Accredited and DAVP approved Advertising Agencies for empanelment with the University, to undertake media and advertising related activities of the University based on mutually agreed terms and conditions. The agreement will be valid for a period of one year and may be renewed subject to satisfactory performance and mutual consent of both the parties. The reputed agencies accredited to INS and approved by DAVP fulfilling the criteria may send the applications for empanelment in prescribed format for handling the advertisement publication work in the print media / all newspapers of India. The agencies having a minimum experience of 5 years, having a proper set-up for designing and publication of the advertisements, and minimum annual turnover of Rs. 1 crore are eligible to apply for empanelment with the University.

Interested advertising agencies may submit their quotations (offers) in the sealed envelope on the prescribed application form of Central University of South Bihar (**Annexure I**) along with the Earnest Money / Bid Security deposit of Rs. 25,000/- (Rupees Twenty Five thousand only) and application fee of Rs. 1000/- (Rupees one thousand only) (Non-Refundable) drawn from any nationalized bank in favour of Central University of South Bihar, payable at Patna in sealed envelopes on or before **13th February, 2017 by 4.00 pm**, only through the Speed Post / Registered Post on the address mentioned overleaf.

The **Technical Bid (Annexure I)** and the **Financial Bid (Annexure II)** should be sealed in separate envelopes duly superscribed, and both these sealed envelopes are to be put in a bigger cover (envelope) which should also be sealed and duly superscribed. The technical bid will be opened by the University's committee in presence of representatives of the bidding agencies. The date and time of which will be communicated to the participant bidders. Financial bids of only the technically qualified agencies will be opened.

Service required from the Empanelled Advertising Agency:

- To design the Advertisement and after approval of the design by the University to publish in the newspaper(s).
- To publish the University Advertisement in leading newspapers of the country in English and Hindi as well as regional / local newspapers as per the requirement.

Eligibility Criteria for the Agency:

- The applicant agency should have a full accreditation of Indian Newspaper Society INS, besides accreditation/ registration in Directorate of Advertising & Visual Publicity (DAVP) / DIPR, Registrar of Newspapers of India is also desirable.
- The applicant agency should have a minimum experience of 5 years in the advertising field and an average annual turnover of at least Rs. 1 (one) crore in last three financial years in advertising. (Enclose the Audited Balance Sheet & IT Return)
- The agency should be in the panel of advertising agencies of at least three government