



# दक्षिण बिहार केन्द्रीय विश्वविद्यालय CENTRAL UNIVERSITY OF SOUTH BIHAR

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

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**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 **13<sup>th</sup> 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

organizations / Universities continuously during the last three financial years. (Enclose the Certificate).

- iv. In addition to Bihar and Jharkhand, the agency should have PAN India reach so as to enable prompt publishing of advertisements and other materials for countrywide distribution.
- v. The agency having previous experience of handling University, higher education institutions, State / Central government promotion / advertising work shall be preferred. (Enclose Certified copy of experiences)
- vi. The agency should be able to demonstrate job samples, and should be fully equipped with computers and necessary software, manpower and tools for designing of advertisements. Agencies having most modern automated office for the latest graphic and other types of designing and availability of all kinds of communication facilities like fax, website, mobile telephone and e-mail etc. shall be given preference.
- vii. Whenever required, the agency should be in position to provide the University with concepts and designs for miscellaneous jobs such as creative designs, printing material, etc.

**Terms and conditions:-**

- 1. The Indian Newspaper Society (INS) accredited DAVP approved agencies will only be considered while evaluating the bids.
- 2. Details of past relevant experience in media coordination and advertising activities, awards of excellence won, if any, should be submitted with the tender.
- 3. All bidders shall have to submit an Earnest Money / Bid Security of Rs. 25,000/- (Rupees Twenty five thousand only) in the form of a Demand Draft drawn from any Nationalized Bank favouring Central University of South Bihar payable at Patna.
  - a. 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.
  - b. Bid Security of successful bidder will be converted into performance security and will be released only after the expiry of contract period, without any interest.
  - c. The Earnest Money / Bid Security of all the unsuccessful bidders will be returned as early as possible after the expiry of the period of the bid validity and after issue of the work order.
  - d. The Earnest Money / Bid Security deposit will be forfeited in the following cases:
    - i. When tenderer withdraws or modifies the offer after opening of the tender.
    - ii. When the tenderer fails to complete the work order within the prescribed period.
    - iii. When information / certificates / documents furnished are found false at any stage.
- 4. The application fee (Non-Refundable) of tender of amount of Rs. 1000.00 in the form of DD in favour of "Central University of South Bihar" payable at Patna must be attached with the application form without which the offer would not be considered.
- 5. The University reserves the right to accept or reject any tender or its part as per rules without assigning any reason thereof.

6. The bids shall be submitted in two separate sealed envelopes, one having the creative and technical details as technical bid and the other having the financial bid for the same. The two envelopes shall be super scribed accordingly, the name of work and tender should be clearly mentioned on the sealed envelope.
7. Technical bids will be opened first. Before opening the financial bids, the technically qualified firms will be asked to make power point presentations before the designated committee of the Central University of South Bihar. Date and time to eligible firms for this presentation would be intimated separately. The presentation would be considered as technical part of the bidding process.
8. Selected firm will have to sign an agreement on a non-judicial stamp paper of Rs. 500/- for the assignment for a period of one year from the date of Signing of agreement with Central University of South Bihar. This may be renewed for a further period depending on the mutual agreement of the University on the same terms and conditions.
9. Payment to the agency will be released on assessment of the works bases on norms, conditions stipulated in bid document. The University shall not make any advance payments 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 entire satisfaction of the University.
10. The University may empanel more than one Advertising Agency, and shall be completely free to release advertisements through any one or more of them. However, the act of empanelment shall not prohibit the University from its right to release advertisement directly without routing them through the empanelled advertising agencies.
11. If work is not found satisfactory, the agreement is liable to be cancelled without giving any reasons. Entire rights in this concern lie with the competent authority of the university.
12. Tenders received after the due date and time will not be considered.
13. For any query or clarification, the interested agencies may meet the undersigned or mail their queries to [pro@cub.ac.in](mailto:pro@cub.ac.in) / [kpankaj@cub.ac.in](mailto:kpankaj@cub.ac.in) before submitting the tenders.
14. Where ever specific terms and conditioned have not been spelt out in tender document, General Finance and Accounts Rules of the central government shall apply. The Advertising Agency has to submit the Rate Card of each and every newspaper well in advance, which will be valid till next modification / revision. Whenever any modification / revision in Rate Card happen this should be immediately communicated to the University. Payment will be made as per Rate Card after applicable discount.
15. The University will prefer those agencies for empanelment which will publish advertisements on DAVP Rates.
16. Any dispute having jurisdiction over Patna only.
17. All disputes in this connection shall be settled in Patna Jurisdiction only.

**Note:**

The agencies black listed by other government organizations / autonomous bodies will not be considered for empanelment. Expression of Interest not received the prescribed format will be summarily rejected. For which an undertaking should be given. Please read the tender documents carefully.

**Annexure - I**

**TECHNICAL PROFORMA**

**Expression of Interest (EOI) for Empanelment of INS Accredited / DAVP approved  
Advertising Agencies with Central University of South Bihar**

**APPLICATION FORM**

**Sub:** Tender for "Empanelment of Media and Advertising Agencies in Central University of South Bihar".

**Note:** The relevant information sought in proforma below may be mentioned in short against the points here only. Detailed documents/certificates etc. may be enclosed and flagged.

1.	Name & Complete Address of the Firm (Tel/Fax/Email details)	:	
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2.	Name, Address, Mobile No of the key persons	:	
3.	Date of Establishment (enclose evidence)	:	
4.	Branches if any (enclose details with address & telephone no.)	:	
5.	Is your firm a proprietorship, partnership or registered under the Companies Act. Please give details & enclose Certificate	:	
6.	Accreditation detail of INS along with validity, (enclose certificate)	:	
7.	Accreditation / Registrationdetail of DA VP/DIPR, Registrar of newspapers	:	
8.	Details of Income Tax Registration. Enclose IT Clearance / PAN details	:	
9.	Service-Tax Registration details & enclose copy of latest service tax clearance certificate	:	
10.	Professional set up (Complete details of machinery, staff, editorial staff, designers & others) enclose list.	:	
11.	List of present clients & sample of recently done works (enclose copies with supporting documents)	:	

12.	Experience in the promotion of educational organization along with samples (enclose copies)	:	
13.	Details of Turnover during last 3 years. Balance Sheet, Profit & Loss accounts duly audited by C.A. (enclosed attested copies) and Income Tax Return copy.  (mention last 3 year's turnover in <b>crores</b> here)  2015 – 16: Rs.  2014 -15: Rs.  2013 - 14: Rs.	:	
14.	Awards for excellence in promotion of educational institution (enclose certificate)	:	
15.	Are you on the panel of any educational organization having activities similar to that of the Central University of South Bihar? If yes, give details (Attach separate sheet, if required)	:	
16.	Details of appreciation(s) / award(s) received by your agency (if any) in advertisement campaigns (Attach separate sheet, if required)	:	
17.	Whether the agency is prepared to work at DAVP rates approved for publication – Yes / No	:	
18.	Bank details: Account No Name of the Bank & Branch IFSC Code	:	
19.	Any other information	:	

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

This is to certify that I have understood the provisions of tender document and all the information given by me in tender document is true to the best of my knowledge, and if at any stage it is found to be false or tampered the tender / award will be summarily rejected / terminated at any stage of time.

Date: 19/01/2017

Signature of Tenderer with seal

**FINANCIAL**

**(It should be put up in the separate sealed envelope)**

**CENTRAL UNIVERSITY OF SOUTH BIHAR**

(Established under the Central Universities Act, 2009)  
BIT Campus, P.O: BV College, Patna – 800014, Bihar

**Proforma For Financial Bid  
for  
Empanelment of Advertising Agencies**

**1. Details of the Firm**

Name:  
Full Address:  
Telephone Number:  
E-mail:  
PAN No.:

**2. Rates offered:**

S. No.	Name of Newspaper	Percentage (%) of discount offered on Scheduled Rates	
		In Figure	In Words
1.	The Times of India		
2.	TOI Ascent		
3.	Hindustan Times		
4.	HT Shine		
5.	The Telegraph		
6.	The Hindu		
7.	The Hindu Empower		
8.	The Economic Times		
9.	Hindustan Hindi		
10.	Dainik Jagran		
11.	Dainik Bhaskar		
12.	Prabhat Khabar		
13.	Employment News		

**Note:** In addition to the above, offers for other newspapers/journals or any other packages offered by the agency may be enclosed separately. Preference will be given to those agencies offering DAVP Rates on the Advertisement. **Evaluation will be made on the basis of technical eligibility and higher discount offered on Scheduled Rates.**

❖ No over-writing or use of whitener is permitted. If done, it will be summarily rejected.

The Financial bid being submitted has the approval of the .....  
(name of the agency) and I have been authorized to submit it.

Place \_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_

Designation & Seal \_\_\_\_\_

### **Annexure-III**

#### **DECLARATION BY TENDERER**

1. I, ..... (Name of the person) am authorized to declare on behalf of the ..... (Name of the agency) hereby declare that the agency have:
  - a. Full-fledged office established in ....., 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 belief. I understand that if at any stage, it is found that any information given in this application is false/ incorrect or that our agency do not satisfy the eligibility criteria, our candidature/ empanelment is liable to be cancelled/ terminated.
3. I understand that the decisions taken by the Central University of South Bihar is final in all matters.
4. I hereby agree to work as per the terms and conditions ruled out by Central University of South Bihar.
5. I understand that the Central University of South Bihar 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 the contract, without detailing any specified reasons whatsoever.

Place \_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_