

सी.एस.आई. आर – उत्तर पूर्व विज्ञान तथा प्रौद्योगिकी संस्थान, जोरहाट : असम
CSIR-NORTH EAST INSTITUTE OF SCIENCE AND TECHNOLOGY, JORHAT: ASSAM
Ministry of Science & Technology, Govt. of India



निविदा आमंत्रण सूचना / NOTICE INVITING

सं./ No. : F-14011/7/14- AO

Date: 09.10.2015

for

Empanelment of Advertising Agency(ies)

Sealed Tenders are invited on behalf of the Director, CSIR-NEIST, Jorhat-785006 (Assam) from the prospective agencies for **Empanelment of Advertising Agency (ies)** for release of **CSIR-NEIST** advertisements in National/ local Newspapers on **DAVP** rates.

The tender documents may be purchased from **General Section, Admin Building, CSIR-NEIST, Jorhat- 785006 (Assam)** by paying **₹s. 500/-(Five hundred)** as cost of tender documents OR downloaded directly from the website www.neist.res.in in which case the tender fee in the form of a **DD of ₹s 500/-(Five hundred)** in favour of **Director, CSIR-NEIST, Jorhat** shall be payable as cost of tender documents. The bid must be submitted **on or before 30.10.2015 by 13:00 hrs, along with the appropriate EMD and DD for cost of tender document, if not purchased in cash.** The **bid** shall be **opened at 14:30 hrs on 30.10.2015** in the presence of such bidders or their authorized representatives who may wish to be present.

The time schedule of tendering is specified below:

1.	Issue of Tender documents	From 12. 10. 2015 to 29. 10. 2015 (All working days during 10 am to 5pm.)
2.	Last date and time for submission of sealed Tender	30.10. 2015 (up to 1-00 PM)
3.	Date & time of opening of Bids	30.10. 2015 at 02-30 PM (or earliest convenient time thereafter)
4.	Earnest Money Deposit	₹s. 25,000 /-

The Director, CSIR-NEIST, Jorhat reserves the right to accept/reject any offer in part or full without assigning any reason thereof.

स्थान/Place : Jorhat, Assam

Sd/-

प्रशासनिक अधिकारी/Administrative Officer

Request for Proposal

Name of Work: Empanelment of Advertising Agency at CSIR NEIST for a period of Two years.

CSIR North East Institute of Science & Technology, Jorhat is Premier R&D institute under the Ministry of Science & Technology, Government of India. The Institute invites applications from INS accredited advertising agencies empanelled with DAVP for the release of CSIT NEIST advertisements in various newspapers.

The following Terms and Conditions will govern the empanelment of advertising agencies:

A. General Conditions

1. The scope of work includes the release of CSIR NEIST advertisement in various newspapers as per DAVP rates, providing adequate press coverage of the events at CSIR NEIST, publishing of press release in all leading newspapers and providing design and consultancy services for the knowledge dissemination from CSIR NEIST at no additional cost.
2. The bidding agency should have a notable background in the advertising market and an exposure of working with the Government Institutions.
3. The Director, CSIR-NEIST reserves the right to cancel the tender without assigning any reason at any stage of the tender process.
4. The Director, CSIR-NEIST reserves the right to alter/modify any or all conditions of this tender notice at any later stage.
5. The contract shall be for an initial period of Two years, extendable for a further period of one year depending upon the mutual agreement of the CSIR NEIST and the agency with such modifications as may be felt necessary. However, the terms and conditions of the contract, during the period of agreement, will not be subjected to any change.
6. The Indian Newspaper Society (INS) accredited and DAVP empanelled agencies will only be considered while evaluating the bids. Preference will, however, be given to those agencies who are accredited with AIR in addition to INS.
7. The successful bidder/s shall have to submit a Performance Security of Rs. 50,000/- in the form of a Demand Draft drawn on any nationalized bank in favour of Director, CSIR NEIST payable at Jorhat, on submission of which, the EMD of the successful bidder will be refunded. The Performance Security will be refunded to the empanelled agency after 60 days of the successful completion of the contract.
8. CSIR NEIST shall not make any advance payment to the advertising agency for any of the work assigned. The payments shall be released by CSIR NEIST only against the bills received from the agency after having completed the job to the satisfaction of CSIR NEIST.
9. CSIR NEIST reserves the right to terminate the contract of any or all such agencies from the empanelled list along with forfeiture of the Performance Security, if the service provided by the Agency is found to be unsatisfactory or if the information provided for empanelment is subsequently found to be untrue or false.
10. CSIR NEIST may empanel more than one Advertising Agency and shall be free to release advertisements through any one or more of them either by rotation or otherwise as decided by the competent authority. Despite empanelment CSIR NEIST reserves the right to issue any advertisement directly to the publishing agency without going through any of the empanelled agencies.

11. In case of delay in publishing the advertisement beyond 24 hours time. The firm is liable to pay @ Rs. 1000/- per day per advertisement upto a maximum one week. Non execution of order beyond one week shall be liable to termination of the contract.

12. Bill should be accompanied by the advertisement clipping and DAVP price list of all national/local dailies in which advertisement has been published.

13. All the firms submitting tenders/proposals should enclose a DD for Rs. 25,000/- drawn in favour of the Director CSIR NEIST, Jorhat payable at Jorhat, as EMD without which the offer would not be considered.

14. The bid should be clear and without any condition. Conditional bid shall be summarily rejected.

15. The application form given along with the NIT can be submitted till 30th October 2015 (upto 1:00 PM).

B. Eligibility Criteria:

1. A minimum of five years continuous experience as a fully accredited INS agency.

2. Creativity in development communication should be of high standard befitting the expectations of the CSIR NEIST.

3. A minimum yearly turnover of Rs. 5 crore during FYs 2012-13, 2013-14 & 2014-15.

4. PAN number issued by the IT department in favour of the agency.

5. Service Tax Registration number issued by the Central Excise Department in favour of the agency.

6. The Advertising agency should have registered branch offices in Assam preferably at Jorhat and/or Guwahati with telephone and fax.

7. The advertisements to be published on DAVP rates applicable at the time of the release of the advertisements.

8. The advertising agency should never have been blacklisted.

C. Desirable:

1. Accreditation by Doordarshan and All India Radio.

2. Proficiency in translation and proofreading facilities in major Indian languages.

3. Membership of the local Press Club / Press Card by one or more of its Director(s)/Owner(s).

NOTE: The agencies blacklisted by other government organizations/autonomous bodies will not be considered for empanelment. Offer not received in the prescribed format will be summarily rejected. The Director, CSIR NEIST reserves the right to reject any or all the offers without assigning any reasons thereof. The decision of the Director, CSIR NEIST shall be final and binding in this regard.

Sd/-
Administrative Officer

CSIR-North East Institute of Science & Technology
(Ministry of Science & Technology, Govt. of India)
Jorhat, Assam 785006

Empanelment of advertising agencies (Last Date: 30th October 2015)
(Advt. No. _____)

APPLICATION FORM

EMD Payment Details DD No. _____ DD Amount _____ Bank Name/Branch _____

1. Name of the Advertising 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 Jorhat	Guwahati
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.(i) Year in which INS accreditation was given to the agency (ii) The year of empanelment with DAVP	
9. Validity period of INS accreditation (attach proof) _____	
10. Service Tax Registration number issued by the Central Excise Dept. in favour of the agency _____	
1. PAN Number issued by the IT Dept. in favour of the agency _____	

12. Annual Turnover of the last three years (Along with documentary proof)		
2012-13 _____		
2013-14 _____		
2014-15 _____		
13. List of Clientele (Attach separate sheet, if required)		

14. Rates charged by the Agency for following work		
(i)		
Nature of work	Rates as per DAVP	
Publishing advertisement in newspapers		
(ii)		
Nature of work	Free of cost (Yes/No)	If No, then quote rates
Press coverage of the events		
Design & consultancy services for knowledge dissemination		
15. Detail of appreciation(s) award(s) received by your agency (if any) in advertisement campaign (Attach separate sheet, if required)		

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 creativity in development communication of high standard befitting the expectations of the CSIR NEIST.
- 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 does not satisfy the eligibility criteria, our candidature/empanelment is liable to be cancelled /terminated.
- 3) I understand that the decision taken by the Director, CSIR NEIST JORhat, is final in all matters.
- 4) I hereby agree to work as per the terms and conditions rolled out by CSIR NEIST, Jorhat.
- 5) I understand that the CSIR NEIST Jorhat, 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 contact, without assigning any specified reasons whatsoever.

Place _____
Date _____

Signature _____
Name _____
Designation _____
Organisation Seal (In case of organization) /Signature