

CSIR-INDIAN INSTITUTE OF PETROLEUM, DEHRADUN - 248005

NOTICE INVITING TENDER

Limited Tenders are invited for the following work from the advertising agencies. Interested advertising agencies should submit the tender document downloaded from IIP website, and submit by email mentioned below alongwith required documents as mentioned in the tender document

SNo.	Name of the Work	Period of Contract
1.	Empanelment of Advertising Agencies to publish advertisements for CSIR-IIP in newspapers under DAVP rates	02 years

Tender document along with annexures for the above work can be downloaded from IIP Website (www.iip.res.in/tenders.php).

Completed tenders along with necessary enclosures should be submitted by email to coa@iip.res.in and bsarang@iip.res.in on or before the closing date and time of the tender as detailed below.

Last date and time for submission of tenders: **25.11.2020 ; 3:00 p.m.**

The tenders will be opened on the same day. Tenders received late or after due date are liable to be rejected. The Director, IIP, reserves the right either to reject any or all the tenders or to accept them in part without assigning any reason thereof.

TENDER DOCUMENT NAME OF WORK: EMPANELMENT OF ADVERTISING AGENCIES TO PUBLISH ADVERTISEMENTS FOR CSIR-IIP IN NEWSPAPERS UNDER DAVP RATES

CSIR-Indian Institute of Petroleum, Dehradun is an autonomous body working under the aegis of Council of Scientific & Industrial Research functioning under Ministry of Science & Technology and is authorized to avail DAVP Rates for publication of advertisements in Newspapers. Services of advertising agency is required to conceptualize, design and publish Newspaper Advertisement of IIP as per DAVP rates.

Eligibility Criteria for empanelment of advertising agency in CSIR-IIP:

1.	The Agency should have the Indian Newspaper Society accreditation for the last 3 years
2.	The Agency should have minimum average Annual turnover of Rs.10 Crore during last three years i.e. 2017-18, 2018-19 & 2019-20. The turnover is to be supported by financial statement of accounts (including balance sheet, profit and loss account and IT returns), certified by the Chartered Accountant along with the details about taxes paid for the advertising jobs undertaken during last three years.
3.	The firm should submit acceptance letter stating that it will provide their services on 24 hours basis and the firm should publish the advertisement within 24 hours with at least one month credit facility.
4.	The firm should have full-fledged registered office at Dehradun. All the correspondence should be done through local office only.
5.	Award letter(s) of at least three contract jobs and satisfactory completion certificates of three jobs of Central / State Govt. / PSU / Autonomous Bodies carried out in the past 3 years
6.	The Agency should be capable of publishing the advertisements in All India Editions of leading Hindi / English dailies (including Dainik Jagran, Amar Ujala, Telegraph, Employment News, The Times of India, The Hindu, Hindustan Times, The Tribune, The New Indian Express, Dehradun Classified on DAVP rates etc.)
7.	The Agency should not have been blacklisted by any Central/State Government/Public sector undertaking.

Copies of supporting documents like accreditation certificates, financial statements, IT returns, acceptance letters, proof of registered office in Dehradun, Award letter copies and job completion letter etc. should be duly attested and submitted along with quotation.

TERMS & CONDITIONS

1. The Agency must have its Head office/ Registered Local Office in Dehradun. All the correspondence should be done through local office only.
2. The tax commitment will also be taken into consideration while finalizing the advertising agency.
3. The Agency should be empanelled with DAVP and willing to release the advertisement at DAVP rates applicable at the time of release of advertisement.
4. The tax percentage applicable on the net rate should be quoted specifically.
5. The Bid of the advertising agency who had satisfied the eligibility criteria alone will be considered.
6. The list of publications in which our advertisements are published at DAVP rates are given in Annexure–D. Any other publications (other than those mentioned in Annexure-D) at which our advertisements can be published on DAVP rates shall also be mentioned for advertising.
7. The Advertising Agency will be engaged initially for a period of two years which may be extended further with mutual consent, subject to satisfactory performance.
8. The Advertising agency shall arrange for publication of our Institute's advertisement from time to time according to the specific instructions such as name of the newspaper(s), number of insertion(s), specific column(s), date of publication etc. These instructions will be communicated in writing by the competent authority of the Institute from time to time.
9. The Agency shall provide the service on 24 hour basis and it shall accept request for advertisements even at a short notice and arrange to publish the same on the specified dates.
10. Text of advertisement will be provided by the **Institute in electronic format (MS Word, PDF Document etc.) or hardcopy and the designing/creative options/artwork** should be done by the agency to the satisfaction of the Institute.
11. Release of the advertisement by the advertising agency shall be after approval of advertisement design/artwork by competent authority of IIP. The advertisement should be published only on the date(s) and in the newspaper(s), category and position specified by the Institute, in a conspicuous and impressive manner with minimum space.
12. It shall be the responsibility of the agency to ensure that all advertisements of the Institute would be placed prominently and appear in an impressive manner while **occupying minimum space.**
13. In case the text matter or portion of the text matter for advertisement is not clear, the agency shall obtain clarification(s) from the Institute authority to ensure publication of correct text manner on the specified date without any delay.
14. In case of delay in publishing the advertisement beyond 24 hours' time, the firm is liable to pay at Rs.1000/- per day per advertisement up to a maximum one week. Non execution of order beyond one week shall be liable to termination of the contract.

15. In case of any error in publication as compared to Advertisement's text given by IIP, the **advertising agency shall arrange for publication of corrigendum at their own cost.**
16. The Agency has to submit an undertaking that they have not ever been blacklisted by any of the organization at any point of time.
17. After publication, they will have to arrange for payment of advertisement charges to the dailies and then submit the bills to us as per agreed terms for making payment.
18. The bid should be clear and without any condition. Conditional bid shall be summarily rejected.
19. TDS /Income Tax etc. will be deducted at source from the bills of contractor as per the rules.
20. GST is payable as admissible under the rules subject to submission of GST Challan /Return etc. as documentary proof in support of having deposited the GST in Tax Department.
21. All taxes, charges, etc. if applicable shall be indicated specifically.
22. All questions, disputes or differences arising out of or in connection with the contract if concluded shall be subject to the exclusive jurisdiction at the place from which the acceptance of tender is issued (i.e) Dehradun.
23. Bill should be accompanied by the advertisement clipping and DAVP card rate on the date of Advertisement as evidence along with the proof for calculation.
24. The quotation submitted shall have no interlineations, erasures or overwriting except as necessary to correct errors made by the agencies in which case such corrections shall be initialed by the person/persons signing the tender. No correction fluid (like whitener, etc.) shall be used. If correction fluids are used, the tenders/quotations shall be summarily rejected.
25. IIP, Dehradun may enter into a parallel contract with more than one agency for publishing advertisements. i.e. The selection of an agency shall not mean that IIP Dehradun cannot release advertisements directly or through any other agency without routing through the agency selected through this process.
26. During the period of service contract, if the service of the advertising agency is found not to be satisfactory or adverse complaints are received against the agency, IIP Dehradun reserves the right to terminate the contract unilaterally by giving one month notice, without assigning any reasons thereof.
27. The selected agency is required to confirm in writing that, the above terms and conditions are satisfactorily acceptable to them and they shall not demand any change/alterations later in the terms and conditions so agreed upon.
28. The Director, IIP reserves the right to cancel the tender process without assigning any reason thereof at any stage of the tender process.
29. The selection of firm will be based on examination by the special committee, constituted by CSIR-IIP for this purpose. The committee will shortlist the eligible agencies on the basis of technical evaluation in terms of (a) the campaigns handled by the agencies, (b) infrastructure fully equipped to undertake all design and production jobs in house as

reflected by the proof of ownership, (c) competence of the technical staff as would be judged from the brief CVs of the staff on payroll of the agencies, and (d) quality of the creatives submitted by the agency, and (e) experience in releasing corporate advertisement on topics/issues related to science and technology. Decision of the committee in this regard would be firm and final.

30. Mere empanelment with CSIR-IIP would not entitle the agencies the right to get the advertisement related jobs, as all such jobs would be allocated only on competitive basis to an agency whose creative for the designated campaigns will be approved. In large advertisement, the media plan can be proportionately shared with other agencies in order of quality as also due to features taken from the other designs for incorporation in the final approved design. Some routine jobs like tenders would be given on rotation basis as per the roster maintained by CSIR-IIP.

FORMAT OF APPLICATION

To,

The Director
CSIR-Indian Institute of Petroleum
Dehradun

Sub: Application for Empanelment of Advertising Agencies for release of advertisement on behalf of Indian Institute of Petroleum under DAVP Rate.

1. **Name of the Agency** _____

2. **Type of Ownership** _____
(Proprietorship / Partnership / Registered firm / Un-Registered Firm / Corporate Body)

3. **Date of Registration of the company with registration number** _____

4. **Full Address, Phone No., Fax No. and e-mail identity**

5. **Details of modern techniques / facilities available in the office (Please tick)**

- | | |
|---|---------|
| a) Fax | Yes/ No |
| b) Computer with colour printer | Yes/ No |
| c) Scanner | Yes /No |
| d) Agency website | Yes /No |
| e) Broad Band facility available | Yes /No |
| f) Whether all the copies of Documents attested? | Yes/ No |
| g) Certificate that Ad Agency is situated in a commercial complex attached? | Yes/ No |
| h) Income Tax Return for last 3 years attached? | Yes /No |
| i) GST/ Service Tax registration certificate attached? | Yes/ No |
| j) Sufficient man power i.e more than 10 persons | Yes/ No |

6. **Details of other infrastructure and manpower available.**

7. Experience

a) List of major present and past Clients particularly Central Govt. / State Govt. / Educational Institution/ Autonomous bodies / Public / Private Sector companies / etc. (period to be specified) to be enclosed

b) Experience with Central Government Organization: Yes/ No.

If yes (details to be specified)

c) Experience with IIP, Dehradun : Yes/ No

If yes, specify the period_____

8. Details of INS Accreditation (attach the certificate)

9. Certified Turnover of Print Media for the last three financial years excluding current year.

10. Whether service will be provided on holidays and beyond office hours also (in case of utmost urgency)? Yes /No

11. Any other information which the applicant feels necessary to bring into the notice of IIP Dehradun

I/ We have perused the attached Terms & Conditions for the service of Advertising Agency and hereby agree to all the Terms and Conditions.

Signature :

Date:

Name of Signing authority:
(in Block Letters)

Place:

Seal of the Agency :

CERTIFICATE

I hereby certify that our firm has not been ever blacklisted by any Central/ State Government/ Public Undertaking /Institute on any account.

I also certify that the above information is true and correct in every respect and if, in any case at a later date, it is found that any details provided above are incorrect, the contract given to the agency may be summarily terminated and blacklisted.

Date:

(Sign of Authorized signatory)

Place:

Name :

Designation :

Contact No :

Seal of the Company:

DECLARATION FOR ACCEPTANCE OF TERMS AND CONDITIONS

To,

The Director
CSIR-Indian Institute of Petroleum
Dehradun

Sir,

Subject: Empanelment for service of Advertising Agencies to publish advertisements for CSIR-IIP in Newspapers under DAVP rates-reg.

I have carefully gone through the Terms & Conditions as mentioned in the above referred Tender document. I declare that all the provisions mentioned in the tender document are acceptable to my company. I further certify that I am an authorized signatory of my company and I am, therefore, competent to make this declaration.

Yours faithfully,

(Signature of the Bidder)

Name :

Designation:

Seal :

Date:

Business Address:

Annexure-D

The list of publications in which our advertisements are to be published at DAVP rates are as follows:-

SNo.	Publication Name	Cities
1.	Times of India	Delhi, Mumbai / All Edition
2.	Hindustan Times	All edition
3.	Dainik Jagran	Delhi, Uttarakhand/ All Edition
4.	Amar Ujala	Dehradun local edition/ All Edition
5.	The New Indian Express	South edition / All Edition
6.	Telegraph	Kolkata / All Edition
7.	Pioneer	All Edition
8.	Employment News	All India
9.	Dehradun Classified	Dehradun
10.	Tribune	Chandigarh / All Edition

Other publications at which our advertisements can be published at DAVP rates may be mentioned below by the tenderer:

SNo.	Publication Name	Cities

Signature

Date:

Name of signing Authority:
(in Block Letters)

Place:

Seal of the Agency

Particulars required for Empanelment of Advertising Agencies – Checklist

(To be submitted by the Advertising Agencies strictly in the following order on their letter head)

1. Name of the Advertising Agency/ Brief Profile of Executives and their experience in the Advertising field.
2. Dated of establishment of Agency.
3. Address of Dehradun office with relevant infrastructure.
4. Agency structure (whether a partnership firm/ sole proprietor/ a limited company etc.)
5. Principal places of business, the head office and their branch offices with detailed addresses contact number, fax and e-mail)
6. Profile of its managerial team handling publicity work, their qualification and experience.
7. Details of their accreditation with Indian Newspapers Society (INS), All India Radio/ Doordarshan, Prasar Bharti along with the date of each accreditation (current).
8. Details of membership with other professional organization/ associations and international alignments, if any.)
9. Details of experience in dealing with Govt. of India undertaking service organizations, Central/State Govt. Departments.
10. List of Clients.
11. Sample of creative work experience in advertising (PR) work related.
12. Details of their annual business for the past five years with the major media house, such as, the Times Group, The Hindustan Times, the Indian Express Group etc.
13. Annual turnover of the agency along with the gross billing in preceding five financial years duly certified by a chartered accountant.
14. Latest Income Tax, Sales Tax, Service Tax Clearance, GSTN etc.
15. Its permanent accounts number and published balance sheet for the last five years clients' reports.
16. Details of experience in any other mode of advertising such as sponsorships and participation in major events outdoor publicity through hoardings, street plays and any other informal mode of publicity.
17. Any other information that the agencies may like to provide.
18. EMD of Rs. 25,000/= (Rs. Twenty Five Thousand only) in the name of Director, CSIR-IIP (**The bank details - Bank: State Bank of India, Account Number: 30266912400, IFSC - SBIN0002359**) along with your request which is refundable after the work completed or at the stage of non-empanelment of your firm.

Note:

- *If needed the Agency can use separate sheets for explaining the above points.*
- *CSIR-IIP reserves the right to verify the facts given by the Agency, with any Authority, if required.*
- *CSIR-IIP reserves the right to accept/reject any offer document without assigning any reason.*