



CENTRAL UNIVERSITY OF RAJASTHAN, KISHANGARH

(Established under the Central Universities Act, 2009)
City Road, Kishangarh-305802, Dist.: Ajmer

QUOTATIONS FOR EMPANELMENT OF ADVERTISING AGENCIES

Expression of Interest is invited from reputed INS accredited advertising agencies for Empanelment with Central University of Rajasthan, Kishangarh. Reputed advertising agencies may forward applications on prescribed form for empanelment with the University for release of advertisements/tender notices in different national and local newspapers. The agencies with 5 years of experience, having designing departments and a minimum annual turnover of Rs. 1 Crore are eligible to apply. Interested agencies may submit their offers on the appropriate application forms of Central University of Rajasthan (Annexure 1) along with the EMD fee of Rs. 10,000/- and application fee of Rs. 200/- drawn from any nationalized bank in favor of Central University of Rajasthan, payable at Jaipur in a sealed envelopes before 17th June 2011, 2011 at 2.00 pm.

The technical bid (annexure I) and the financial bid (annexure II) should be sealed by the bidder in separate covers duly superscribed and both these sealed covers are to be put in a bigger cover which should also be sealed and duly superscribed.

The technical bids are to be opened by the committee in presence of representatives of the bidders on 17th June 2011 at 4.00 pm. At the second stage financial bids of only the technically acceptable offers should be opened for further evaluation and ranking before awarding the contract.

TERMS AND CONDITIONS

A. Eligibility Criteria

The agencies meeting the following eligibility criteria would be considered:

1. A minimum of five year's continuous experience as a full INS accredited agency.
2. An yearly turnover of Rs. 1 crore during FY 2010-11 for the Rajasthan branches taken together.
3. Be in the panel of advertising agencies of at least two GoI/GoP/PSU organizations during the year 2010-11.
4. Full-fledged established office in Rajasthan/Jaipur with state-of the-art infrastructure and manpower/creative personnel.
5. PAN number issued by the IT department in favor of the agency.
6. Service Tax Registration number issued by the Central Excise Dept in favor of the agency.
7. All Rajasthan reach so as to enable prompt delivery of materials/interventions for state- wide distribution.
8. Creativity in development communication should be of high standard befitting the expectations of the Central University.

B. General Conditions

1. The bidding agency should have an notable background in the advertising market and an exposure of working with Govt. institutions.
2. The University will enter into the contract initially for a period of one year, extendable to a further period depending on the mutual agreement of the University and the agency with such modifications as may felt necessary. However, the terms and conditions of the contract, during the period of agreement, will not be subjected to any change.
3. The Indian Newspaper Society (INS) accredited agencies will only be considered while evaluating the bids.
4. Successful bidder/s shall have to submit a Earnest Money Deposit (EMD) of Rs. 10,000/- in the form of a Demand Draft drawn from any nationalized bank favouring Central University of Rajasthan payable at Jaipur, on submission of which, the EMD of the successful bidder will be refunded.
5. The University shall not make any advance payment 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 satisfaction of the University.
6. 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.
7. The University may empanel more than one 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 University of its right to release advertisement directly without routing them through the empanelled advertising agencies.
8. The application fee of tender of amount of Rs 200/ in the form of DD in favor of "Central University of Rajasthan" payable at Jaipur should be attached with the application form without which the offer would not be considered.
9. The University reserves the right to reject any application without assigning any reason.
10. In case of shifting of University Campus from Kishangarh to its permanent site i.e. Bandar Sindri, the same terms & conditions should be applicable for product support/services and the charges of shifting of the items/materials/services will also borne by the contractor/tenderer.
11. Performance Security equivalent to 10% of the value of the order will have to be furnished by supplier. Performance Security may be furnished in the form of an Account payee Demand Draft or Bank Guarantee from a Nationalize bank in an acceptable form safeguarding the purchasers interest in all respects.
12. If the successful bidder fails to provide the vehicle in the prescribed time after the confirmed orders, the Central University of Rajasthan, Kishangarh has full right to forfeit the earnest money deposited with the university.
 - a) Earnest Money is liable to be found forfeited and bid is liable to be rejected, if the tenderer withdraw or amends impairs or derogates from the tender in any respect within the period of validity of the tender.
 - b) The earnest money of all the unsuccessful tenderers will be returned as early as possible after the expiry of the period of the bid validity and after issue of the purchase order. No interest will be payable by the purchaser on the Earnest Money Deposit.
 - c) Forfeiture of Earnest Money: the earnest money will be forfeited in the following cases:
 - i. When tenderer withdraws or modifies the offer after opening of tender.
 - ii. When the tenderer does not deposit the security money after the purchase order is given.
 - iii. When the tenderer fails to commence the supply of items as per purchase order within the prescribed period.
 - iv. When the tenderer fails to provide maintenance services during the warrantee period.
 - v. When information/certificate/document furnished is found false at any stage.

C. Desirable

1. Accreditation by Doordarshan and All India Radio
2. Proficiency in translation and proof reading facilities in major Indian languages

NOTE: The agencies black listed by other government organizations/autonomous bodies will not be considered for empanelment. Expression of interest not received in the Prescribed format will be summarily rejected.

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

APPLICATION FORM
for
EMPANELMENT OF ADVERTISING AGENCIES

1. Name of the Advertising Agency:
 - a. Whether Proprietorship/Pvt. Ltd. / Ltd. Co. _____
 - b. Constitution _____
 - c. Name of the Director/In-charge _____
 - d. Name of the contact person _____

2. Head Office:
 - a. Complete Address _____

 - b. Telephone Number(s) _____
 - c. Fax Number _____
 - d. E-mail address _____

3. Branch Office (s):
 - a. Complete Address _____

 - b. Telephone Number(s) _____
 - c. Fax Number _____
 - d. E-mail address _____

(Add separate sheet, if required)

4. Contact person at Kishangarh
 - a. Name _____
 - b. Designation _____
 - c. Contact Number(s) _____
 - d. Fax Number _____
 - e. E-mail address _____

5. Year of Establishment (attach proof) _____

6. Registration Number (if any) _____

7. Staff strength (full time) _____

8. Year in which full INS accreditation was given to the agency _____

9. Validity period of INS accreditation _____

10. Service Tax Registration number issued by the Central
Excise Deptt. in favour of the agency _____

11. PAN Number issued by the IT Deptt. in
favour of the agency _____

12. Annual Turnover of last three years (Along with documentary proof)

2009-10 _____

2008-09 _____

2007-08 _____

13. Are you on the panel of any educational organization having activities similar to that of the Central university of Rajasthan? If yes, give details (Attach separate sheet, if required)

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

Organization Seal (in case of organization)/Signature

15. Are you accredited to Doordarshan _____

16. Are you accredited to All India Radio _____

Note: Documentary evidence may please 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(name of the agency) hereby declare that the agency have:
 - a. Full-fledged office established in....., Rajasthan 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 Rajasthan is final in all matters.
- 4) I hereby agree to work as per the terms and conditions rolled out by Central University of Rajasthan.
- 5) I understand that the Central University of Rajasthan 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.

Signature_____

Place_____

Name_____

Date_____

Designation_____

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PROFORMA FOR FINANCIAL BID
For
EMPANELMENT OF ADVERTISING AGENCIES

1. Name of the Organization:

Address:

Telephone Number:

E-mail:

PAN No.:

2. Rates offered:

S. No.	Item/Newspaper	Rate (Rs/sq.cm)	Rates for Employment Pages/Issues	Rates for All Rajasthan Editions	Rates for All India Editions
1.	Hindustan Times				
2.	The Times of India				
3.	The Indian Express				
4.	DNA				
5.	The Hindu				
6.	Rajasthan Patrika				
7.	Dainik Navjyoti				
8.	Punjab Kesari				
9.	Dainik Bhaskar				
10.	Employment News				
11.	Indian Trade Journal				
12.	Charges (if any) for formatting the content				
13.	Any other Charges to be levied (please specify)				

Note: In addition to the above, offers for other newspapers/journals or any other packages offered by the agency may be enclosed separately.

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

Place:.....

Signature:.....

Date:

Name:.....

Designation:.....