



केन्द्रीय सरकारी कर्मचारी कल्याण आवास संगठन
**Central Government Employees
Welfare Housing Organisation**
(Ministry of Housing & Urban Poverty Alleviation, Govt. of India)

छठा तल, ए खण्ड, जनपथ भवन,
जनपथ, नई दिल्ली-110001
दूरभाष : 23739722 / 23717249 / 23355408
फैक्स : 23717250

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**INVITATION FOR EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT OF AN
ADVERTISING AGENCY**

Chief Executive Officer, CGEWHO, invites EXPRESSION OF INTEREST (EOI) from Advertising Agencies of repute for empanelment/ selection of an Advertising Agency for release of advertisement of CGEWHO in National & Regional Newspapers in English or Local Languages for a year. All the bidders are required to deposit EMD of Rs. 2 lakhs, which shall be refunded to un-successful bidders after opening the price bids.

Detailed Terms & Conditions can be downloaded with bid documents from CGEWHO's website i.e. www.cgewho.nic.in or a hard copy can be obtained from Asstt. Director(Admn), on the above mentioned address on payment of Rs.2,000/- (non-refundable). Those, who have downloaded the documents, should enclose a DD/ Cheque of Rs.2,000/- in favour of CEO, CGEWHO, while submitting their proposal. Completed Offers shall be sent on or before 23rd November'2012 on the above address.

GENERAL CONDITIONS

1. Advertising Agencies desirous for empanelment with CGEWHO shall have to submit its bid in two parts separately viz. Technical Bid as per proforma at Appendix-I and Commercial Bid as per proforma at Appendix-II respectively. These two bids in the prescribed format should be sealed in separate covers superscribed with the Statement of Technical Bid and Commercial Bid as the case may be and then packed in bigger cover addressed to "Chief Executive Officer, Central Govt Employees Welfare Housing Organisation, 6th Floor, 'A' Wing, Janpath Bhavan, Janpath, New Delhi-110 001 duly superscribed with the statement "Proposal for Empanelment of Advertising Agency".

2. **Eligibility Criteria** : The following are the eligibility criteria for empanelment of advertising agencies. The advertising agency should have –

- Full accreditation of Indian Newspaper Society (INS), Advertising Standards Council of India (ASCI) for press advertisement and Prasar Bharti accreditation for electronic media advertisement.
- Full-fledged office established in New Delhi with state-of-the-art infrastructure and manpower/creative personnel.
- All India reach so as to enable prompt delivery of material for country wide publication and to service all CGEWHO Offices.
- Proficiency and proof reading facilities in major Indian languages.
- Minimum 5 year experience in advertising and mass communication.
- Experience of work undertaken for government/ public section undertakings, especially Housing Organisation and such other similar Bodies.
- Handled at least five national level campaigns.
- Certified annual turnover of business – Rs.5 cores.
- Latest Income Tax, Sales Tax, Service Tax, etc. clearance.

3. **Scope of Work** :

CGEWHO advertising campaigns range from tender advertisements to release of advertisements involving creativity. They are expected to be released in major newspapers, all over the country at short notice. CGEWHO also uses brochures, pamphlets and other modes of communications. To cater to such requirements, advertising agencies have good infrastructure, preferably in most centres where CGEWHO has its offices and having adequate experience in the field.

4. Bidders shall quote both unit at total prices in figures as well as in words in the order of Sr.Nos. and units as per the Enquiry. Any overwriting/cutting/fluiding should be authenticated by the signature of the individual who has signed.

5. All column of the proforma at Appendix-I and II should be duly filled and supporting documents i.e. DD of Rs.2,000/- (non-refundable) as cost of Tendor, if downloaded from website and DD for EMD 2.00 lakh (interest free), proof of date of commencement of Business etc. should be enclosed. All the pages of the bid document shall be signed by the bidder/ or his authorised signatory and stamped with the bidders seal as token of acceptance of the contents therein.
6. Incomplete Bid shall not be considered and will be summarily rejected. Appendix-II (Price Bids) of bidders, whose Appendix-I bids are found acceptable based on prequalification and techno-commercial evaluation only will be opened on a subsequent date. Delayed/ late bids are likely to be rejected.
7. DD of Rs.2,000/- (non-refundable) as cost of Tendor, if downloaded from website and EMD of Rs.2.00 lakh by Demand Draft favouring 'CEO, CGEWHO' payable at New Delhi must be attached with the Technical Bid (Appendix-I).
8. No advance payment shall be made to vendor at any circumstances. The payment shall be released by CGEWHO against the bill received from vendor after having completed the job to the satisfaction of CGEWHO.
9. Alongwith the bill for payment the agency shall furnish a tear off sheet of each publication carrying advertisement and the bills in original received by them in respect of CGEWHO advertisement from Publication Department.
10. All payments shall be subject to TDS.
11. Either party may terminate contract by giving a notice of three months in writing.
12. In case of breach of contract by the Vendor, CGEWHO shall have the authority to cancel/ terminate the Contract besides forfeiting the EMD.
13. Contractor shall be subject to Delhi jurisdiction. In case of any dispute the decision of CEO, CGEWHO shall be final.
14. Vendor must furnish detail of PAN, Service Tax, Sales Tax, VAT and also attach a copy of each of these documents with Technical Bid.
15. CGEWHO reserves its right to advertise through empanelled agency or any other advertising agency. CGEWHO shall not entertain any such issue from the empanelled agency.

Encl : Appendix-I & Appendix-II

List of Documents to be enclosed with application :

- i. Name of the Advertising Agency/ Brief Profile of Executives and their experience in the Advertising field.
- ii. Date of establishment.
- iii. Agency Structure (whether a partnership firm/ sole proprietor/ a limited company etc.)
- iv. Principal places of business, that, the head office and their branch offices with detailed addresses, contact numbers, fax no. & email.
- v. Profile of its managerial team handling publicity work, their qualifications and experience.
- vi. Details of their accreditation with Indian Newspapers Society (INS)/ All India Radio/ Doordarshan, Prasar Bharti alongwith the date of each accreditation and whether it is current.
- vii. Details of membership with other professional organizations/ associations and international alignments, if any.
- viii. Details of experience in dealing with Housing Institutions, Government of India Undertakings, service organizations, Central/ State Govt. Departments.
- ix. List of clients.
- x. Sample of creative work. Experience in advertising. (PR) work related to Housing, details of PR campaigns handled in the last two/ three years.
- xi. Details of their annual business for the past three/ five years with the major media houses, such as, The Times Group, The Hindustan Times Limited, The Indian Express Group etc.
- xii. Annual turnover of the agency alongwith the gross billing in preceding five financial years duly certified by a chartered accountant.
- xiii. Its permanent account number and published balance sheet for the past five years.
- xiv. Client reports.
- xv. Details of experience in any other mode of advertising, such as sponsorship and participation in major events, outdoor publicity through hoardings, street plays, and any other informal mode of publicity.
- xvi. Any other information that the agencies may like to provide.
- xvii. Please note that inability of submitting any of the documents listed above may disqualify the agency from short listing.

Cost of Bid Document & Earnest Money to be deposited :

- Cost of Bid Document (Hard Copy) can be obtained from office on payment of Rs.2,000/- (non-refundable)/
- Cost of Bid Document (if downloaded through website), a separate DD of Rs.2,000/- (non-refundable) has to be attached/
- The Agencies have to submit the Earnest Money of Rs.2,00,000/- (Rupees Two lacs only) (refundable) in the form of Demand Draft, favouring the CEO, CGEWHO, payable a Delhi.

Proforma for Technical Bid

1. **Name of the Advertising Agency** :

a) Whether Proprietorship/ Pvt Ltd/Ltd Co. :

b) Constitution :

c) Name of the Director/In-charge :

d) Name(s) of the contact person(s) :

2. **Year of Establishment (attach evidence)**

3. a) INS Accreditation No. :

b) Year :

c) Is your INS Accreditation valid on date? :

(Please furnish evidence)

d) Details of Membership with other Professional Organisations/ Associations :

4. **Principal Place of Business, Head Office & Branch Office (if any)**

a) Address :

b) Telephone No.(s) :

c) Fax No. :

d) Email :

5. List of Key Functions with their CV :

Staff Strength (full time) Profile of its Management Team. Brief Profile of Executives and their experience in the advertising field

{Please give details of specialized staff in various department(s) at the Head Office and Branch(s). May enclose separate sheet}

6. **Annual Turnover of last five years :**

(Furnish copy of CA certificate/ certified copy of Income Expenditure Statement)

Financial Year

Rs. In Lakh(s)

7. Computer facilities available/ Details of Infrastructure facilities for designing/ composing of advertisement :

8. Are you serving any client on DAVP rate(s). Please furnish list of clients with copies of empanelment letters.

a) PSUs :

b) Central/State Govt Department :

c) Private Sector Co.'s of Repute :

9. Are you on the panel of any organization having activities similar to that of CGEWHO i.e. Welfare, Group Housing Organizations like **AWHO, IRWO, AFNHB** etc. If yes, give details.

10. Have you ever served **CGEWHO**. If yes, give details.

11. Name of Bankers with full address :

12. Name of the Organization/ Institution presently empanelled with, giving details of the following :

a) Name of job :

b) Name of the Company :

c) Value of Contract :

(Supporting documents to be attached duly signed by the Authorized signatories of these Organizations)

CERTIFICATE :

This is to certify that M/s _____ is on our panel as an advertising agency since _____. The value of their annual contract is Rs. _____. The dealing of the aid firm with us are satisfactory.

Name & Designation of the Signatory

(Duly supported by the rubber stamp of the institution)

(This certificate may be obtained from atleast 3 reputed organizations and submitted alongwith the application)

13. Whether any line Civil Suit/ litigation arises in the contracts executed during the last five years/ being executed. If yes, please furnish the name of the contract, employer, nature of work, contract value, work order and date and brief details of litigation.

14. Any other information which you like to add.

15. Details of EMD :

DD NO.	DATE	AMOUNT	DRAWN ON

I/ We do hereby certify that the information as provided about is correct and are true in all respect. Incase of furnishing of any false information or suppression of any material information, the application shall be liable for rejection besides initiation of Panel proceedings by CGEWHO, if it deemed fit.

Place

Signature

Date

Name & Designation of the
Authorized Signatory with Official
Stamp

PROFORMA FOR FINANCIAL BID

1. Name of the Organisation
Address & Telephone Number

Service Tax No.

PAN No.

2. Rates offered

Sl.No.	Item with Specification	Unit	Rate
i)	Charges (if any) for services towards issuing the Ad. In the media. (% of total media cost)		
ii)	Any other incentive/ discount/ rebate to be levied/ given (please specify)		

DECLARATION

We have gone through the terms and conditions stipulated in the Tender Document and confirm to abide by the same. It is certified that the information furnished above is correct. The signatory to this bid is authorized to sign such bids on behalf of the organization.

Place : _____

Signature : _____

Date : _____

Name : _____

Designation : _____
(with official stamp)