

# RAIGANJ UNIVERSITY



## EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT OF AN ADVERTISING AGENCY AT RAIGANJ UNIVERSITY

**Tender Ref: F-440(EOI-AD AGENCY)/2021**

**Date- 16.07.2021**

Raiganj University invites EXPRESSION OF INTEREST (EOI) from Advertising Agencies of repute for empanelment/ selection of an Advertising Agency for release of advertisement of this University in largest circulated daily English or Bengali newspaper for a year.

All the bidders are required to deposit EMD of Rs. 10000.00 by draft which shall be refunded to un-successful bidders after opening the price bids. Completed Offers shall be sent on or before **30.07.2021** to the following address: "To The Registrar, Raiganj University, College para, Raiganj, Uttar Dinajpur, 733134"

### GENERAL CONDITIONS

1. Advertising Agencies desirous for empanelment with Raiganj University shall have to be submit its bid in two part separately viz. Technical Bid as per proforma at Annexure-I and Financial Bid as per proforma at Annexure-II respectively. These two bids in the prescribed format should be sealed in separate covers superscribed with the Statement of Technical Bid and Financial Bid as the case may be and then packed in bigger cover addressed to "To The Registrar, Raiganj University, College para, Raiganj, Uttar Dinajpur, 733134" super scribed 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).
- Full-fledged office established in West Bengal with state-of-the-art infrastructure and manpower/ creative personnel.
- Minimum 5 year experience in advertising and mass communication.
- Experience of work undertaken for government/ semi government / Educational Institutions etc.
- Latest Income Tax, GST, Service Tax, etc. clearance.

### 3. Scope of Work :

Raiganj University 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. Raiganj University also uses brochures, pamphlets and other modes of communications. To cater to such requirements, advertising agencies have good infrastructure, preferably in most centres where Raiganj University has its offices and having adequate experience in the field.

1. 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.
2. All column of the proforma at Annexure -I and II should be duly filled and supporting documents i.e. DD of Rs.10,000/- as EMD (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 authorized signatory and stamped with the bidders seal as token of acceptance of the contents therein.

3. Incomplete Bid shall not be considered and will be summarily rejected. Annexure-II (Price Bids) of bidders, whose Annexure-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.
4. EMD of Rs.10000.00 by Demand Draft favouring 'Raiganj University' payable at Raiganj must be attached with the Technical Bid (Annexure-I).
5. No advance payment shall be made to vendor at any circumstances. The payment shall be released by Raiganj University against the bill received from vendor after having completed the job to satisfaction of the authority of this university.
6. Along with 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 Raiganj University advertisement.
7. All payments shall be subject to TDS.
8. Either party may terminate contract by giving a notice of two months in writing.
9. In case of breach of contract by the Vendor, Raiganj University shall have the authority to cancel/ terminate the Contract besides forfeiting the EMD.
10. Vendor must furnish detail of PAN, Service Tax, GST certificate and also attach a copy of each of these documents with Technical Bid.
11. Raiganj University reserves its right to advertise through empanelled agency or any other advertising agency. Raiganj University shall not entertain any such issue from the empanelled agency.  
Encl : Annexure-I & Annexure-II
12. University will award the Contract to the bidder whose quotation has been determined to be substantially responsive both technically and commercially. University also reserves the right to reject any or all the tender, wholly or partially, without assigning any reason thereof.

#### 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) accreditation and whether it is current.
- vii. Details of experience in dealing with Educational Institutions, Government Undertakings organizations, Central/ State Govt. Departments etc.
- viii. List of clients.
- ix. Sample of creative work. Experience in advertising. in the last two/ three years.
- x. Details of their annual business for the past three years with the major media houses.
- xi. Annual turnover of the agency alongwith the gross billing in preceding three financial years duly certified by a chartered accountant.
- xii. Its permanent account number and published balance sheet for the past three years.
- xiii. Client reports.
- xiv. 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.
- xv. Any other information that the agencies may like to provide.
- xvi. Please note that inability of submitting any of the documents listed above may disqualify the agency from short listing.

Commencement Date: 19.07.2021

Closing Date: 30.07.2021

  
Registrar  
Raiganj University

**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)

**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 Three 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:

9. Have you ever served **Raiganj University**? If yes, give details.

10. Name of Bankers with full address:

11. 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:

B. (Furnish copy of)

a)

b) Central/State Govt Department

(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)

12. Whether any line Civil Suit/ litigation arises in the contracts executed during the last three 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.

13. Any other information which you like to add.

14. Details of EMD:

I/ We do hereby certify that the information as provided about is correct and are true in all respect. In case 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 Raiganj University, if it deemed fit.

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

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13. Any other information which you like to add.

14. Details of EMD:

Signature  
Name & Designation of the  
Authorized Signatory with Official Stamp

**PROFORMA FOR FINANCIAL BID**

Name of the Organization Address & Telephone Number

GST No.

PAN No.

**2. Rates offered**

| Sl. No. | Item with Specification   | Unit | Rate |
|---------|---|------|------|
| 1       | Charges (if any) for services towards issuing the Ad. In the media. (% of total media cost) |      |      |
| 2       | 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)