



राष्ट्रीय प्रौद्योगिकी संस्थान पुदुच्चेरी

थिरुवेत्ताकुडी, करैक्कल- 609 609

NATIONAL INSTITUTE OF TECHNOLOGY PUDUCHERRY

Thiruvettakudy, Karaikal – 609 609

NIT-PY/ ADM/2016-17/

दिनांकित/ Dated 30.11.2016

EXPRESSION OF INTEREST/ TENDER FOR EMPANELMENT OF ADVERTISING AGENCIES

Expression of interest/ Tender is invited from reputed INS accredited advertising agencies for empanelment with NIT Puducherry. Reputed advertising agencies may forward applications in prescribed form for empanelment with the NIT Puducherry for release of advertisements/tender notices in different national, regional and local newspapers. The agencies with 10 years of experience having designing departments and a minimum annual turnover of **Rupees One Crore** are eligible to apply. The application form and detailed terms and conditions can be downloaded from the institute website www.nitpy.ac.in.

Interested agencies may submit their offers on the appropriate applications forms of NIT Puducherry (**Annexure-I**) along with a non-refundable Tender fees of **Rs. 500/- (Rupees Five Hundred only)** and an Earnest Money Deposit of **Rs. 5000/- (Rupees Five Thousand only)**, refundable without any interest) to be paid only through **SBI Collect- Administrative Miscellaneous- NIT Puducherry** as per the link given below:-

<https://www.onlinesbi.com/prelogin/institutiontypedisplay.htm>

The purpose of deposit, tender reference number should be duly filled in the column prescribed. The hard copy of the payment proof duly signed by the agency / company representative shall be submitted along with the tender document, failing which the application will summarily be rejected.

The sealed tenders should be submitted under Single-Bid System with superscription 'Tender for **Empanelment of Advertising Agencies**' Tender No: NITPY/2016-2017/Advertisement/002 and addressed to "**The Registrar (I/C), National Institute of Technology Puducherry, Thiruvettakudy, Karaikal – 609 609** so as to reach the undersigned through speed post or courier on or before 15.00 hours on 21.12.2016 (Wednesday). NITPy will not be responsible for any postal delay. The submission of the tender can be intimated through email at: registrar@nitpy.ac.in for advance information. The bidders are requested not to submit any document through email/Fax which will result in non-acceptance of the tender.

Telefax 04368-265230

An institution of National Importance under Ministry of Human Resource Development,
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The received tenders will be opened on 21.12.2016 (Wednesday) at 16.00 hours.

The successful bidder shall deposit **Rs. 25,000/- (Rupees Twenty Five thousand only, refundable without any interest)** with the institute as **security deposit**. This security deposit will be paid only through **SBI Collect- Administrative Miscellaneous- NIT Puducherry** as per the link given below:-

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NIT Puducherry reserves the right to consider or reject any tender without assigning any reason at any stage of tender process.

Canvassing in any form will result in disqualification of the tender.

S/d-

Registrar (i/c)

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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 without any break.
2. A minimum turnover should be of Rs. One Crore in print media only from past 3 years.
3. Be in the panel of advertising agencies of at least FIVE CFTI'S.
4. Shall not charge for designing translation etc. activities.
5. Service Tax Registration number issued by the Central Excise Department in favour of the agency.
6. Creativity in development communication should be of high standard befitting the expectations of the Institution of National Importance.
7. Should arrange to publish the advertisement on DAVP rates in maximum newspapers as desired by institute.
8. Should be able to publish the advertisement within 24 hours in daily newspapers and within 7-12 days in employment news.

B. General Conditions:

1. The bidding agency should have notable background in the advertising market and an exposure of working with Government institutions.
2. The NIT Puducherry will enter into the contract initially for a period of one year, extendable to a further period depending on the mutual agreement of the NIT Puducherry and the agency with such modifications as may feel necessary.
3. The Indian Newspaper Society (INS) accredited agencies will only be considered while evaluating the bids.

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4. Successful bidders shall have to submit a Security deposit of **Rs. 25,000/- (Rupees Twenty Five thousand only)**. This security deposit will be paid only through **SBI Collect- Administrative Miscellaneous- NIT Puducherry** as per the link given below:-

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The purpose of deposit, tender reference number should be duly filled in the column prescribed.

5. The Security deposit will be refunded without any interest to the empanelled agency on successful completion of the contract. If any breach in the contract is found during the tenure, the security deposit will be forfeited.
6. NIT Puducherry shall not make any advance payment to the advertising agency for any of the work assigned. But the payments shall be released by the NIT Puducherry against the bills received from the agency after having completed the job on priority basis within 15-30 days.

7. The non-refundable Tender fees of **Rs. 500/- (Rupees Five Hundred only)** and an Earnest Money Deposit of **Rs. 5000/- (Rupees Five Thousand only)**, refundable without any interest) to be paid only through **SBI Collect- Administrative Miscellaneous- NIT Puducherry** as per the link given below:-

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8. Preference may be given to those who are working with NITs, CFTIs or universities.

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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ANNEXURE - I

APPLICATION FORM FOR EMPANELMENT OF ADVERTISING AGENCIES

1. Name of the Advertisement 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 :
- c. Fax Number :
- d. Mobile Number :
- e. E-mail Address :
3. Year of Establishment (attach proof) :
4. Registration Number (if any) :
5. Staff Strength (full time) :
6. Statutory details (Photocopies to be attached)
 - a. PAN Number
7. Year in which INS accreditation was given :
to the agency

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8. Validity period of INS accreditation :

(attach proof)

9. Service Tax Registration number in :

favour of the agency

10. Annual Turnover for the last three years :

(along with documents proof)

Year	Amount
2013-14	
2014-15	
2015-16	

11. Are you on the panel of any Central Funded :

Technical Institutions/ Universities educational

If yes, give detail (attach proof)

Signature of Tenderer

With seal and date

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ANNEXURE - II

PROFORMA FOR FINANCIAL BID
For
EMPANELMENT OF ADVERTISING AGENCIES

1. Name of the organization :
2. Current commercial rate card :
Of the Publication

S. No	Item / Newspaper	Rate (Rs./Sq.cm) for display	Rates for Employment pages / issues (Rs./Sq.cm)	Rates for Tender (Rs./Sq.cm)
1	THE TIMES OF INDIA			
2	THE HINDUSTAN TIMES			
3	THE HINDU			
4	EMPLOYMENT NEWS (HINDI & ENGLISH)			
5	UNIVERSITY NEWS			
6	DAILY THANTHI			
7	ANY OTHER CHARGES			
8	ANY OTHER REMARK IN YOUR FAVOUR			
9	NAME OF THE NEWSPAPERS FOR WHICH DAVP RATES MAY BE PROVIDED (YOU MAY INCLUDE OTHER LEADING NEWSPAPER OF SOUTH INDIA)			

Note: You are requested to quote the pay in DAVP rates.

Signature of Tenderer

With seal and date

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