



CENTRAL UNIVERSITY OF KASHMIR

Transit Campus, Sonwar, Srinagar-190 004

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INVITATION FOR EXPRESSION OF INTEREST FOR EMPANELMENT OF ADVERTISING AGENCY

EXPRESSION OF INTEREST is invited from Advertising Agencies of repute for empanelment/ selection of an Advertising Agency for release of advertisements of the Central University of Kashmir (CUK) in National and Regional Newspapers in English or Local Language and hosting of Sign/Display boards/Hoardings for two years. All the bidders are required to deposit Earnest Money Deposit (EMD) of Rs 10,000/- (*Rupees Ten thousand only*) in the shape of Demand Draft (DD) drawn from any Nationalized Bank favouring Central University of Kashmir payable at Srinagar.

Detailed Terms and Conditions can be downloaded with bid documents from Central University of Kashmir's website www.cukashmir.ac.in. While submitting bids, DD of Rs 200/- (*non-refundable*) favouring Central University of Kashmir payable at Srinagar towards the cost of downloaded tender document should be enclosed. Complete Offers shall be submitted by or before 5th of July, 2014.

Cukmr/Admin/F.No.0002/10/Vol-II/

Sd/
Prof. M. Afzal Zargar

SIZE: 03 Col x 10 Cms

1. GENERAL CONDITIONS:

- a) Advertising Agencies desirous of empanelment with Central University of Kashmir (CUK) shall have to submit the bid in two parts separately viz. Technical Bid as per pro forma at Appendix-I and Commercial Bid as per pro forma at Appendix-II respectively. These two bids in the prescribed formats should be sealed in separate covers super-scribed with the statement of "Technical Bid" and "Commercial Bid" as the case may be and packed in a bigger cover addressed to the Registrar, Central University of Kashmir duly super-scribed with the statement "Proposal for Empanelment of Advertising Agency".
- b) The bidding agency should have a distinguished background in the advertising market and an exposure of working with Govt. institutions.
- c) Performance Security equivalent to 10 % of the value of the order will have to be furnished by the successful agency in the form of an Account payee Demand Draft from a Nationalized Bank favouring Central University of Kashmir payable at Srinagar.
- d) The University reserves the right to remove any 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 subsequently proved to be false.
- e) The University will enter into the contract initially for a period of two years, extendable for a further period depending on the performance of the agency and mutual agreement of the University and the agency with such modifications as may be deemed necessary. However, the terms and conditions of the contract, during the initial period of two years, will not be subject to any change.
- f) The earnest money of all the unsuccessful applicants shall be returned as early as possible after the expiry of the period of the bid validity and after issue of the service order to the successful bidder. No interest shall be payable by the University on the Earnest Money Deposit.
- g) In case of shifting of University from Transit Campus Sonwar to its permanent Campus site or any other place in or around Srinagar the same terms and conditions shall be applicable for services and the charges of shifting of the items/materials/services shall be borne by the agency.

2. Eligibility Criteria:

The following shall be the eligibility criteria for empanelment of advertising agencies:

- | Should have a minimum of five years full accreditation of Indian Newspaper Society (INS), Advertising Standards Council of India (ASCI), registration with the Directorate of Advertising & Visual Publicity (DAVP)/DIPR, Registrar of Newspapers of India for press advertisement and Prasar Bharti accreditation for electronic media advertisement.
- | Should be able to demonstrate job samples, be fully equipped with computers and necessary software, men and material for designing of advertisements. Those having most modern automated office for the latest graphics and other kinds of designing and

availability of all kinds of communication facilities like fax, website, mobile phone, e-mail etc. shall be preferred.

- | Should be in a position to provide Central University of Kashmir with concepts and designs for miscellaneous jobs e.g., creative designs, print material, signages, hoardings, management of Media Coordination, Press Releases/ Mailers, etc.
- | Should be in the panel of advertising agencies of at least two Central/State Government organizations/ PSUs during the last three years.
- | Should necessarily have current and past experience in handling domestic and international print and electronic media including Radio, cellular phones, Internet, etc.
- | Should have full-fledged established office in Kashmir/Jammu with state-of-the-art infrastructure and manpower/creative personnel.
- | Should have experience of work undertaken for Government/ Public Sector Undertakings/ Autonomous Bodies, especially Institutions of Higher Learning and such other similar Bodies.
- | Should have certified minimum annual turnover of business of Rupees one crore during last three years.
- | Should have latest clearance certificate of Income-tax, Sales-tax, Service-tax, etc.
- | Should have proficiency in translation and proof reading facilities in major Indian languages.

3. Scope of Work:

CUK advertising requirements range from tender advertisements to advertisements involving admissions of students, recruitment of staff, examinations, National and International Seminars and other related activities expected to be released for publication in the major National Newspapers and Local Newspapers/ Magazines/ Electronic media including Radio Channels at short notice. The scope of work is broadly as under:

- Publication of Press releases on major initiatives/ achievements/ activities/ events of the University as per requirement of the University.
- Publication of Advertisements, Tender Notices, Admission Notices, Recruitment Notices, etc. in the identified National and Local Newspaper including clarifications / rebuttals of any adverse publicity / news appearing in dailies /magazines/ others.
- Arranging publishing of articles & advertorials in magazines and newspapers through publishers, writers, etc.

- Despatch of print and electronic materials to the media when so desired.
 - Any other work on mutually agreed terms and conditions.
4. Bidders shall quote both unit and rate(s) in figures as well as in words in the order of Sr.Nos. Any overwriting/cutting/fluiding should be authenticated by the signature of the individual who has signed the document.
 5. All columns of the proforma at Appendix-I should be duly filled and supporting documents i.e. DD of ₹ 200/- (non-refundable) as cost of tender document downloaded from website, and DD for EMD ₹ 10,000/-(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 in token of acceptance of the contents therein.
 6. The bidder must furnish details of PAN, Service-tax, Sales-tax, VAT and also attach a copy of each of these documents with Technical Bid.
 7. Incomplete Bid shall not be considered and will be summarily rejected. Price Bid (Appendix-II) of those bidders, only shall be opened whose Technical Bid (Appendix-I) are found acceptable based on prequalification. The said bid (Appendix-II) will be opened on a subsequent date. Delayed/ late bids shall not be entertained.
 8. No advance payment shall be made to the vendor under any circumstances. The payment shall be released periodically by CUK against the bill(s) received from vendor after having completed the job to the satisfaction of CUK.
 9. Alongwith the bill for payment the agency shall furnish a tear off sheet of each publication carrying advertisement received by them from the Public Relations Officer of CUK.
 10. All payments shall be subject to TDS under rules.
 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, CUK shall have the authority to cancel/ terminate the contract besides forfeiting the entire performance security.
 13. Contract shall be subject to Srinagar (Kashmir) legal jurisdiction. In case of any dispute the decision of the Vice-Chancellor, CUK shall be binding and final.
 14. CUK reserves its right to empanel more than one Advertising Agency and to advertise through empanelled agency or any other advertising agency.
 16. CUK reserves the right to reject any application without assigning any reason.

17. The agencies black listed by any other Government Organizations, Autonomous Bodies will not be considered for empanelment. Expression of interest not received in the prescribed formats will be summarily rejected. A self-signed certificate that the agency has not been blacklisted by any Government institution/Department may be furnished with the technical bid Appendix (I).

Encl: Appendix-I & Appendix-II

List of Documents to be enclosed with application:

- i. Name of the Advertising Agency/ Brief Profile of its 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, i.e., the Head Office and their Branch Offices with detailed addresses, contact numbers, fax no. and 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 Institutions of Higher Learning, Government of India Undertakings, Service Organizations, Central/ State Govt. Departments/ Autonomous Bodies.
- ix. List of clients.
- x. Experience in advertising.
- xi. Details of their annual business for the past three 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 three financial years duly certified by a Chartered Accountant along with balance sheet for the past three years.
- xiii. Its permanent account number.
- 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 and any other informal mode of publicity.
- xvi. Any other information that the agencies may like to provide.

Cost of Bid Document & Earnest Money to be deposited:

Towards the Cost of Bid Document downloaded through website, DD of ₹200/- (non-refundable) has to be attached.

The Agencies have to submit the Earnest Money Deposit of ₹10,000/- (Rupees Ten thousand only) (refundable) in the form of Demand Draft from a Nationalized Bank only, favouring Central University of Kashmir, payable at Srinagar.

Appendix-I

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. INS Accreditation

a) Accreditation No. :

b) Year :

c) Is your INS Accreditation valid on date? :
(Please furnish evidence)

d) Details of Membership with other Professional :
Organizations/ 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 Functionaries with their CV

1. 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 Office(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 _____ ₹ 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/Autonomous Bodies :

b) Central/State Govt. Departments :

c) Private Sector Cos. of repute :

9. Are you on the panel of any organization having activities similar to that of CUK? If yes, give details.

10. Have you ever served CUK? 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 in the proforma given below)

CERTIFICATE:

This is to certify that M/s _____ is on our panel as an advertising agency since _____. The value of their annual contract is ₹ _____. The dealings of the ad. 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 at least 3 reputed organizations and submitted alongwith the proposal)

13. Whether any Civil Suit or litigation is pending against the agency which has arisen in the context of the contracts executed during the last five years or currently being executed. If yes, please furnish the name of the client, nature of work, contract value, work order No. and date and brief details of the court case.

14. Any other information which applicant himself likes to add.

15. Details of EMD:

DD NO.	DATE	AMOUNT	DRAWN ON

I/ We do hereby certify that the information as provided above is correct and are true in all respects. In case of furnishing of any false information or suppression of any material fact/information, the application shall be liable for rejection besides initiation of penal proceedings by CUK, if deemed necessary.

Place:

Signature

Date:

Name & Designation of the
Authorized Signatory with Official
Stamp

APPENDIX-II

PROFORMA FOR FINANCIAL BID

1. Name of the Organization
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 taxes / charges / 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)