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|  | <p>भारतीय प्रौद्योगिकी संस्थान जोधपुर<br/>INDIAN INSTITUTE OF TECHNOLOGY JODHPUR<br/>NH 62, Nagaur Road, Karwad<br/>Jodhpur-342037</p> | <p>Telephone No.<br/>0291-2801104 /1101<br/>वेबसाइट /website :<br/>iitj.ac.in</p> |
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Tender No: IITJ/SPS/NewspaperAdvertisement/2019-2020/65

Dated: 18.03.2020

Sirs,

**Sub: Tender for publishing Advertisement in Newspapers for IIT Jodhpur under DAVP Rate - Reg.**

Tenders are invited from Advertising Agencies to publish advertisements in Newspapers for Indian Institute of Technology Jodhpur under **DAVP rate** initially for a period of one year and the contract may be extended further for two years on satisfactory performance.

You are requested to submit your offer as per eligibility criteria, subject to the terms & conditions as per Annexure – A on or before 8<sup>th</sup> April 2020 up to 3:00 PM. Bids will be opened on 9<sup>th</sup> April 2020 at 4:00 PM.

The above details are also available under the links mentioned below

[iitj.ac.in](http://iitj.ac.in) (or) <https://eprocure.gov.in/cppp/tendersearch>

**TENDER DOCUMENT FOR THE SERVICE OF ADVERTISING AGENCIES TO PUBLISH ADVERTISEMENTS  
FOR IIT JODHPUR IN NEWSPAPERS UNDER DAVP RATE**

Indian Institute of Technology Jodhpur is an autonomous Institution functioning under Ministry of Human Resource Development and is authorized to avail DAVP Rates for publication of advertisements in Newspapers. Service of advertising agency is solicited to publish Newspaper Advertisement of IIT Jodhpur in DAVP rates.

**Eligibility Criteria of advertising agency:**

- i. The Agency should have experience of providing advertising Services for last 10 years. Company Incorporation Certificate/ Certificate of Registration of the firm (copy to be enclosed).
- ii. Agency will release advertisements of IIT Jodhpur as per Directorate of Advertising & Visual Publicity (i.e. DAVP) rates. (Copy of Annexure –IV to be enclosed).
- iii. The Agency should have the Indian Newspaper Society accreditation for the last 3 years.
- iv. The Agency should have minimum Annual turnover of Rs. 50 Lakh, during last Three years i.e. 2016-17, 2017-18 & 2018-19. The turnover is to be supported by financial statement of accounts (including balance sheet, profit and loss account, auditors' reports and IT returns), duly certified by the Chartered Accountant along with the details about service tax paid for advertising jobs undertaken during last three years.
- v. Agencies should quote fixed rate for all publications for all categories for one year.
- vi. Award letter(s) of at least three contract jobs of three jobs of the Central Government / State Government / Educational Institution / Autonomous bodies / Public Sector carried out in the past 3 years
- vii. The Agency should not have been blacklisted/ debarred by any Central/ State Government/Public sector undertaking.

Copies of supporting documents like accreditation certificates, financial statements, IT returns, acceptance letters, Award letter copies and job completion letter etc. should be duly attested and submitted along with quotation.

**Selection Criteria:**

**Evaluation:**

1. Only those bidders who have accepted to provide advertising services in Directorate of Advertising and Visual Publicity (i.e. DAVP) rates will be selected.
2. Bidder's having maximum experience in Government Organization will be empaneled.
3. IIT Jodhpur reserves the right to empaneled the number of agencies to be empaneled.

**Terms & Conditions:**

1. The Advertising Agency will be engaged initially for a period of one year which may be extended further with mutual consent subject to satisfactory performance.
2. The Advertising agency shall arrange for publication our Institute's advertisement from time to time according to the specific instructions such as name of the newspaper(s), number of insertion(s), specific column(s), date of publication etc. These instructions will be communicated in writing by the competent authority of the Institute from time to time.
3. The Agency shall provide the service on 24 hour basis and it shall accept request for advertisements even at a short notice and arrange to publish the same on the specified dates.
4. Text of advertisement will be provided by the Institute in electronic format (MS word) and the designing/creative options/artwork should be done by the agency to the satisfaction of the

Institute.

5. Translation from English to Hindi / any other regional language or vice versa of all Advertisements/Tender notice shall be arranged by the agency and no additional charges for translation of the same will be made. Hindi advertisement shall be published in hindi Newspaper only.
6. Release of the technical advertisement by the advertising agency shall be after approval of advertisement design/artwork only on the dates and in the newspaper(s), category and position communicated by the Institute.
7. It shall be the responsibility of the agency to ensure that all advertisements of the Institute would be placed prominently and appear in an impressive manner while occupying minimum space.
8. In case the text matter or portion of the text matter for advertisement is not clear, the agency shall obtain clarification(s) from the Institute authority to ensure publication of correct text manner on the specified date without any delay.
9. Non execution of order beyond one week shall be liable to termination of the contract.
10. In case of any error in publication as compared to Advertisement`s text given by us, they shall arrange for publication of corrigendum at their own cost.
11. Agency shall release the Advertisement only to the publication indicated by us, in a conspicuous and impressive manner with minimum space.
12. The Agency has to submit an undertaking that they have not ever been blacklisted or debarred by any of the organization at any point of time.
13. After publication, they will have to arrange for payment of advertisement charges to the dailies and then submit the bills to us as per agreed terms for making payment.
14. The offers submitted by downloading the tender form from the Institute website iitj.ac.in shall be considered.
15. The IIT Jodhpur reserves the right to cancel the enquiry without assigning any reason at any stage of the tender process
16. The Institute reserves the right to alter/modify any or all conditions of this enquiry notice at any later stage
17. TDS /Income Tax etc. are to be deducted at source from the bills of contractor as per the rules.
18. All taxes, charges, etc if applicable shall be indicated specifically.
19. All questions, disputes or differences arising out of or in connection with the contract if concluded shall be subject to the exclusive jurisdiction at the place from which the acceptance of tender is issued (i.e) Jodhpur.
20. The Institute reserves the right to seek performance report from other clients.
21. The Institute will release payment within 30 days after receipt of bill.
22. The bills should be supported with copy of the applicable DAVP rate for the advertisement released & should be accompanied by the advertisement clipping. DAVP card rate on the date of Advertisement as evidence along with the proof for calculation.
23. The Institute may prepare a **panel of more than one advertising agencies** who meet the eligibility criteria and selection criteria and terms and conditions defined in the tender.
24. The enquiry shall have no interlineations, erasures or overwriting except as necessary to correct errors made by the agencies in which case such corrections shall be initialed by the person/persons signing the tender.
25. The Institute may enter into a parallel rate contract with more than one agency for publishing advertisements.
26. During the period of service contract, the service of the advertising agency is found not to be satisfactory or adverse complaints are received against the agency, IIT Jodhpur reserves the right to terminate the contract unilaterally by giving one month notice, without assigning any reasons.

27. The selected agency is required to confirm in writing that, the above terms and conditions satisfactorily acceptable to them and they shall not demand any change/alterations later in the terms and conditions so agreed upon.
28. The selection of an agency shall not mean that IIT Jodhpur cannot release advertisements directly/through any other agency without routing through the agency selected through this process.
29. The quotation cover should be sent to the undersigned.
30. A letter from MHRD for availing D A V P rates is also uploaded along with this tender.

**For & behalf of IIT Jodhpur**

## DECLARATION SHEET

To

Sub: Application for service of Advertising Agencies for release of advertisement on behalf of Indian Institute of Technology Jodhpur under DAVP Rate.

1. Name of the Agency \_\_\_\_\_
2. Type of Ownership \_\_\_\_\_  
(Proprietorship / Partnership / Registered firm / Un-Registered Firm / Body Corporate)
3. Date of Registration of the company with registration number \_\_\_\_\_
4. Full Address, Phone & Fax Nos. \_\_\_\_\_
5. Details of modern techniques / facilities available in the office
 

|  |     |                                     |    |                          |
|--|-----|-------------------------------------|----|--------------------------|
| a) Fax   | Yes | <input type="checkbox"/>            | No | <input type="checkbox"/> |
| b) Computer with colour printer  | Yes | <input type="checkbox"/>            | No | <input type="checkbox"/> |
| c) Scanner   | Yes | <input type="checkbox"/>            | No | <input type="checkbox"/> |
| d) Agency website  | Yes | <input type="checkbox"/>            | No | <input type="checkbox"/> |
| e) Broad Band facility available   | Yes | <input type="checkbox"/>            | No | <input type="checkbox"/> |
| f) Whether all the copies of Documents attested?                           | Yes | <input type="checkbox"/>            | No | <input type="checkbox"/> |
| g) Certificate that Ad Agency is situated in a commercial complex attached | Yes | <input type="checkbox"/>            | No | <input type="checkbox"/> |
| h) Income Tax Return for last 3 years attached                             | Yes | <input type="checkbox"/>            | No | <input type="checkbox"/> |
| i) GST registration certificate attached                                   | Yes | <input type="checkbox"/>            | No | <input type="checkbox"/> |
| j) Sufficient man power i.e more than 10 persons                           | Yes | <input checked="" type="checkbox"/> | No | <input type="checkbox"/> |
6. Details of other infrastructure and manpower available.
7. Experience
  - a) List of major present and past Clients particularly Central Government / State Government / Educational Institution / Autonomous bodies / Public / Private sector companies / etc (period to be specified) to be enclosed.
  - b) Experience with Central Government Organization Yes  No   
If yes \_\_\_\_\_ (details to be specified)
  - c) Experience with Indian Institute of Technology Jodhpur  
If yes, specify the period \_\_\_\_\_.
8. Details of INS Accreditation ( attach the certificate)
9. Certified Turnover of Print Media for the last three financial years excluding current year.
10. Whether service will be provided on holidays and beyond office hours also (in case of utmost urgency)? Yes/ No

11. Any other information which the applicant feels necessary to bring into the notice of IIT Jodhpur \_\_\_\_\_

\_\_\_\_\_  
I / We have perused the attached Terms & Conditions for the service of Advertising Agency and hereby agree to all the Terms and Conditions.

Signature :

Date:

Name of Signing authority :  
( In Block Letters)

Place:

Seal of the Agency

**FORMAT FOR NON BLACKLISTING OF SUPPLIER**

**(To be furnished on non-judicial stamp paper duly attested by the Oath Commissioner)**

I hereby certify that our firm has not been ever blacklisted by any Central/State Government/Public Undertaking/Institute on any account.

I also certify that the above information is true and correct in every respect and in any case at later date it is found that any details provided above are incorrect, the contract given to the agency may be summarily terminated and blacklisted.

Date:

(Authorized Signatory)

Place:

Name: Designation: Contact No:

Seal of the Company

**DECLARATION FOR ACCEPTANCE OF TERMS AND CONDITIONS**

To

Sir,

**Subject:**

I've carefully gone through the Terms & Conditions as mentioned in the above referred Tender document. I declare that all the provisions mentioned in the tender document are acceptable to my company. I further certify that I'm an authorized signatory of my company and I am, therefore, competent to make this declaration.

Yours faithfully,

(Signature of the Bidder) Name

Designation Seal

Date:

Business Address



F. No. 32-28/2016-T.S-I  
Government of India  
Ministry of Human Resource Development  
Department of Higher Education  
Technical Section-I

Shastri Bhawan, New Delhi  
Dated the 27<sup>th</sup> December, 2016

**OFFICE MEMORANDUM**

**Subject:- Institutions authorized to avail DAVP rates- reg.**

The undersigned directed to forward herewith a copy of letter dated 21-12-2016 received from IIT Tirupati on the above mentioned subject and to say that the list of Indian Institutions of Technology (IITs) may be updated as mentioned below for extending DAVP rates for advertisements:

1. Indian Institute of Technology, Kharagpur
2. Indian Institute of Technology, Bombay
3. Indian Institute of Technology, Madras
4. Indian Institute of Technology Kanpur
5. Indian Institute of Technology, Delhi
6. Indian Institute of Technology, Guwahati
7. Indian Institute of Technology, Roorkee
8. Indian Institute of Technology, Hyderabad
9. Indian Institute of Technology, Jodhpur
10. Indian Institute of Technology, Ropar
11. Indian Institute of Technology, Mandi
12. Indian Institute of Technology, Indore
13. Indian Institute of Technology, Patna
14. Indian Institute of Technology, Gandhinagar
15. Indian Institute of Technology, Bhubaneshwar
16. Indian Institute of Technology, (Banaras Hindu University), Varanasi
17. Indian Institute of Technology, Tirupati
18. Indian Institute of Technology, Palakkad
19. Indian Institute of Technology, Goa
20. Indian Institute of Technology, Dharwad
21. Indian Institute of Technology, Jammu
22. Indian Institute of Technology, Bhilai
23. Indian Institute of Technology (Indian School of Mines), Dhanbad

*DR (Admn)*  
*cc to: DR Mn.*  
*For n.a p*  
*M*  
*5/1/17*

*Kundant*  
(Kundan Nath)  
Under Secretary (IITs)  
Ph No. 011-23381698

Sh. K. Ganesan,  
Director General, DAVP,  
Soochana Bhawan, CGO Complex,  
Lodhi Road, New Delhi - 110 003  
(dgdavp@nic.in)

Copy for information to: The Registrar (I/C), IIT Tirupati.

MANAGER

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