



TATA INSTITUTE OF FUNDAMENTAL RESEARCH
Homi Bhabha Road, Colaba, Mumbai 400 005.

*National Centre of the Government of India for Nuclear Science and Mathematics
Deemed University*

Tel : 022-22782000 / 2890
Fax : 022-2278 2885

Email: deepak.baghele@tifr.res.in
Website : www.tifr.res.in

TENDER DOCUMENT FOR EMPANELMENT OF ADVERTISING AGENCY

Closing Date : 14.00 PM on 28.03.2018
Opening of Technical Bid : 14.30 PM on 28.03.2018

1. Background:

Tata Institute of Fundamental Research is a National Centre of the Government of India, under the umbrella of the Department of Atomic Energy, as well as a deemed University awarding degrees for master's and doctoral programs. The Institute was founded in 1945 with support from the Sir Dorabji Tata Trust under the vision of Dr Homi Bhabha. At TIFR, we carry out basic research in physics, chemistry, biology, mathematics, computer science and science education. Our main campus is located in Mumbai, with centres at Pune, Bangalore and Hyderabad.

2.0 Objective:

- 2.1 The Institute, in order to do research in various departments. required various items and services. The Institute Published Tender Advertisements for Procurements of items & services.
- 2.2 Thus, the institute proposes to empanel reliable advertising agencies and therefore, the present proposal accordingly seeks quotes for empanelment of suitable advertising agencies.

3.0 Procedure for submission of the proposal:

3.1 The vendors desirous of being considered for empanelment with the institute shall have to submit its bid in two parts, viz., Technical Bid as per proforma at **ANNEXURE I** and Commercial bid as per proforma at **ANNEXURE II**, respectively. The two bids in the prescribed proforma should be sealed in separate covers super-scribed with the statements “Technical Bid” and “Commercial Bid”, as the case may be and then packed in a bigger cover addressed to Tata Institute of Fundamental Research , Homi Bhabha Road, Colaba, Mumbai 400 005 duly superscribed with the statement “Proposal for empanelment of Advertising Agency”. The cover must reach the address on or before the prescribed closing date and time.

3.2 Any overwriting / cutting / usage of fluid should be authenticated by the signatures of the individual, who has signed the bid. Non-adherence will lead to rejection of the bid.

3.3 Technical Bid

3.3.1 All the columns in the proforma should be duly filled enclosing supporting documents such as proof of turnover, proof of date of commencement of business, photo copies of the job award letters from at least three customers being provided advertising services on DAVP rates along with comprehensive list of such customers etc.

3.3.2 Demand Draft, Fixed Deposit Receipt, Bankers cheque or Bank Guarantee from any commercial bank proof of online transfer containing EMD shall be attached with the Technical Bid.

3.3.3 Each page of this tender document, duly signed by the authorized signatory (who has signed the bid), should be enclosed with the technical bid in token of bidders confirmation to accept the terms and conditions and other provisions contained in it.

3.4 Incomplete bid shall not be considered and will be summarily rejected.

3.5 Commercial Bid

3.5.1 All columns of the proforma should be correctly and clearly filled.

3.5.2 In case of difference in the values quoted in figures and words, the value quoted in words shall be taken as correct.

3.5.3 The bid should be valid for a minimum period of three months after the closing date for submission.

4.0 Earnest Money Deposit (EMD):

Earnest Money Deposit (EMD) of Rs.40,000/- by Demand Draft (DD) in favour of "Registrar, Tata Institute of Fundamental Research Mumbai must be attached with the technical bid (Appendix I). The amount deposited by the unsuccessful bidders would be refunded after a suitable advertising agency is / are finalized. The amount in respect of successful bidders shall be refunded to the respective agency on submission of security deposit. The earnest money and the security deposit shall not bear any interest.

5.0 Scope of Work:

5.1 The scope of work would involve releasing advertisements in various national dailies to Publish Tender Notices at the minimum cost.

5.2 To assist the institute to work out media plans strictly in accordance with DAVP guidelines for releasing advertisement.

5.3 To assist the institute in enquiring that the press releases issued is actually published in the print media.

6.0 Eligibility:

6.1 The advertising agency should have been in the marketing and advertising business with **INS Accreditation for at least 5 years.**

6.2 The annual turnover of the Agency for the past three years should not be less than rupees two crore. Agency must have worked for a client eligible for DAVP rates and released advertisements on DAVP rates.

7.0 Terms and Conditions:

7.1 Payments:

7.1.1 No advance payments will be made to the agency for releasing institute's advertisements or any other work covered under scope of work of this tender document under any circumstances.

- 7.1.2 The payments shall be released by the institute against the bills received from the agency after having completed the job to the satisfaction of the institute.
- 7.1.3 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 the institute advertisement, which should confirm that the advertisement has been released on DAVP rates.
- 7.1.4 All payments shall be subject to TDS and any other deductions as per Govt of India directives.

7.2 Duration of Contract:

- 7.2.1 The contract awarded shall be valid for a period of one year (extendable up to 3 years depending upon the performance of the agency) and no change in rates shall be allowed, unless there is a revision by DAVP. The agency, while seeking revision of rates shall furnish sufficient justification and evidence in support of its claim on increase in prices. The term of the contract can be extended on the same terms and conditions on mutual consent. However, extension of the term of contract shall not be binding for either side.
- 7.2.2 The decision of the TIFR on all matters shall be final.

7.3 Termination of the Contract:

- 7.3.1 Either party may terminate the contract by giving a notice of three months during the currency of the contract.
- 7.3.2 In case of breach of contract by the vendor, TIFR shall have the authority to cancel/terminate the contract without any notice besides forfeiting the security deposit.

7.4. Security Deposit/ Performance Bank Guarantee :

Successful bidders shall have to provide a Security Deposit for Rs.1,00,000/- in the form of a Bank Guarantee / Fixed Deposit Receipt (FDR) valid for a period of 39 months from the date of award of the contract. The Bank Guarantee / FDR shall be invoked in case the agency/ies fail to meet their obligations under this contract.

In case of any dispute, the decision of the TIFR shall be binding.

7.5 Other Conditions:

- 7.5.1 The bidder must agree to all the conditions of the tender and all the pages of the tender document should be signed & attached alongwith the technical bid in acceptance of the same.
- 7.5.2 The bidder must furnish a chartered accountant's certificate or signed copies of the income expenditure statements as a proof of its turnover for 2016-17, 2015-16, 2014-15 and 2013-2012 (minimum of three financial years of these).
- 7.5.3 Documentary evidence of meeting the eligibility criteria must be submitted with the Technical Bid duly mentioning the page number in the technical bid at which these documents are enclosed.
- 7.5.4 The bidder must furnish details of PAN No., GST No. and also attach a copy each of these documents with Technical Bid.
- 7.5.5 In case the agency is empanelled and a creative/art work is submitted by it to the Institute for approval; such an art work/creative will be the property of TIFR and it shall be free to release the said advertisement at its own or through another empanelled advertising agency.
- 7.5.6 Once the agency is empanelled, it will have no objection to release advertisement consisting of material / design / art work / creative developed / suggested by the institute itself or by any other agency and vice versa.
- 7.5.7 The advertising agency shall provide all advise on media planning free of cost. However, the final media plan would be decided by the institute.
- 7.5.8 The advertising agency shall make all efforts to release the advertisements as per media plan and on schedule of dates as indicated by the institute.
- 7.5.9 The agency shall ensure that all the advertisements ordered for release are published in the main publication and not on supplementary unless specifically agreed / ordered.
- 7.5.10 TIFR may empanel more than one advertising agency and shall be free to release advertisements through any one or more of them. However, the empanelment shall not prohibit the institute of its right to release advertisement directly without routing them through the advertising agencies.

8.0 Evaluation/Selection Process:

At the first instance Technical Bids would be opened and evaluated by the institute. The agencies would further be scrutinized based on the conditions/criteria given in this tender document. Out of the technically

qualified bidders, suitable bidders will be empaneled based on the different credentials of the bidders as decided by the committee obtained as a part of technical evaluation. The top three Agency with maximum number of government client and will be the Agency with three largest present clients on DAVP rates will be recommended for empalment by TIFR. Also, TIFR may empanel upto three such highest bidder.

ANNEXURE-I

PROFORMA FOR TECHNICAL BID

S. NO.	Particulars	Details to be provided by the bidder	Page number at which documentary evidence enclosed with Technical Bid
01	Name of the Bidder (agency)		
(a)			
(b)	Constitution	Proprietorship / Partnership / Pvt. Ltd.	#
(c)	Registration Number of the agency and date of Registration		#
(d)	PAN Number		
(e)	GST Number		
02	Address (Head Office) of the Bidder with telephone no. & Email Id		
(a)			
(b)	Address (Dealing branch) of the Bidder with telephone number, email-Id & contact person		
03	INS Accreditation Number and date of issue		#
(a)			
(b)	INS valid upto		
04	Annual Turnover	Furnish copy of auditor's certificate/ audited income & expenditure statement (For minimum 3 years)	#
(a)	2016-17		#
(b)	2015-16		#
(c)	2014-15		#
(d)	2013-14		#
05	Name of the three largest present clients on DAVP rates and list of all clients with letter of empanelment from them	Department Value of Contract 1. _____ 2. _____ 3. _____ List of clients whom DAVP rates are provided is enclosed at serial No. _____ and letter of empanelment is enclosed at page no. _____	#
06	EMD (Rs.-----)	DD No. _____ Date: _____ Bank _____	#

quote page/s number of the attached documents

Date & Place:

Signature : _____
Name of the authorized Signatory : _____
Designation : _____

ANNEXURE-II

PROFORMA FOR FINANCIAL BID

1. Name of the Organization

Address & Telephone Number

GST Tax No.:

PAN No.:

2.

(a)	Whether the bidder agrees to publish advertisements of TIFR at DAVP rates	YES / NO (encircle your choice)
(b)	In addition to DAVP rates, whether the agency will charge any amount for creation of art work, translation or any related work for creation of layout of the advertisement proposed to be published.	YES / NO (encircle your choice)

It is certified that the information furnished above is correct. We have gone through the terms and conditions stipulated in the Tender Document and confirm to abide by the same.

The signatory to this bid is authorized to sign such bids on behalf of the organization.

Date & Place:

Signature : _____

Name of the authorized Signatory : _____

Designation : _____