



# भारतीय सूचना प्रौद्योगिकी संस्थान, इलाहाबाद Indian Institute of Information Technology, Allahabad

(A University Established under sec. 3 of ugc Act. 1956 vide Notification No. F. 9-4/99-U. 3 Dated 4/08/2000 of Govt. of India)

(A Centre of Excellence in IT, Established by Govt. of India)

Deoghat. Jhalwa, Allahabad-211012 (U.P.) INDIA

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**Ref. No. IIIT-A/DR(E)/1199/2015**

**Date: 22.05.2015**

## **Limited Tender Enquiry**

### **Empanelment of Newspapers Agency for Advertisement Works**

Indian Institute of Information Technology, Allahabad (IIIT-A) wishes to empanel INS accredited advertising agencies for Advertisement works. Quotations are invited from Indian Newspaper Society (INS) accredited agencies for empanelment with IIIT-A for its advertisement work.

Quotation should be submitted in the prescribed application format in (Annexure-I) alongwith enclosures/supporting documents. The details of enquiry & terms and conditions are available on the website [www.iiita.ac.in](http://www.iiita.ac.in) which can be downloaded and submitted on the prescribed date/time alongwith all the requirements to the undersigned upto 29.05.2015. The same may also be available at the security counter of IIIT-A, **Jhalwa Campus** between **9:00 A.M. to 6:00 P.M. from 23.05.15 to 29.05.15 upto 3:00 p.m & will be opened on the same day at 4.30 P.M.**

### **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.
2. A yearly turnover of Rs. 5.00 lakh for the last three years.
3. Quotation should be clearly filled in format (annexure-I) signed in all the papers. No cutting & overwriting will be accepted.
5. PAN number issued by the IT department in favour of the agency.
6. Service Tax Registration number issued by the Central Excise Dept in favour of the agency.
7. Creativity in development communication should be of high standard befitting the expectations of IIIT-A.

**Dy. Registrar (E)**

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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 (s) \_\_\_\_\_
  - c. Fax Number \_\_\_\_\_
  - d. E-mail Address \_\_\_\_\_
  - e. Mobile No. \_\_\_\_\_
3. Branch Office (s)
  - a. Complete Address \_\_\_\_\_
  - b. Telephone Number (s) \_\_\_\_\_
  - c. Fax Number \_\_\_\_\_
  - d. E-mail Address \_\_\_\_\_
4. Contact person:
  - a. Name: \_\_\_\_\_
  - b. Designation: \_\_\_\_\_
  - c. Contact Number (s): \_\_\_\_\_
  - d. Fax Number: \_\_\_\_\_
  - e. E-mail address: \_\_\_\_\_
  - f. Mobile No.: \_\_\_\_\_
5. Year of Establishment (attach proof): \_\_\_\_\_
6. Registration Number (if any): \_\_\_\_\_
7. Staff strength (full time): \_\_\_\_\_
8. Year in which INS accreditation was given to the agency: \_\_\_\_\_
9. Validity period of INS accreditation (attach proof): \_\_\_\_\_
10. Service Tax Registration number issued by the Central: \_\_\_\_\_  
Excise Dept. in favour of the agency
11. PAN Number issued by the IT Dept. in favour of the agency: \_\_\_\_\_
12. Annual Turnover of the last three years (Along with documents proof)
  - F.Y.-2013-14 \_\_\_\_\_
  - F.Y.-2012-13 \_\_\_\_\_
  - F.Y.-2011-12 \_\_\_\_\_

13. Are you on the panel of any other PSU/Govt. Body/Autonomous Body, if yes, give detail (Attach separate sheet, if required)

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14. Detail of appreciation(s) award(s) received by your agency (if any) in advertisement

Campaign (Attach separate sheet, if required)

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**15. Percentage of Discount offered by agency to the IIIT-A in case of Newspaper/Employment News advertisement at DAVP rate.**

Note: Documentary evidence may be provided, wherever applicable, in the form of photo copies (Accreditation Certificates, Audit Reports, Work Orders, Release Orders, etc.)

**Declaration:**

1. I \_\_\_\_\_ (Name of the person), am authorized to declare on behalf of the agency \_\_\_\_\_ (Name of the Agency) hereby declare that the agency has:

- a. Full-fledged office establishment in Allahabad with needed manpower.
- b. Creativity in development communication of high standard.

2) I also declare that all the statements made in this application are true, complete and correct to the best of my knowledge and brief. I understand that if at any stage, it is found that any information given in this application is false/ incorrect or that our agency does not satisfy the eligibility criteria, our candidature/empanelment is liable to be cancelled /terminated.

3) I understand that the decision taken by the IIIT, Allahabad is final in all matters.

4) I hereby agree to work as per the terms and conditions rolled out by IIIT-A.

5) I understand that the IIIT-A reserves the right to accept or reject and to cancel the empanelment process and reject all expression of interests at any time prior to the award of contract, without assigning any specified reasons whatsoever.

**Signature** \_\_\_\_\_

**Place** \_\_\_\_\_

**Name** \_\_\_\_\_

**Date** \_\_\_\_\_

**Designation** \_\_\_\_\_

**Organisation Seal (In case of organization) / Signature**

**General Terms & Conditions:**

1. The agency should have notable background in the advertising market and an exposure of working with Govt. institutions.
2. The IIIT-A will enter into the contract initially for a period of one year, extendable to a further period depending on the mutual agreement of the IIIT-A and the agency with such modifications as may feel necessary. However, the terms and conditions of the contract, during the period of agreement, will not be subjected to any change.
3. The IIIT-A shall not make any advance payment to the advertising agency for any of the work assigned by the IIIT-A. The payments shall be released by the IIIT-A against the bills received from the agency after having completed the job to the satisfaction of the IIIT-A.
4. The IIIT-A reserves the right to remove any such 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 proved to be false.
5. The IIIT-A may empanel more than one Advertising Agency and shall be free to release advertisements through any one or more of them. However, the act of empanelment shall not prohibit the IIIT-A of its right to release advertisement directly without routing them through the empanelled advertising agencies.
6. The IIIT-A reserves the right to reject any application without assigning any reason.
7. The performance security will be forfeited in the event of a breach of contract by the agency in terms of the relevant contract.

**Technical Terms and Conditions:**

1. The empanelled agency will have to prepare the design/layout of the advertisements etc. free of cost.
2. The representative of the agency will collect the matter personally from the IIIT-A and will arrange to get it published in the desired Newspapers/Employment News on desired dates and on the defined page as per instructions. Translation of Advertisements, if required, into English and Hindi will be done by the agency at their own cost and got approved before issue.
3. The agency shall have the ability to co-ordinate with various Newspaper/Employment News for printing of advertisement of IIIT-A.
4. The agency should have the Experience of providing advertisement services to Govt. /Semi Govt./Boards/Corporation for minimum period of two years.
5. The agency is required to submit photo copies of PAN, Service Tax Numbers and INS accreditation duly attested.
6. The turnover of the agency for the advertising work should be 05 lakhs per annum for the last three years. In support certificate from the CA is required.
7. The complete address of the firm, name of the contact person along with contact numbers is required.

8. Advertisement whether display/classified will be released only at DAVP/special rates applicable to the Govt. Department / Govt. Aided Societies.
9. The proof of the advertisement is required to be submitted before publication. In case of misprint/wrong print corrigendum will be published on the cost of the agency.
10. Quotation duly complete in all respects should be deposited in the Office of DR(E), Allahabad on 29-05-2015 by 03.00 P.M. The received quotations will be opened on 29.05.2015 at 04.30 P.M. Agency who wish to be present may come.
11. Quotation received after due date and time will not be entertained.
12. Payments will be made after completion of job on submission of bill along with cutting of the advertisement published in the newspaper and copy of the bill raised to the newspaper agency by the Newspaper publisher.
13. The agency shall inform about packages, which can bring benefits for IIIT-A on regular basis.
14. The agency shall keep SPIC updated about the changes in publication rates.
15. No guaranteed business shall be given and the work shall be allocated to the agency as per the decision and discretion of the Institute.
16. Separate Discount must be quoted for national circulation and regional circulation, Employment News on DAVP/Special rates for Government institute.
17. The Agency should have full set up/office in Allahabad
18. Director, IIIT-A reserves the right to reject any or all of the received quotation without assigning any reason.
19. Director, IIIT-A reserve the right to terminate the empanelment at any time without assigning any reason.
20. Any legal dispute will be subject to Allahabad jurisdiction.

**(Signature of Authorized Representative of  
Advertising Agency/Newspaper)**