

**INDIRA GANDHI INSTITUTE OF DEVELOPMENT RESEARCH**

**GOREGAON (EAST), MUMBAI**

**TENDER DOCUMENT**

**FOR**

**Annual Rate Contract for Publication of Advertisement in the Newspapers and  
Academic Media at IGIDR**

Tender No. IGIDR/Tender/2026/ED/05    Date: 18.03.2026

**INDIRA GANDHI INSTITUTE OF DEVELOPMENT RESEARCH**

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Gen. A.K. Vaidya Marg, Film city Road, Santosh Nagar, Goregaon (East), Mumbai-400065.  
Telephone: 022 6909 6200/562/507. Fax: 022 6909 6399.

**INDIRA GANDHI INSTITUTE OF DEVELOPMENT RESEARCH, MUMBAI**

**Notice Inviting Tender**

“NAME OF THE WORK: **“Annual Rate Contract for Publishing of Advertisement in the Newspapers and Academic Media”** at INDIRA GANDHI INSTITUTE OF DEVELOPMENT RESEARCH, GOREGAON, MUMBAI – 400 065.”

1. IGIDR invites tender bids from vendors/agencies of repute for the following work:

Name of work	EMD (Rs.)	Period of Contract
(1)	(2)	(3)
<b>Annual Rate Contract for Publishing of Advertisement in the Newspapers and Academic Media at IGIDR</b>	<b>Rs. 20,000/-</b>	<b>3 Year</b>

2. Bidder has to submit an Earnest Money Deposit of Rs. 20,000/- (Rupees Twenty thousand only) along with the bid.
3. The Tender bids in two two-bid systems are invited through email to [tender@igidr.ac.in](mailto:tender@igidr.ac.in) through two separate Emails: **“Email-1: Signed tender document, Pre-Qualification Bid”** and **“Email-2: Financial bid”**. Subject of email should be mentioned as **“Email-1: EMD & Pre-qualification Bid for Annual Rate Contract for Publishing of Advertisement in the Newspapers and Academic Media at IGIDR”** and **“Email-2: Financial Bid Annual Rate Contract for Publishing of Advertisement in the Newspapers and Academic Media at IGIDR”** respectively. All the required documents should be scanned and merged either into a single PDF file or zipped into a single file and attached to the respective Emails. The **Financial bid should be attached as a PDF document protected with a password.**
4. Last date of submission of Tender document shall be on **08.04.2026, at the end of the day.**
5. The Institute reserves the right to reject any prospective application without assigning any reasons whatsoever.

REGISTRAR

**SECTION – ‘A’**  
*(\*To be submitted on letterhead)*

**Letter of Offer**

Date \_\_\_\_\_

To,  
The Registrar,  
Indira Gandhi Institute of Development Research,  
Gen. A.K. Vaidya Marg, Film City Road,  
Goregaon (East), Mumbai- 400065.

Subject: Tender for “**Annual Rate Contract for Publishing of Advertisement in the Newspapers and Academic Media at IGIDR**”.

Reference: Tender Advertisement No. IGIDR/Tender/2025/ED/05 dated 18.03.2026

Dear Sir,

With respect to your above-mentioned tender, I / We hereby submit my / our tender in the required format along with the Company Profile and supporting documents.

Should this tender be accepted, I/We hereby agree to abide by and fulfil the terms and provisions of the said Conditions of Contract annexed hereto so far as they may be applicable or in default thereof to forfeit the EMD and pay to the IGIDR the amount mentioned in the said Conditions.

I/We have deposited **NEFT/DD/FDR/BG** of Rupees Twenty thousand only or MSME certificate as an earnest money deposit to the IGIDR, which will not bear any interest. Should I/We fail to execute the contract when called upon to do so. I/We do hereby agree that this sum shall be forfeited by me/us to the IGIDR.

I / We have carefully gone through the terms and conditions prescribed, and I / We accept the same without any alterations/modifications.

Yours faithfully,

**Signature**

Name & seal of the bidder

*\*To be submitted on company letterhead with signature and stamp on it.*

**SECTION - 'B'**  
**GENERAL INSTRUCTIONS TO BIDDERS**

Tender bids through email should be addressed to The Registrar, Indira Gandhi Institute of Development Research, Goregaon (East), Mumbai-400065.

1. The bidder has to submit an Earnest Money Deposit of **Rs. 20,000/-** (Rupees Twenty thousand only) through **NEFT/DD/FDR/BG** to “INDIRA GANDHI INSTITUTE OF DEVELOPMENT RESEARCH, MUMBAI” Account no. 010220100010001, IFSC code: BKID0000102, Branch name: IGIDR, Bank Name: Bank of India, and UTR number with screenshot of transaction should be included in the part of the tender document towards Earnest money.
2. The bidders registered under MSME are exempted from the submission of EMD, but they should submit a necessary copy of the **MSE** certificate for exemption.
3. The scanned copy of the tender bid is to be submitted through Email to [tender@igidr.ac.in](mailto:tender@igidr.ac.in) through two separate Emails. “**Email-1: EMD & Pre-Qualification Bid**” and “**Email-2: Financial bid**”. Subject of email should be mentioned as “**Email-1: EMD & Pre-qualification Bid for Annual Rate Contract for Publishing of Advertisement in the Newspapers and Academic Media at IGIDR**” and “**Email-2: Financial Bid for Annual Rate Contract for Publishing of Advertisement in the Newspapers and Academic Media at IGIDR**” respectively. All the required documents should be scanned and merged either into a single PDF file or zipped into a single file and attached to the respective Emails. **The Financial bid should be attached as a PDF document protected with a password, and the password should be shared at the time of financial bid opening through an online meeting. The vendor should keep their password securely with them and be required to give it only when asked in an online meeting for financial bid opening.**
4. The bids will be received **on 08.04.2026, at the end of the day**. Each copy of the tender document under their stamped and signed. No tender will be accepted after the due date under any circumstances whatsoever.
5. The Email bid with the subject “**EMD & Pre-qualification Bid for Annual Rate Contract for Publishing of Advertisement in the Newspapers and Academic Media at IGIDR**” shall be opened by the Tender Opening Committee on the next working day, **09.04.2026, at 02:30 PM through an online meeting platform**. The link to the meeting will be shared with participating bidders. In case, holiday is declared by the Government on the day of opening the bids, the bids will be opened on the next working day at the same time.
6. The Email bid with the subject: “**Financial bid for Annual Rate Contract for Publishing of Advertisement in the Newspapers and Academic Media at IGIDR**” of only qualified bidders will be opened. The date of opening of the financial bid and the link for the online meeting

shall be informed by the institute to the qualified bidders. **The bidders should provide the password to the financial bid PDF file during the opening of the financial bid. In case the bidder can NOT provide the password for the financial bid at the opening, then their bid shall be rejected.**

7. Tender bid shall remain valid for acceptance by the Institute for a period of three months from the date of opening of the bid, which period may be extended by mutual agreement, and the bidder shall not cancel or withdraw the tender during this period.
8. The bidder must use only the tender forms issued by the Institute to fill in the rates. Any addition/alteration in the text of the tender form made by the bidder shall not be valid and shall be treated as null and void.
9. The Tender form must be filled in English. If any of the documents are missing or unsigned, the tender may be considered invalid by the Institute in its discretion.
10. Rates should be quoted both in figures and in words in columns specified. Overwriting of figures is not permitted. Failure to comply with either of these conditions will render the tender void at the Institute's option. No advice whatsoever, especially on any change in rate specifications after the opening of the tender, will be entertained.
11. Each Page of the Tender Documents should be stamped and signed by the authorized person or persons submitting the Tender in token of his/their having acquainted himself/themselves with the General terms & conditions, specifications, special conditions of contract, etc., as laid down. Any Tender with any of the documents not so signed will be rejected.
12. A tender that is not accompanied by EMD will not be considered. The EMD will be returned to the bidder if their tender is not accepted by the Institute, but without Interest. The EMD paid by the successful bidder shall be held/encashed by the IGIDR as security for the execution and fulfilment of the contract. No interest shall be paid on this deposit. The Earnest Money Deposit (EMD) of the successful bidder may be converted into a Performance Security Deposit. In case the successful bidder submitted the MSME certificate instead of EMD, they need to deposit the PSD amount of Rs. 20,000.00. The security deposit of the successful bidder will be forfeited if they fail to comply with any of the conditions of the contract. No interest will be paid on the Security Deposit withheld by the Institute.
13. The Institute does not bind itself to accept the lowest or any bid and reserves to itself the right to accept or reject any or all the tenders, either in whole or in part, without assigning any reasons for doing so.

14. Institute reserves the right to subdivide the services mentioned in the tender, amongst two or more bidders at its own discretion, and the successful bidders will have to execute orders for part of the items placed with them at the quoted rates. The Institute also reserves the right to increase or decrease the quantities and even omit any item of work after the order is placed, and the successful bidder shall execute the same without claiming anything extra for the same. In this context, the rates quoted for each item must be self-supporting and relevant.
15. No bidder will be allowed to withdraw after submission of the tender; otherwise, the EMD submitted by the bidder will stand forfeited. In case the successful bidder declines the offer of contract (or refuses to acknowledge or execute the contract within 15 days of award of order), for whatever reason, their EMD will be forfeited.
16. The rates quoted in the bid shall be exclusive of the applicable GST.
17. **The intending bidder can obtain any clarifications regarding the tender document, technical scope etc. if any by contacting to Mr. Samir Parab (Administrative Officer) on email [administrativeofficer@igidr.ac.in](mailto:administrativeofficer@igidr.ac.in) or mobile - 8097171963 or from the Admin Department of the Indira Gandhi Institute of Development Research, Goregaon (E), Mumbai-400 065 on any Institute`s working day with prior intimation.**

I/We hereby declare that I/we have read and understood the above instructions and the same will remain binding upon me/us.

Place:

Signature of the Bidder with seal

Date:

**SECTION - 'C'**  
**GENERAL TERMS AND CONDITIONS**

Upon the declaration of an intending vendor/bidder to be the Successful Bidder by the Institute, they shall be subject to the following terms and conditions.

1. The successful bidder shall provide the services strictly in accordance with the scope of work and as per the detailed instructions of the Institute. The contracting agency/firm/company shall provide the services promptly as per the requirement.
2. In all matters of dispute arising on the work, the matter shall be referred to the **Registrar Indira Gandhi Institute of Development Research, Goregaon**, for a decision.
3. **Arbitration Clause:** In the event that the Successful Bidder is not satisfied with the decision of the Registrar, Indira Gandhi Institute of Development Research, the dispute shall be settled by arbitration in accordance with the provisions of the Arbitration and Conciliation Act, 1996 or any enactment thereof. The Arbitral Tribunal shall consist of one arbitrator, to be appointed by the Institute. The place of arbitration shall be Mumbai, and any award, whether interim or final, shall be made, and shall be deemed for all purposes between the parties to be made in Mumbai. The arbitration proceedings shall be conducted in the English language, and any award or awards shall be rendered in the English language. The procedural law of the arbitration shall be the Indian law. The award of the arbitral tribunal shall be final, conclusive and binding upon the Successful Bidder and the Institute.
4. The successful bidder shall provide the services continuously as per the contract terms. In case of discontinuation of services during the tenure of the contract or non-satisfactory services, breach of any terms and conditions of the agreement, non-compliance of the orders of the competent authority, etc., the agency shall be liable for necessary legal action and performance security deposit will be forfeited.
5. The Institute reserves the right to terminate the contract without assigning any reasons by giving a one-month notice to the successful bidder.
6. **Performance Security Deposit (PSD):**  
The successful bidder's Earnest Money Deposit (EMD) should be converted into a Performance Security Deposit (PSD) towards fulfilling the contractual obligations. If the successful bidder submitted the MSME certificate instead of EMD, they need to deposit the PSD amount of **Rs.20,000.00** within **seven days** of the award of the order. The security deposit of the successful bidder will be forfeited if they fail to comply with any of the contract conditions. No interest will be paid on Security Deposits withheld by the Institute.
7. **Period of contract:** The contract period shall be for **three** years from the date of award or as mentioned in the work order.

8. **Payment Terms:** The payment shall be released after the successful publishing of the advertisement in the newspaper as per the draft provided by IGIDR and against submission of the invoice with other supporting documents.

I/We hereby declare that I/We have read and understood the above terms and conditions. The same shall be binding upon me/us upon being declared as the Successful Bidder.

Place:

Signature of the bidder with seal

Date:

**SECTION – ‘D’**  
**SPECIAL TERMS AND CONDITIONS**

1. Before quoting the rates, the bidder should understand the nature and scope of the work.
2. The financial bid should be submitted as per the format only. The bidder should submit their rate for all the items.
3. The rate for publication of advertisement in the respective newspaper should be quoted as ‘**Unit rate per Sq.cm.**’ size.
4. After comparing the quoted unit rates, the L1 bidder or more than one (for lowest rates) will be empaneled for the annual rate contract. The contract may be subdivided between two or more bidders for their individual lowest quoted item rates and the shortlisted bidder should execute the services for the awarded portion of the contract.
5. **Criteria for Selection of Agency:**
  - a) The financial bid of only the technically qualified bidder will be opened.
  - b) The criteria for selecting a successful bidder for a rate contract for publishing an advertisement in the newspaper for IGIDR will be the discount the bidder offers on the DAVP rate / Newspaper Rate card.
  - c) The bidder quoting the highest discount (in percentage) on the DAVP rate / the Newspaper rate card in the tender financial bid shall be selected as the successful bidder.
6. **Schedule of Rates:**
  - a) The rate will be extant to the DAVP/Newspaper rates and per agreed terms.
  - b) If there is any change in the DAVP/Newspaper rates during the contract period, the same shall be notified to IGIDR.
  - c) The contract rate will be amended accordingly based on the verification. The discount offered by the successful bidder on DAVP/Newspaper Rates shall remain the same during the contract period of three years.
  - d) The bidder should submit a copy of the Rate card issued by each newspaper along with the financial bid.
7. **Termination Clause:** In case of unsatisfactory service the contract will be terminated by the Institute without assigning any reason thereof without any notice period. In case the successful bidder wants to terminate the contract they can do so by giving one-month notice to the Institute.
8. The successful bidder shall keep the Institute indemnified against all claims if any.
9. In case, the agency/firm/company fails to comply with any statutory / taxation liability under appropriate law, and as a result thereof IGIDR Mumbai is put to any loss/obligation, monetary or otherwise, IGIDR shall be entitled to get itself reimbursed out of the outstanding bills or the Performance Security Deposit of the agency, to the extent of the loss or obligation in monetary terms.

10. In the event of any agency/firm/company awarded with part of this contract by virtue of being L1 for that particular part later refuses/expresses their unwillingness to engage in to contract/continue with the awarded contract, IGIDR reserves the right to entrust the said part of contract at the same rate to the agency/firm/company which has quoted L1 for majority of category.
11. The successful agency/firm/company will have to make an agreement with IGIDR Mumbai broadly covering scope of work, requirements, terms and conditions of the services to be provided to the IGIDR Mumbai on a judicial stamp paper of Rs. 500/- or as per the prevailing requirement, the cost of which will be borne by the contracting agency/firm/company.
12. The decision of the Institute in regard to interpretation of the terms and conditions shall be final and binding on the agency.

I/We hereby declare that I/we have read and understood the above instructions and the same will remain binding upon me/us.

Place:

Signature of the Bidder with seal

Date:

**SECTION – ‘E’**  
**TECHNICAL BID**

• **SCOPE OF WORK:**

**Scope of Work for the successful bidder:**

1. The shortlisted agency should publish the Institute’s advertisements in all the newspapers, Academic Media and publications mentioned in the financial bid and in the local / all over India / selected editions as per the Institute’s requirement.
2. The various advertisements of the Institute for Staff Recruitments / Tender Notices / Admission notices / Classified / Display etc. shall be published in the newspapers, Academic Media, and publications of AIU/EPW.
3. The Institute will send the draft of the advertisement to be published in the newspaper to the successful bidder as and when required. The successful bidder is to prepare the advertisement Artwork with the minimum required size and submit it to the Institute for approval.
4. The shortlisted agency should assist the Institute in working out media plans strictly in accordance with DAVP guidelines for releasing advertisements.
5. The shortlisted agency shall arrange for the publication of the Institute’s advertisement from time to time according to specific instructions such as name of the newspaper(s), publication date, etc. These instructions will be communicated in writing by the competent authority of the Institute from time to time.
6. The text of the advertisement to be published will be made available to the shortlisted agency well in advance of the date of publication through mail or letter, giving time deadlines as and when required. However, the agency shall accept the request for advertisement even at short notice and arrange to publish the same on the specified dates.
7. Text of advertisement will be provided by the Institute in electronic format (MS Word), and the agency should do the designing /creative options /artwork to the satisfaction of the Institute.
8. The shortlisted agency shall prepare the artwork, matrix blocks, bromides, etc. As required for release of the advertisement on behalf of the Institute free of cost.
9. Artwork in English, Hindi, and Marathi should be sent along with the advertisement's size.
10. Any changes/corrections in artwork should be sent before **4:00 pm**. Before sending artwork for approval, the shortlisted agency should check it properly.
11. Translation from English to Hindi / any other regional language or vice versa of all Advertisement / Tender notice to be published in other regional newspaper, Academic Media, or publications will be arranged by the shortlisted agency, and no additional charges for translation of the same will be made.
12. The shortlisted agency must have its translation staff in its office.
13. The shortlisted Agency cannot increase or decrease the size of artwork on their own unless approved/confirmed by IGIDR Mumbai in writing.

14. Release of the technical advertisement by the shortlisted 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.
15. The empaneled agency shall arrange to place Institute advertisement(s) in a prominent position in the newspaper(s) without any premium or extra charges.
16. If the advertisement is misprinted or published wrongly, the shortlisted agency shall arrange to publish the corrigendum at the earliest possible without extra cost, including re-publishing of the advertisement in whole if desired by the Institute.
17. It shall be the responsibility of the shortlisted agency to ensure that all advertisements of the Institute are placed prominently and appear impressively while occupying minimum space.
18. In case the text matter or portion of the text matter for advertisement is unclear, the shortlisted agency shall obtain clarifications(s) from the Institute authority to ensure publication of correct text manner on the specified date without delay.
19. Whenever Institute desires to publish an advertisement in vernacular languages, the agency shall ensure that the Institute's name and advertisement text is published in that vernacular language script.
20. The shortlisted agency shall submit one consolidated bill for the advertisement published in various newspapers, or publications or Digital media either for one or more insertions.
21. The shortlisted agency shall arrange for publicity of Institute activities in the press, and electronic media, at extra cost as per applicable, on demand.

I/We hereby declare that I/we have read and understood the technical bid's scope, terms, and conditions. The same shall bind me/us upon being declared the Successful Bidder.

Place:

Date:

Signature of the bidder with seal

**SECTION – ‘F’**  
**PRE-QUALIFICATION CRITERIA**

- **Pre-Qualification Documents to be submitted by Bidder along with Pre-Qualification Bid:**
- The Agency should be registered with the appropriate authority. Company Incorporation Certificate or Affidavit in case of a firm or MoA/Deed in case of a partnership firm (copy to be enclosed).
- Agency will release advertisements of IGIDR Mumbai as per Directorate of Advertising and Visual Publicity (i.e., DAVP) rates wherever applicable or as per the approved rates. (Copy to be enclosed.)
- The Agency should have a registered office in Mumbai for the last **Five** years. Copy of Shop & Establishment of last **Five** years to be enclosed.
- The bidder should submit a copy of the Registration of Goods & Service Tax and PAN.
- The Agency should have experience providing advertisement services to any Central/State Government/Public Sector Undertaking/Autonomous Educational Institutes for the last five years. (Copy of work order, agreement, and Experience certificate from the organizations to be submitted.)
- The Agency should have valid Indian Newspaper Society (INS) accreditation (Attach a copy of proof).
- The Agency should have an annual turnover of **Rs. 20.00 Lakh** for the last **three financial years** (i.e., FY2022-23, FY2023-24 & FY2024-25). Should submit the audited Balance Sheets, Profit & Loss account statements or CA certificate for the turnover amount for the above three years duly certified by the CA.
- The Agency should not have been blacklisted by any Central/State Government/Public Sector Undertaking/Institute of Govt. of India. (**Submit as per Annexure-A\***)
- The Agency should provide a list of staff strength, designation, and years of experience in Artwork, Advertising, PR jobs, and Marathi and Hindi translation (**Submit as per Annexure-B\***).

Bidders must submit documentary proof in support of meeting each of the above minimum qualification criteria. A simple undertaking by the bidder for any of the stated criteria will not suffice for the purpose. All documentary proof must be listed on the letter pad of the company and enclosed in a cover, to be submitted along with the qualification bid (Email-1), duly stamped and signed by the authorized person of the agency.

• **Information to be furnished by the bidder:**

Sr. No.	Item	Information to be filled by Bidder
1	Name of the bidder	
2.	Address	
3.	Telephone Number: Office /Residence:  Mobile Number:  E-Mail address:	
4.	Details of Registration (number & date) if applicable:	
5.	Month and Year in which the firm / company was formed/ incorporated.	
6.	Type of organisation (Sole Proprietor, Partnership, Pvt Ltd., Public Ltd., etc.)	
7.	Enclose copy of partnership deed, Articles of Association or Affidavit (in case of firm)	
8.	INS Accreditation number and date of issue	
9.	INS valid up to (copy to be enclosed)	
10.	Profile of the Agency Details about your (to be enclosed) a) Studio/Infrastructure b) Media Buying Team Print/Electronic Events	
11.	Name the three largest present clients on DAVP rates and list all clients with a letter of empanelment from them.	
9.	Annual turnover for last 3 financial years	FY2022-23:  FY2023-24:  FY2024-25:
10.	Bank Account Details	A/C No.  Bank Name:  IFSC:

**Annexure – A\***

**FORMAT OF UNDERTAKING, TO BE FURNISHED ON COMPANY LETTER HEAD WITH REGARD TO BLACKLISTING/ NON-DEBARMENT, BY ORGANISATION UNDERTAKING REGARDING BLACKLISTING / NON-DEBARMENT**

**UNDERTAKING**

To,  
The Registrar  
Indira Gandhi Institute of Development Research  
Film City Road, Santosh Nagar,  
Goregaon (East),  
Mumbai – 400 065.

We hereby confirm and declare that we, M/s \_\_\_\_\_, is not blacklisted/ De-registered/ debarred by any Government department/ Public Sector Undertaking/ Private Sector/ or any other agency for which we have Executed/ Undertaken the works/ Services during the last 5 years.

For M/s \_\_\_\_\_

Authorized Signatory

Date:

*\*To be submitted on company letterhead, duly signed and stamped.*

**Annexure - B\***

List of staff strength, designation, and years of experience in Artwork, Advertising, PR jobs, and Marathi and Hindi translation.

<b>Sr. No.</b>	<b>Name of the Employee</b>	<b>Designation</b>	<b>Years of Experience</b>	<b>Specialized In</b>

Authorized Signatory

Date:

*\*To be submitted on company letterhead duly signed and stamped on it.*