

INDIRA GANDHI INSTITUTE OF DEVELOPMENT RESEARCH

GOREGAON (EAST), MUMBAI

EOI No. IGIDR/Tender/2021/ED/02 Date: 26.02.2021

REQUEST FOR EXPRESSION OF INTEREST

FOR

**Empanelment of Advertising Agency for Publication of Advertisement in the
Newspapers**

INDIRA GANDHI INSTITUTE OF DEVELOPMENT RESEARCH

Gen. A.K. Vaidya Marg, Film city Road, Santosh Nagar, Goregaon (EAST), MUMBAI-400065.
TELEPHONE: 022 2841 6200/9881070122. FAX: 022 28416399.

SECTION-A
GENERAL INSTRUCTIONS TO BIDDERS

1. Expression of Interest (EOI) should be addressed to **The Registrar, Indira Gandhi Institute of Development Research, Goregaon (East), Mumbai-400065.**
2. The scan copy of EOI bid to be submitted through Email to tender@igidr.ac.in with subject of email should be mentioned as- **“Expression of Interest for Empanelment of Advertising Agency for Publication of Advertisement in Newspapers”** 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 Email. **The bid file should be attached as a PDF document/zip file protected with a password and the password to be shared at the time of bid opening through online meeting. The vendor should keep their password securely with them and required to give only when asked in online meeting for bid opening.**
3. The EOI will be received up to **02:00 PM on 19th March 2021.** Each copy of the EOI document under their stamp and signature. No bid will be accepted after due date under any circumstances whatsoever.
4. The Email bid with subject **“Expression of Interest for Empanelment of Advertising Agency for Publication of Advertisement in Newspapers”** shall be opened by REGISTRAR or his authorized representative in his office on the same day at **03:00 PM through online meeting platform.** The link of meeting will be shared with participated 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.
5. **The bidders should provide the password of their bid in PDF/Zip file during the opening of the bids. In case bidder can NOT provide password for the bid file at the time of opening then their bid shall be rejected.**
6. EOI shall remain valid for acceptance by the Institute for a period of Three months from the date of opening of the bid and the bidder shall not cancel or withdraw the quotation during this period.
7. The bidder must use only the bid documents issued by the Institute. Any addition/alteration in the text of the EOI form made by the bidder shall not be valid and shall be treated as null and void.
8. Each Page of the EOI document should be signed by the authorized person or persons submitting the EOI in token of his/their having acquainted himself/themselves with the terms & conditions of contract as laid down. Any bid with any of the documents not so signed will be rejected.
9. The intending bidder can obtain any clarifications regarding the EOI document, employee details, previous policy details etc. if any by contacting to Mr. Samir Parab (Administrative Officer) on his mobile- 8097171963 or through email administrativeofficer@igidr.ac.in or in **Administration Office**

of the **Indira Gandhi Institute of Development Research, Goregaon, Mumbai-400 065** on any Institute`s working day.

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 Bidder

With the seal of their company

Date:

SECTION-B
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 scope of work and as per detailed instructions of the Institute's.
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 by the decision of the Registrar, Indira Gandhi Institute of Development Research, the dispute shall be settled by arbitration in accordance with the provisions of 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. **Contract Period:** The empanelment period shall be for 1 year from date of confirmation of empanelment which will be extendable maximum up to 3 years depending upon the performance of the agency.
5. **Payment Terms:** The payment shall be released after successful completion of desired service and against submission of invoice and 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 with company seal

Date:

SECTION 'C'

PRE-QUALIFICATION CRITERIA

- **Pre-Qualification Documents to be submitted by Bidder along with Pre-qualification Bid:**
 1. The Agency should have experience of providing advertising services for last five years. Company Incorporation Certificate/Certificate of Registration of the firm (copy to be enclosed)
 2. Agency will release advertisements of IGIDR Mumbai as per Directorate of Advertising and Visual Publicity (i.e. DAVP) rates. (Copy to be enclosed.)
 3. The Agency should have registered office in Mumbai for last 5 years. Copy of Shop & Establishment of last 5 years to be enclosed.
 4. The Agency should submit copy of PAN and Goods and Service Tax registration number (GST).
 5. The Agency should have the experience for last **5 years** providing advertisement services to any Central/State Government/Public Sector Undertaking/Autonomous Educational Institute. (Work Experience from organizations to be submitted.)
 6. The Agency should have valid Indian Newspaper Society (INS) accreditation (Attach copy of proof).
 7. Agency should have annual turnover of **Rs. 20 Lac** for last 3 years (i.e. FY2017-18, FY2018-19 & FY2019-20). Attach audited Balance Sheet.
 8. The Agency should not have been blacklisted by any Central/State Government/Public Sector Undertaking/Institute of Govt. of India. (Copy to be enclosed.)
 9. The Agency should provide list of staff strength along with designation and years of experience in Artwork, Advertising, PR jobs, Marathi and Hindi translation. (Copy to be enclosed).

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 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 (Envelope-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 c) Print/Electronic Events	
11.	Name of the three largest present clients on DAVP rates and list of all clients with letter of empanelment from them.	
12.	Bank Account Details	A/C No. Bank Name: IFSC:

SECTION-‘D’
TECHNICAL BID

• **SCOPE OF WORK:**

Scope of Work for the Contractor:

1. Enquiry will be sent to the empaneled agency at the short notice or should be collected from department / section as and when required basis. The estimate, artwork and DAVP rate list to be emailed to the concerned department / section within stipulated time mentioned in the enquiry or email. No estimate is to be handed over to IGIDR Mumbai staff personally unless otherwise specified. All communication is to be addressed to the undersigned only.
2. The agency should assist the institute to work out media plans strictly in accordance with DAVP guidelines for releasing advertisement.
3. The empaneled agency shall arrange for publication of institute’s advertisement from time to time according to the specific instructions such as name of the newspaper(s), date of publication etc. These instructions will be communicated in writing by the competent authority of the institute from time to time.
4. The text of the advertisement to be published will be made available to the agency well in advance of the date of publication through mail or letter giving time deadline as and when required. However, the agency shall accept request for advertisement even at a short notice and arrange to publish the same on the specified dates.
5. 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.
6. The empaneled agency shall prepared artwork, matrix blocks, bromides etc. As required for release of our advertisement on behalf of the institute at free of cost.
7. Artwork of English, Hindi and Marathi should be send along with quotation. If not submitted then quotation will not be considered.
8. Agency should give price break up in quotation with details such as discount, taxes, agency commission etc.
9. Any changes/ correction in artwork should be sent before 4.00pm. Before sending artwork for approval it should be checked properly by agency.
10. Translation from English to Hindi / any other regional language or vice versa of all Advertisement / Tender notice to be published in other regional newspaper will be arranged by you and no additional charges for translation of the same will be made.

11. It is mandatory that agency should have their own translation staff in their office.
12. Agency cannot increase or decrease the size of artwork on their own, unless approved/confirmed by IGIDR Mumbai in writing.
13. 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.
14. The empaneled agency shall arrange to place Institute advertisement(s) in a prominent position in the newspaper(s) without any premium or extra charges.
15. If the advertisement is mis-printed or published wrongly, the agency shall arrange to publish corrigendum at the earliest possible under intimation to the without extra cost, including re-publishing of the advertisement in whole if desired by the institute.
16. It shall be the responsibility of the agency to ensure that all advertisement of the Institute would be placed prominently and appear in an impressive manner while occupying minimum space.
17. In case the text matter or portion of the text matter for advertisement is not clear, the agency shall obtain clarifications(s) from the Institute authority to ensure publication of correct text manner on the specified date without any delay.
18. Whenever, Institute desires to publish advertisement in vernacular languages, the agency shall ensure that, the Institutes name and advertisement text is published in that vernacular language script.
19. The empaneled agency shall submit one consolidated bill for advertisement published in various newspapers either for one or more insertions.
20. The empaneled agency shall arrange for publicity of Institute activities in the press, electronic media, at extra cost as per applicable, on demand.

Date:

Signature of Bidder with seal

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 letter head duly signed and stamped on it.

Annexure - B*

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

Sr. No.	Name of the Employee	Designation	Years of Experience	Specialized In