



भारतीय प्रौद्योगिकी संस्थान मद्रास चेन्नै 600 036
**INDIAN INSTITUTE OF TECHNOLOGY MADRAS Chennai 600
036**
भंडार एवं क्रय अनुभाग
STORES & PURCHASE SECTION
दूरभाष: (044) 2257 8285 / 8286 / 8287 / 8288 फ़ैक्स: (044) 2257 8292 / 2257 8082
Telephone : (044) 2257 8293, 8287, 8285, 8286
email ID- adstores@iitm.ac.in



A.Chitrapavai
Deputy Registrar (Stores & Purchase)

Dated: 01.08.2016

Tender No. SPS / Empanelment of Advertising agency / 004 / 2016-17/SPL

Due Date: 22.08.2016
Before 2.00 p.m

Sealed Tenders are invited on behalf of the Indian Institute of Technology Madras, from experienced advertising agencies for

"The empanelment of advertising agency for publication of advertisements in newspapers"

Detailed description of the item and instructions for submitting your offer can be downloaded from our website: www.tenders.iitm.ac.in

Tender No.	S&P/Empanelment of Advertising Agency/2016-17
Item Description	Empanelment of Advertising Services for publication of advertisements in newspapers.
Last date of submission of tender:	22 nd August 2016 till 2.00 p.m.
Place of Submission	The tender cover should be sent to: Ms. V.G. BHOOMA, IRPS REGISTRAR INDIAN INSTITUTE OF TECHNOLOGY MADRAS CHENNAI-600 036 Tender should be sent either by REGISTERED POST ACKNOWLEDGEMENT DUE OR THROUGH MESSENGER. If the Tender is sent through Messenger, the same has to be dropped in the TENDER BOX marked Stores & Purchase kept for this purpose in the Stores & Purchase Section (3 rd Floor of Administrative Building) before 2.00 PM on due date 22.08.2016. If it is by post (Registered Post or Speed post only) the same should reach before 2.00 p.m. i.e on the last date 22.08.2016 otherwise it will be summarily rejected.
Tender Type	Two Bid System - Both Technical Bid (specification terms) & Price Bid should be in separate cover with indication on the cover as " Technical Bid " & " Price Bid " as the case may be. Both the independent covers should be placed in one big cover and sealed with the superscription on the left hand side OPEN TENDER FOR " Empanelment of Advertising Agency for publication of advertisements in Newspapers " due on 22.08.16
Opening Date & Time of tender	22nd August 2016 at 4.00 p.m.
Place of Opening Tender	Conference hall, 3 rd floor, Administrative building.
Tender Fee and Earnest Money Deposit:	Tender document Fee of Rs.525/- (Rs. Five Hundred and twenty five only) (inclusive of VAT 5%)(Non refundable) and Earnest Money Deposit of Rs. 10,000/- (Rs. Ten Thousand only) in the form of Demand Drafts in favour of "The Registrar, IIT Madras" payable at Chennai shall be submitted in separate covers along with Technical Bid.

Eligibility Criteria:

Eligibility criteria enlisted from i to vi below would be technical specification for evaluating the technical bid.

- i. The Agency should have the Indian Newspaper Society accreditation for the last 3 years.
- ii. The Agency should have minimum Annual turnover of Rs. 50 Lakh, during last Three years i.e. 2013-14, 2014-15, 2015-16. 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.
- iii. a) The firm should submit acceptance letter stating that it will provide their services on 24 hours basis and the firm should publish the advertisement within 24 hours. With least one month credit facility.
- iv. The firm should have full-fledged registered office at Chennai.
- v. Award letter(s) of at least three contract jobs and satisfactory completion certificate of three jobs of the big reputed concerns/ Govt./Autonomous Bodies carried out in the past 3 years
- vi. The Agency should not have been blacklisted by any Central/State Government/Public sector undertaking.

Copies of supporting technical specification like copies of accreditation certificates, financial statements, IT returns, acceptance letters, proof of registered office in Chennai, Award letter copies and job completion letter etc. should be duly attested and submitted along with technical bid.

Price bid:

The price bid should be submitted in the following proforma:

Sl. No	Publication	All Edition commercial Rate per Sq.cm	% of discount offered on commercial rate for all edition	Southern Commercial Edition Rate per Sq.cm	% of discount offered on commercial rate for southern edition
1	The Hindu				
2	Indian Express				
3	Dhinamalar				
4	Daily Thanthi				

The advertising agency shall quote current DAVP approved rates if applicable for our Advertisement or otherwise shall indicate % of discount to be offered on that commercial rates as applicable to the dailies.

Terms & Conditions:

1. Period of empanelment: The empanelment will be initially for a period of one year which may be extended further with mutual consent subject to satisfactory performance.
2. The empaneled agency shall arrange for publication on 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 to be published in other regional newspaper shall be arranged by the agency and no additional charges for translation of the same will be made.
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. Earnest Money Deposit (EMD): The bidders will have to deposit earnest money of Rs. 10,000/- (Rupees Ten thousand only) by way of bankers Demand Draft in favour of The Registrar, Indian Institute of Technology Madras, Payable at Chennai along with the tender document which will be refunded to the unsuccessful bidders after the finalization of the tender EMD will not carry any interest. Performance guarantee of Rs. 10,000/- (Rupees Ten thousand only) has to be submitted by way of bank guarantee by **the successful bidder only**. Demand Draft may be drawn in favour of "**The Registrar, IIT Madras**" payable at Chennai. Both EMD and Performance Guarantee will be retained till the award period.
10. In case of delay in publishing the advertisement beyond 24 hours' time. The firm is liable to pay @Rs. 1000/- per day per advertisement upto a maximum one week. Non execution of order beyond one week shall be liable to termination of the contract.
11. 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.
12. Tender without Earnest Money Deposit shall be rejected summarily. Tenders received after due date and time whether sent by post or given in person are liable to be rejected.
13. Agency shall release the Advertisement only to the publication indicated by us, in a conspicuous and impressive manner with minimum space.
14. The Agency has to submit an undertaking that they have not ever been blacklisted by any of the organization at any point of time.
15. 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.
16. The offers submitted by downloading from the Institute website (www.iitm.ac.in) shall be considered valid only when accompanied by a demand draft for Rs.525/- (Five hundred and twenty five only) (inclusive of VAT 5%) (Non refundable) drawn in favour of The Registrar, Indian Institute of Technology Madras, Chennai payable at Chennai towards the cost of tender documents indicated in the IIT Madras.
17. The Registrar, IITM reserves the right to cancel the tender without assigning any reason at any stage of the tender process
18. The Registrar, IITM reserves the right to alter/modify any or all conditions of this tender notice at any later stage

19. The bid should be clear and without any condition. Condition bid shall be summarily rejected.
20. Earnest money shall be forfeited if the successful bidder fails to submit acceptance of award and sign the formal agreement within 7 days from the date of intimation of award or fails to execute services as per laid down terms & condition within 7 days from the date of commencement given in the work order
21. The offer/bids should be submitted in two bid system i.e. Technical Bid and Price Bid in a separate cover. The technical bid should consist of all technical details along with catalogue, commercial terms and conditions. Financial bid should indicate item-wise price for all the items mentioned in the technical bid.
22. The Technical bid cover will be first opened and evaluated. In the primary screening, technical bid of only those who satisfy the eligibility criteria will be evaluated. The Price bid of only those bidders whose technical bid is found to be technically adequate by the Committee will be opened.
23. The tender document duly signed on all pages shall be submitted along with the Technical bid & Price bid shall only be considered.
24. TDS /Income Tax etc. are to be deducted at source from the bills of contractor as per the rules.
25. Service Tax is payable as admissible under the rules subject to submission of Service Tax Challan/Return etc. As documentary proof in support of having deposited the Service Tax in Service Tax Department.
26. The rates should be in Sq. cm for one year. Rates should be nett, inclusive of all taxes, charges, etc.
27. All questions, disputes or differences arising under 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) Chennai.
28. You are at liberty to be present or authorize a representative to be present at the opening of the tender at the time and date specified in the Schedule.
29. **The prices quoted by the Tenderer should be inclusive of Sales Tax/VAT and other statutory levies** (and should be clearly stated to be so) which will be paid by the Purchaser/if legally leviable at the rate ruling on the date of supply as specified in the Acceptance of Tender. **The percentage of tax etc. included in the price should be indicated in clear terms. If the inclusive price is not given, we will treat your offered rate as inclusive rate and comparison be made with others.** If at the time of comparison of your offer without taxes etc. is happen to be lowest, you are bound to supply as per the offered rate, i.e. without taxes etc.
30. IIT Madras reserves the right to seek performance report from other clients.
31. IIT Madras will release payment by cheque within 30 days after receipt of bill
32. Bill should be accompanied by the advertisement clipping and DAVP price list of all national dailies in which advertisement has been published.
33. IIT Madras will prepare a panel of more than one advertising agencies who meet the eligibility criteria defined in the tender document.
34. All copies of the tender shall be typed or written in indelible ink and shall be signed by the bidder of a person/persons duly authorized to bind the bidder to the contract
35. The tender shall have no interlineations, erasures or overwriting except as necessary to correct errors made by the tenderer, in which case such corrections shall be initialed by the person/persons signing the tender.
36. The IIT Madras may enter into a parallel rate contract with more than one agency for publishing advertisements.
37. During the period of contract, if services of the empaneled agency is found not to be satisfactorily or adverse complaints are received against the empaneled agency any time during the contract period, IIT madras reserves the right to terminate the contract unilaterally by giving one month notice, without assigning any reasons.
38. The empaneled 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.
39. The empanelment of an agency shall not mean that IIT Madras cannot release advertisements directly/through any other agency without routing through the agency empaneled through this process.

40. The tender cover should be sent to

**Ms. V.G.Bhooma, IRPS,
Registrar,
Indian Institute of Technology Madras,
Chennai – 600 036.**

41. The institute shall not be responsible for the late receipt of Tender on account of Postal or any other delay. The Tender box will be closed exactly at 2.P.M on 22.08.2016 sharp.

Signature, date and seal of bidder.

FORMAT OF APPLICATION

To,

Sub: Application for empanelment of Advertising Agencies for release of advertisement on behalf of Indian Institute of Technology Madras.

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. For application downloaded from IIT website DD No. _____ dated _____ worth Rs. _____/- is enclosed towards cost of application
6. Details of Earnest Money deposit of Rs. 10,000/-
DD / Cash receipt No. _____ date _____
7. Details of modern techniques / facilities available in the office
 - a) Fax Yes No
 - b) Computer with colour printer Yes No
 - c) Scanner Yes No
 - d) Agency website Yes No
 - e) Broad Band facility available Yes No
 - f) Whether all the copies of Documents attested? Yes No
 - g) Certificate that Ad Agency is situated in a commercial complex attached Yes No
 - h) Income Tax Return for last 3 years attached Yes No
 - i) Service Tax registration certificate attached Yes No
 - j) Sufficient man power i.e more than 10 persons Yes No
8. Details of other infrastructure and manpower available.
9. 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 Madras
If yes, specify the period _____.
10. Details of INS Accreditation (attach the certificate)
11. Certified Turnover of Print Media for the last three financial years excluding current year.

12. Whether service will be provided on holidays and beyond office hours also (in case of utmost urgency)? Yes No
13. Any other information which the applicant feels necessary to bring into the notice of IIT Madras. _____
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I / We have perused the attached Terms & Conditions for empanelment of Ad. Agency and hereby agree to all the Terms and Conditions.

Date:

Place:

Signature :

Name of Signing authority :
(In Block Letters)

Stamp of the Agency

CERTIFICATE

I hereby certify that the above agency 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 letter date it is found that any details provided above are incorrect, the contract given to the above agency may be summarily terminated and blacklisted.

Date:

Place:

(Authorized Signatory)

Name:

Designation:

Contact No:

Seal/Stamp of the Company

DECLARATION FOR ACCEPTANCE OF TERMS AND CONDITIONS

To,
The Deputy Registrar,
Stores & Purchase Section,
IIT Madras, Chennai- 600 036.

Sir,

**Subject: SPS/Empanelment of Advertising Agency/004/2016-17/SPL
dated 1st Aug 2016**

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.

Yoursfaithfully,

(Signature of the Bidder)

Name

Designation

Seal

Date:

Business Address