

	<p>भारतीय प्रौद्योगिकी संस्थान मद्रास चेन्नै 600 036 INDIAN INSTITUTE OF TECHNOLOGY MADRAS Chennai 600 036 भंडार एवं क्रय अनुभाग <b>STORES &amp; PURCHASE SECTION</b> Email: <a href="mailto:adstores@iitm.ac.in">adstores@iitm.ac.in</a> दूरभाष: (044) 2257 8285 / 8286 / 8287 / 8288 फ़ैक्स: (044) 2257 8292 Telephone : (044) 2257 8285/8286/8287/8288 FAX: (044) 2257 8292</p>	
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**G.Chitrapavai**  
Deputy Registrar (Stores & Purchase)

**No.SPS / Advertising agency - DAVP Rate /2017-18/SPL**  
Date : 11.05.2017

**Due Date: 05.06.2017**  
**Time: 5.00 p.m.**

Sirs,

Sub: Tender for the service of Advertising Agencies to publish advertisements  
in Newspapers for IITM under DAVP Rate - Reg.

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Quotations are invited from Advertising Agencies to publish advertisements in Newspapers for Indian Institute of Technology Madras under **DAVP rate** initially for a period of one year.

You are requested to submit your offer as per eligibility criteria, subject to the terms & conditions as per Annexure – A

The above details are also available under the links mentioned below

<http://tenders.iitm.ac.in> or <http://eprocure.gov.in/cppp/tendersearch>

Sd/-  
(G.CHITRAPAVAI)  
Deputy Registrar(S&P)

**TENDER DOCUMENT FOR THE SERVICE OF ADVERTISING AGENCIES TO PUBLISH ADVERTISEMENTS FOR IITM IN NEWSPAPERS UNDER DAVP RATE**

Indian Institute of Technology Madras is an autonomous Institution functioning under Ministry of Human Resource Development and is authorized to avail DAVP Rates for publication of advertisements in Newspapers. DAVP has allotted permanent account number to IITM for publication of advertisement in DAVP rates. Service of advertising agency is wanted to publish Newspaper Advertisement of IITM in DAVP rates.

**Eligibility Criteria of advertising agency:**

- 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. 2014-15, 2015-16 & 2016-17. 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. 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 documents like 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 quotation.

**Price bid:**

The price bid should be submitted as per the following:

Sl.No.	Item	
1	% of discount offered by the advertising agency on DAVP rate advertisement (per sq cm)	
2	% of Tax applicable on advertising cost	

**Terms & Conditions:**

1. The advertising agency has to quote the percentage of discount offered by them to IITM for publishing its advertisement. Selection will be based on the highest discount offered by the advertising agency on DAVP rates.
2. The tax commitment will also be taken into consideration while finalizing the advertising agency.

3. The percentage of discount shall be on total cost of the advertisement on DAVP rate and shall be the same for all publication. Different discount rate for different publication will not be accepted. Hence bidders are requested to give single discount rate applicable for all publication.
4. The tax percentage applicable on the net rate should be quoted specifically.
5. The Price Bid of the advertising agency who had satisfied the eligibility criteria alone will be considered.
6. The list of publications in which our advertisements are published at DAVP rates are given in **Annexure – B**. Any other publications which are willing to publish our advertisement on DAVP rates shall do so and the same offered discount shall be extended to the newly added publication for advertising.
7. The Advertising Agency will be engaged initially for a period of one year which may be extended further with mutual consent subject to satisfactory performance.
8. The Advertising agency shall arrange for publication our 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.
9. 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.
10. 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.
11. 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. Agency shall release the Advertisement only to the publication indicated by us, in a conspicuous and impressive manner with minimum space.
18. The Agency has to submit an undertaking that they have not ever been blacklisted by any of the organization at any point of time.
19. 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.
20. The bills should be supported with copy of the applicable DAVP rate for the advertisement released.

21. The offers submitted by downloading the tender form from the Institute website <http://tenders.iitm.ac.in> or <http://eprocure.gov.in/cppp/tendersearch> shall be considered.
22. The Registrar, IITM reserves the right to cancel the enquiry without assigning any reason at any stage of the tender process
23. The Registrar, IITM reserves the right to alter/modify any or all conditions of this enquiry notice at any later stage
24. The Price bid should be clear and without any condition. Conditional price bid shall be summarily rejected.
25. TDS /Income Tax etc. are to be deducted at source from the bills of contractor as per the rules.
26. 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.
27. All taxes, charges, etc if applicable shall be indicated specifically.
28. All questions, disputes or differences arising 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.
29. IIT Madras reserves the right to seek performance report from other clients.
30. IIT Madras will release payment by RTGS/NEFT within 30 days after receipt of bill.
31. Bill should be accompanied by the advertisement clipping and DAVP card rate on the date of Advertisement as evidence along with the proof for calculation.
32. IIT Madras may prepare a panel of more than one advertising agencies who meet the eligibility criteria and selection criteria and terms and conditions defined in the tender.
33. The enquiry shall have no interlineations, erasures or overwriting except as necessary to correct errors made by the agencies in which case such corrections shall be initialed by the person/persons signing the tender.
34. IIT Madras may enter into a parallel rate contract with more than one agency for publishing advertisements.
35. During the period of service contract, the service of the advertising agency is found not to be satisfactory or adverse complaints are received against the agency, IIT madras reserves the right to terminate the contract unilaterally by giving one month notice, without assigning any reasons.
36. The selected 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.
37. The selection of an agency shall not mean that IIT Madras cannot release advertisements directly/through any other agency without routing through the agency selected through this process.
38. The quotation cover should be sent to the undersigned.

**Sd/-**  
**Deputy Registrar**  
**(Stores & Purchase)**

**FORMAT OF APPLICATION**

To

Sub: Application for service of Advertising Agencies for release of advertisement on behalf of Indian Institute of Technology Madras under DAVP Rate.

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. 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
6. Details of other infrastructure and manpower available.
7. 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 \_\_\_\_\_.
8. Details of INS Accreditation ( attach the certificate)
9. Certified Turnover of Print Media for the last three financial years excluding current year.
10. Whether service will be provided on holidays and beyond office hours also (in case of utmost urgency)? Yes  No

11. 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 the service of Advertising Agency and hereby agree to all the Terms and Conditions.

Signature :

Date:

Name of Signing authority :  
( In Block Letters)

Place:

Seal of the Agency

## CERTIFICATE

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

Date:

Place:

(Authorized Signatory)

Name:

Designation:

Contact No:

Seal 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/Advertising Agency under DAVP Rate /2017/SPL dated 11.05.2017**

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



**ANNEXURE – B**

The list of publications in which our advertisements are published at DAVP rates are as follows:-

<b>S.NO.</b>	<b>PUBLICATION NAME</b>	<b>CITIES</b>
	<b>THE NEW INDIAN EXPRESS</b>	Vijayawada, Visakhapatnam, Belgam, Bengaluru, Shivamoga, Kannur, Kochi, Kollam, Kottayam, Kozhikode, Thiruvananthapuram, Chennai, Coimbatore, Dharmapuri, Madurai, Tiruchirapalli, Tirunelveli, Villupuram, Hyderabad, Warangal, Hubli, Mangalore, Bhubaneswar, Sambalpur
2	<b>INDIAN EXPRESS</b>	Delhi, Mumbai, Nagpur
3	<b>NAV BHARAT TIMES</b>	Delhi, Mumbai, Lucknow
4	<b>THE HANS INDIA</b>	Tirupati, Vijayawada, Visakhapatnam, Hyderabad, Warangal
5	<b>AJ</b>	Patna, Jamshedpur, Ranchi, Agra, Allahabad, Bareilly, Gorakhpur, Kanpur, Lucknow, Varanasi,
6	<b>THE PIONEER</b>	Chandigarh, Raipur, Delhi, Ranchi, Bhopal, Bhubaneswar, Lucknow, Dehradun
7	<b>PUNJAB KESARI (JALANDHAR)</b>	Chandigarh, Delhi, Hissar, Palampur, Jammu, Jalandhar, Jaipur, Ludhiana
8	<b>MAIL TODAY</b>	Delhi,
9	<b>MILLENNIUM POST</b>	Delhi,
10	<b>THE ASIAN AGE</b>	Delhi, Mumbai,
11	<b>SAMYUKTA KARNATAKA</b>	Bengaluru
12	<b>JANMABHUMI</b>	Kochi
13	<b>METRO VAARTHA</b>	Thiruvananthapuram
14	<b>DINAKARAN</b>	Chennai, Coimbatore, Madurai
15	<b>EMPLOYMENT NEWS</b>	Delhi