

	<p>भारतीय प्रौद्योगिकीसंस्थानमद्रासचेन्ने 600 036  <b>INDIAN INSTITUTE OF TECHNOLOGY MADRAS Chennai 600 036</b>  भंडार एवं क्रय अनुभाग  <b>STORES &amp; PURCHASE SECTION</b>  Email: adstores@iitm.ac.in  दूरभाष: (044) 2257 8285 / 8286 / 8287 / 8288 फ़ैक्स: (044) 2257 8292  Telephone : (044) 2257 8285/8286/8287/8288 FAX: (044) 2257 8292  GSTIN: 33AAAAI3615G1Z6</p>	
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**G. Chitrapavai**  
Deputy Registrar (Stores & Purchase)

Dated : 02.12.2020

**Tender No. IITM/SPS/ Empanelment of Advertising agency /004/2020-21/SPL**

Dear Sirs,

On behalf of the Indian Institute of Technology Madras, Tenders are invited for the

**“Empanelment of Advertising Agencies for publication of advertisement in Newspapers for IIT Madras”**

Confirming to the specifications enclosed.

Tender Documents may be downloaded from Central Public Procurement Portal <https://etenders.gov.in/e procure/app> Aspiring Bidders who have not enrolled / registered in e-procurement should enroll / register before participating through the website <https://etenders.gov.in/e procure/app>. The portal enrolment is free of cost. Bidders are advised to go through instructions provided at “Help for contractors”. [Special Instructions to the Contractors/Bidders for the e-submission of the bids online through this eProcurement Portal”].

Tenderers can access tender documents on the website (For searching in the NIC site, kindly go to Tender Search option and type ‘IIT’. Thereafter, Click on “GO” button to view all IIT Madras tenders). Select the appropriate tender and fill them with all relevant information and submit the completed tender document online on the website <https://etenders.gov.in/e procure/app> as per the schedule attached.

No manual bids will be accepted. All quotation both Technical bid and Financial bid should be submitted in the E-procurement portal.

<b>1</b>	<b>LAST DATE for receipt of Tender</b>	:	<b>22.12.2020 before 02.00 p.m.</b>
	<b>Pre-bid Meeting</b>		Due to Pandemic COVID-19 restrictions, the Pre-bid Meeting will be conducted via Google Meet <b>on 09.12.2020 from 3.00p.m. to 4.00 p.m.</b> Please see the below link to join the meeting <a href="https://meet.google.com/ief-fkmy-une">https://meet.google.com/ief-fkmy-une</a>  Bidders are requested to join Google Meet before <b>2.30p.m. on 09.12.2020</b> and register your participation. Before joining this meeting, bidders should send their details of person who will attend this meeting and their company details along with your queries to adstores@iitm.ac.in
	<b>Date &amp; Time of opening of Tender</b>	:	<b>23.12.2020 at 03.00 p.m.</b>
<b>A</b>	<b>Submission of Tender</b>		As per the directives of Department of Expenditure, this tender document has been published on the Central Public Procurement Portal URL: <a href="https://etenders.gov.in/e procure/app">https://etenders.gov.in/e procure/app</a>  The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant

		<p>to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.</p> <p>More information useful for submitting online bids on the CPP Portal may be obtained at:<a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a></p> <p>Both Technical Bid &amp; Price Bid should be submitted separately in online CPP portal as per the specified format only. Right is reserved to ignore any tender which fails to comply with the above instructions.</p> <p><b>No manual bid submission is entertained.</b></p>
<b>B</b>	<b>Instructions for online bid submission</b>	<p><b>REGISTRATION</b></p> <ul style="list-style-type: none"> <li>i. Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal URL:<a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a> by clicking on “Online Bidder Enrollment”. Enrolment on the CPP Portal is free of charge.</li> <li>ii. As part of the enrolment process, the bidders will be required to choose a unique user name and assign a password for their accounts.</li> <li>iii. Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.</li> <li>iv. Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / TCS / nCode / eMudhra etc.)</li> <li>v. <a href="https://etenders.gov.in/eprocure/app?component=%24DirectLink&amp;page=DSCInfo&amp;service=direct&amp;session=T">https://etenders.gov.in/eprocure/app?component=%24DirectLink&amp;page=DSCInfo&amp;service=direct&amp;session=T</a> with their profile.</li> <li>vi. Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSCs to others which may lead to misuse.</li> <li>vii. Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / eToken.</li> </ul>
<b>Guidelines, Terms and Conditions of Tender</b>		
<b>C</b>	<b>Searching for tender documents</b>	<ul style="list-style-type: none"> <li>i. There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, organization name, location, date, value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as organization name, form of contract, location, date, other keywords etc. to search for a tender published on the CPP Portal.</li> <li>ii. Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective “<b>My Tender</b>” folder. This would enable the CPP Portal to intimate the bidders through SMS / email in case there is any corrigendum issued to the tender document.</li> <li>iii. The bidder should make a note of the <b>unique Tender ID</b> assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.</li> </ul>
<b>D</b>	<b>Preparation of bids</b>	<ul style="list-style-type: none"> <li>i. Bidder should take into account any corrigendum published on the tender document before submitting their bids.</li> <li>ii. Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.</li> <li>iii. Bidder, in advance, should prepare the bid documents to be submitted as indicated in the tender document / schedule and generally shall be in PDF / XLS formats as</li> </ul>

		<p>the case may be. Bid documents may be scanned with 100 dpi with black and white option.</p> <p>iv. To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, GSTIN Details, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use <b>“My Documents”</b> area available to them to upload such documents. These documents may be directly submitted from the <b>“My Documents”</b> area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.</p> <p>v. <b>All the technical related documents need to be uploaded in Technical bids for evaluation purpose.</b></p>
<b>E</b>	<b>Submission of bids</b>	<p>i. Bidder should log into the site well in advance for bid submission so that he/she upload the bid in time i.e. on or before the bid submission date and time. Bidder will be responsible for any delay due to other issues.</p> <p>ii. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.</p> <p>iii. Bidder has to transfer the EMD as applicable by online mode only. The EMD should be transferred on or before the closure date and time of the tender. If the EMD is not transferred before the closure date and time, the tender will be summarily rejected. The EMD transferred to IIT Madras ( as per IIT Madras Account details given in Clause I (i) and the proof of transfer has to be submitted in the technical bid. Otherwise, the tender will be summarily rejected.</p> <p>iv. A standard BOQ format has been provided with the tender document to be filled by all the bidders. Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. Bidders are required to download the BOQ file, open it and complete the detail with their respective financial quotes and other details (such as name of the bidder). If the BOQ file is found to be modified by the bidder, the bid will be rejected.</p> <p>v. The server time (which is displayed on the bidders’ dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.</p> <p>vi. The <b>Tender Inviting Authority (TIA)</b> will not be held responsible for any sort of delay or the difficulties faced during the submission of bids online by the bidders due to local issues.</p> <p>vii. The uploaded tender documents become readable only after the tender opening by the authorized bid openers.</p> <p>viii. Upon the successful and timely submission of bids, the portal will give a successful bid submission message &amp; a bid summary will be displayed with the bid no. and the date &amp; time of submission of the bid with all other relevant details.</p> <p>ix. Kindly add scanned PDF of all relevant documents in a single PDF file of compliance sheet.</p>
<b>F</b>	<b>Assistance to bidders</b>	<p>i. Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.</p> <p>ii. Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The contact number for the helpdesk is [0120-4200462, 0120-4001002, 0120-4001005]</p>

G	<b>General Instructions to the Bidders</b>	: <ul style="list-style-type: none"> <li>i. The tenders will be received online through portal <a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a>. In the Technical Bids, the bidders are required to upload all the documents in pdf format.</li> <li>ii. Possession of a Valid Class II/III Digital Signature Certificate (DSC) in the form of smart card/e-token in the company's name is a prerequisite for registration and participating in the bid submission activities through <a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a></li> <li>iii. Digital Signature Certificates can be obtained from the authorized certifying agencies, details of which are available in the web site <a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a> under the "Information about DSC".</li> </ul>
H	<b>Opening of the tender</b>	: The online bid will be opened by a committee duly constituted for this purpose. Online bids (complete in all respect) received along with proof of transfer EMD (if any) will be opened as mentioned at "Annexure: Schedule". Bid received without EMD details (if present) will be rejected straight way. The technical bid will be opened online first and it will be examined by a technical committee (as per the eligibility criteria, specification and requirement). The financial offer/bid will be opened only for the offer/bid which technically meets all requirements as per the specification.
I	<b>Earnest Money Deposit (EMD)</b>	: <ul style="list-style-type: none"> <li>i. EMD for <b>Rs. 20,000/-</b> should be transferred to the following bank account on or before due date <b>22.12.2020 @ 2.00p.m.</b>   <b>Name : Registrar IIT Madras</b>  <b>Bank : State Bank of India</b>  <b>Account No : 10620824305</b>  <b>Branch : IIT MADRAS</b>  <b>IFSC CODE : SBIN0001055</b> </li> <li>ii. The proof of the EMD transferred as per the Account details given above has to be submitted in the technical bid. Otherwise, the tender will be summarily rejected.</li> <li>iii. The EMD will be returned to unsuccessful Bidder(s), after finalization of the tender. The EMD shall be forfeited if any Bidder withdraws the offer before finalization of the tender.</li> <li>iv. The EMD amount <b>should not be sent through DD.</b></li> <li>v. As per Rule 170 of GFR 2017, exemption of EMD will be given subject to submission of undertaking by the firm seeking such exemption. Copies of relevant orders/ documents regarding such exemption should be submitted along with the tender document.</li> <li>vi. The successful bidder shall submit a Performance Guarantee of 3% of the bid amount by way of DD/ Bank Guarantee obtained from any commercial bank within 7 (seven) days from the date of issue of Letter of Intimation and Acceptance by IIT Madras. The tender inviting authority may extend the period for another 7 (seven) days on written request of the contractor for a valid reason for delay in submission of the performance guarantee.</li> </ul>
J	<b>Marking on Technical Bid</b>	: <ul style="list-style-type: none"> <li>i. The technical Specification and scope of work for this tender is given in <b>Annexure A</b>. The tenderer shall go through the specification and scope of work and submit the technical bid.</li> <li>ii. The Technical bid should be submitted in the proforma given as per <b>Annexure B in pdf format only through online (e-tender). No manual submission of bid is entertained.</b></li> <li>iii. All technical bid should have the page-wise <b>heading as "Technical Bid" and page no.</b> in all pages with seal and signature of authorized signatory. The total no. of pages should be mentioned at the last page of the documents.</li> <li>iv. The technical bid should consist of all technical details along with catalogue/brochure and other technical, commercial terms and conditions.</li> </ul>

K	<b>Marking on Price Bid</b>	:	Price bid should be submitted in the prescribed proforma <b>Annexure – C as per BOQ in Excel</b> format through e-tender only. <b>No manual submission of bid is entertained.</b>
2	<b>Preparation of Tender:</b> a) You should quote your discount rate as per our specification and scope of work as per our requirements. b) The offer/bids should be submitted through online only in two bid system i.e. Technical Bid and Price Bid separately.		
3	<b>Signing of Tender:</b> The Tender is liable to be rejected if complete information is not given therein or if the particulars and date (if any) asked for in the schedule to the Tender are not fully filled in or not duly signed/authenticated. <b>Each page of the technical bid required to be signed and bears the official seal of the tenderers.</b>  If the application is made by a firm in partnership, it shall be signed (with seal) by all the partners of the firm above their full typewritten names and current addresses or alternatively by a partner holding power of attorney for the firm in which case a certified copy of the power of attorney shall accompany the application. A certified copy of the partnership deed along with current addresses of all the partners of the firm shall also accompany the application.  If a limited company or a corporation makes the application, it shall be signed by a duly authorized person holding power of attorney for signing the application, in which case a certified copy of the power of attorney shall accompany the application. Such limited company or corporation may be required to furnish satisfactory evidence of its existence. The applicant shall also furnish a copy of the Memorandum of Articles of association duly attested by a Public notary.		
4	<b>Period for which the offer will remain open:</b> The Tender shall remain open for acceptance/validity till: <b>120 days from the date of opening of the tender.</b> However, the day up to which the offer is to remain open being declared closed holiday for the Indian Institute of Technology Madras, the offer shall remain open for acceptance till the next working day.		
5	<b>Prices:</b> MHRD has authorized IITM to issue advertisements under DAVP rates in Dailies. Hence, the advertising agency shall quote current DAVP approved rates / commercial rates for our Advertisement and should indicate % of discount offered on the advertisement charges as applicable to the dailies.		
6	<b>Payment: No Advance Payment will be made for service.</b> Payment will be made only after the advertisement should be published. Bill should be accompanied by the advertisement clipping and DAVP rate on the date of Advertisement along with the proof for calculation.		
7	<b>Terms and conditions:</b> Failure to comply with any of the instructions stated in this document or offering unsatisfactory explanations for non-compliance will likely to lead to rejection of offers. The IIT Madras may enter into a parallel rate contract with more than one agency for publishing advertisements.		
8	<b>Right of Acceptance:</b> IIT MADRAS reserves the right to reject the whole or any part of the Tender without assigning any reason or to accept them in part or full.		
9	<b>Communication of Acceptance:</b> Letter of Intimation and acceptance will be communicated by post to the successful bidder to the address indicated in the bid.		
10	<b>Duration of the contract:</b> Initially, the contract will be awarded for one year. The period may be further extended annually up to a maximum of another two years on annual basis depending on the satisfactory performance and as recommended by the Competent Authority.		
11	All information including selection and rejection of technical or financial bids of the prospective bidders will be communicated through e-Tender portal. In terms of Rule 173(iv) of General Financial Rule 2017, the bidder shall be at liberty to question the bidding conditions, bidding process and/or rejection of bids.		
12	<b>Conditions of contract:</b> Tenderer should quote on the basis of the conditions referred to in Para of the invitation to tender and tender papers. In case these terms and conditions are not acceptable to the tenderer, he should specifically state the deviation(s) there from in the body of the tender.		

13	<b>Tenderer shall submit along with his Tender:</b> Name and full address of the Banker and their swift code and PAN No. and GSTIN number.
14	<b>Jurisdiction:</b> 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.
15	<b>Force Majeure: As per the terms and conditions mentioned in the General Conditions of Contract.</b>
16	The bidder shall study the scope in detail before submitting bid.
17	<b>Bidder Eligibility Criteria</b>  1. The Agency should have the Indian Newspaper Society accreditation for the last 3 years. (Necessary document proof should be attached).  2. The Agency should have minimum Annual turnover of Rs. 100 Lakh, during last Three years i.e. 2017-18, 2018-19, 2019-20. The turnover is to be supported by financial statement of accounts (including balance sheet, profit and loss account statement) (Necessary document proof should be attached).  3. 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 atleast one month credit facility. (Acceptance should be attached in Form III).  4. The firm should have full-fledged registered office at Chennai. (Necessary document proof should be attached).  5. Award letter(s) of at least three contract jobs similar to the current tendered service done for reputed concerns / Govt. / Autonomous Bodies in the past 3 years. (Necessary document proof should be attached).  6. Work completion certificate of the three contracts similar to the current tendered services.  7. The Agency should not have been blacklisted/debarred/ should have not been terminated / ceased without completing the entire duration of contract period by any Central/State Government/Public sector undertaking. (Undertaking should be submitted in Form II)
18	<b>Evaluation of Bid and Award of Contract:</b>  <b>Bid I: Technical Bid</b>  The online technical bid will be first opened and evaluated for the Vendor eligibility criteria along with the proof and forms submitted by the bidder as per <b>Annexure – B – “Technical Bid”</b> . Bidders who have complied all points of the technical bid will alone be considered for the opening of financial bid.  <b>Bid II: Financial Bid</b>  The technically qualified bidder who has offered the highest discount will be declared as the L1 vendor. The other technically qualified vendors who accept to match the L1 discount alone will be empaneled in the list. More than one vendor may be empaneled for this tender.
19	The tenderer shall certify that the tender document submitted by him / her are of the same replica of the tender document as published by IIT Madras and no corrections, additions and alterations made to the same. If any deviation found in the same at any stage and date, the bid / contract will be rejected / terminated and actions will be initiated as per the terms and conditions of the contract.
20	Due to Covid-19 pandemic the bidders will not be entertained to participate in opening of Bids. Since the tender is e-tender, the opening of the bids may be checked using the respective logins of the bidders.
21	The corrigendum/addendum, if any will be issued in the e-tender portal.

Yours faithfully

sd/-  
Deputy Registrar  
(Stores & Purchase Section)

**ACKNOWLEDGEMENT**

It is hereby acknowledged that I/We have gone through all the points listed under “Specification, Guidelines, Scope of Work, Terms and Conditions” of tender document. I/We totally understand the terms and conditions and agree to abide by the same.

**SIGNATURE OF TENDERER ALONG WITH  
SEAL OF THE COMPANY WITH DATE**

**FORM - I****BRIEF PROFILE OF THE ADVERTISING AGENCY****(To be submitted on the letterhead of the bidder)**

1	Name of the Advertising Agency (In Block Letters)	
2	Registered Office Address (with telephone no. & email address)	
3	Type of Ownership (Proprietary/Partnership/Registered Firm/Un-Registered Firm/Body Corporate)	
4	Name & Address with telephone no., and email id of contact person with designation	
5	Date of Registration of the company with registration number	
6	Year of Incorporation/ Constitution of Agency	
7	Website, if any	
8	PAN No.	
9	GST No.	
10	Details of Infrastructure and manpower available	
11	Sufficient man power i.e. more than 10persons	
12	Annual Business Turnover for last three financial years duly certified by the auditor	FY 2017-18 :  FY 2018-19 :  FY 2019-20 :
13	Experience: 1. 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. 2. Experience with Central Government Organization (Yes / No). If Yes _____ (details to be specified) 3. Experience with Indian Institute of Technology Madras. If yes, specify the period _____.	
14	Details of INS Accreditation ( attach the certificate)	
15	Whether service will be provided on holidays and beyond office hours also (in case of utmost urgency)? Yes / No	



16	Whether the Agency faced any litigation with any organization earlier, if yes, kindly furnish the same with name of the organization and brief details of litigation	
17	Any other information which the applicant feels necessary to bring into the notice of IIT Madras	

I / We have perused the attached Terms & Conditions for empanelment of Advertising Agency and hereby agree to all the Terms and Conditions.

Signature :

Date:

Name of Signing authority :

( In Block Letters)

Place:

Stamp of the Agency

**FORM – II**

**SELF-DECLARATION ABOUT NON BLACK-LISTING  
(To be submitted on the letterhead of the bidder)**

To  
The Registrar  
Indian Institute of Technology  
Chennai 600 036

Sub: Self Declaration About Non Black-Listing for “Empanelment of Advertising Services for publication of advertisements in Newspapers for IITM” vide Tender Ref. No. IITM/SPS/ Empanelment of Advertising agency /004/2020-21/SPL dt. 02.12.2020

Sir / Madam,

1. I/ We hereby declare that our agency/ firm is also not blacklisted/ debarred and not declared ineligible for any reason other than corrupt & fraudulent practices by any Central/ State Government Department/Public Sector undertakings/ Institute in last five years from the date of submission of bid.

2. If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our EMD/ Performance Security may be forfeited in full and the tender if any to the extent may be cancelled.

3. I/We undertake to keep the % of discount offered on the advertisement charges for DAVP rates /commercial rates on All Editions are valid till the duration of contract/extension of contract.

Yours faithfully,

(Name & Signature with stamp of the bidder)

**FORM - III**

**Declaration for Acceptance of 24 hrs service**

**(To be submitted on the letterhead of the bidder)**

To  
The Registrar  
Indian Institute of Technology  
Chennai 600 036

Sir / Madam,

Sub: Acceptance for 24hrs service - "Empanelment of Advertising Services for publication of advertisements in Newspapers for IITM" vide Tender Ref. No. IITM/SPS/Empanelment of Advertising agency /004/2020-21/SPL dt. 02.12.2020

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I/ We hereby declare that our agency/ firm will provide the services on 24 hours basis and our agency /firm agrees to publish the advertisement within 24hours with atleast one month credit facility.

I/ We hereby agree to provide the service as per the Scope of work mentioned in the Annexure-A of the tender document in Tender Ref.No. IITM/SPS/ Empanelment of Advertising agency /004/2020-21/SPL dt. 01.12.2020.

Yours faithfully,

(Name & Signature with stamp of the bidder)

**TECHNICAL SPECIFICATIONS & SCOPE OF WORK**

**SCOPE OF WORK**

IIT Madras requires the service of advertising agencies to carry-out the advertisement pertaining to notice for student's admissions, recruitment notice etc. They are expected to be released in major newspapers all over the country at short notice.

The advertising agencies are expected to carry-out the following work:

- (a) Content development for advertisement in English and Hindi.
- (b) Translation of matter from English to Indian languages and vice-versa and proof reading.
- (c) Designing of advertisement in English and Hindi
- (d) Release of advertisements in specified newspapers.
- (e) Collation of copies of all newspapers which have published the advertisement and supplying that to IIT Madras along with the bill.
- (f) Resources to handle full-fledged multi-lingual publicity campaigns with high standard of creativity in advertising befitting the expectations of a premier professional Institute.
- (g) Proficiency and proof reading facilities in major Indian languages specially in Hindi & English.

To cater to such requirements, Advertising Agency is required to have good infrastructure and have adequate experience in the field.

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 of 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 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 matter on the specified date without any delay.
9. **Penalty Clause:** 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.
10. 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.
11. Agency shall release the Advertisement only to the publication indicated by us, in a conspicuous and impressive manner with minimum space.
12. The IIT Madras may enter into a parallel rate contract with more than one agency for publishing advertisements. 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.
13. During the period of contract, if services of the empaneled agency is found not to be satisfactory 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.
14. The empaneled agency is required to confirm in writing that the above terms and conditions are acceptable to them and they shall not demand any change/alterations later in the terms and conditions so agreed upon.
15. 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.
16. All the Advertisements concerning the Institute shall be issued with the prior approval of the IIT Madras.
17. The empaneled Advertising Agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to Institute's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. IIT Madras reserves the right to impose penalty in case of any violation of the above.
18. The Agency will not be allowed to assign or sublet the empanelment or any part of it to any other vendor/agency in any form. Failure to do so shall result in the termination of empanelment.
19. MHRD has authorized IITM to issue advertisements under DAVP rates in Dailies. Hence, the advertising agency shall quote current DAVP approved rates / commercial rates for our Advertisement and should indicate % of discount offered on the advertisement charges as applicable to the dailies.
20. The percentage of discount quoted must be a single discount applicable for all category of editions.

**Annexure – B**

**TECHNICAL BID**

<b>(a) VENDOR ELIGIBILITY CRITERIA</b>		<b>Compliance (Yes/ No)</b>	<b>Proof with Page No.</b>
1.	The Agency should have the Indian Newspaper Society accreditation for the last 3 years. (Necessary document proof should be attached)		
2.	The Agency should have minimum Annual turnover of Rs. 100 Lakhs, during last Three years i.e. 2017-18, 2018- 19, 2019-20. The turnover is to be supported by financial statement of accounts (including balance sheet, profit and loss account statement) (Necessary document proof should be attached).		
3.	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. (Acceptance should be attached in Form III ).		
4.	The firm should have full-fledged registered office at Chennai. (Necessary document proof should be attached).		
5.	Award letter(s) of at least three contract jobs similar to the current tendered service done for reputed concerns / Govt. / Autonomous Bodies in the past 3 years. (Necessary document proof should be attached).		
6.	Work completion certificate of the three contracts similar to the current tendered services.		
7.	The Agency should not have been blacklisted/debarred/ should have not been terminated / ceased without completing the entire duration of contract period by any Central/State Government/Public sector undertaking. (Undertaking should be submitted in Form II)		

**SIGNATURE OF TENDERER ALONG WITH  
SEAL OF THE COMPANY WITH DATE**

**BOQ – FINANCIAL BID FORMAT**

<b>Tender No.</b>	<b>IITM/SPS/ Empanelment of Advertising agency /004/2020-21/SPL</b>
<b>Name of the Item</b>	<b>Empanelment of Advertising Agencies for publication of advertisement in Newspapers</b>
<b>Name of the Bidder</b>	

<b>Sl.No.</b>	<b>Rates for Release of advertisement</b>	<b>% of discount offered on advertisement charges (excluding GST rate)</b>
1	<b>For DAVP Rates</b>	
2	<b>For Commercial Rates</b>	

**SIGNATURE OF TENDERER ALONG WITH  
SEAL OF THE COMPANY WITH DATE**

### **SCHEDULE**

Name of Organization	Indian Institute of Technology Madras
Tender Type (Open/Limited/EOI/Auction/Single)	OPEN
Tender Category (Services/Goods/works)	Goods/Services
Type/Form of Contract (Work/Supply/ Auction/ Service/ Buy/ Empanelment/ Sell)	Empanelment
Product Category (Civil Works/Electrical Works/Fleet Management/ Computer Systems)	Empanelment of Advertising Agencies for publication of advertisement in Newspapers for IITM
Source of Fund (Institute/Project)	IIT Madras
Is Multi Currency Allowed	No
Date of Issue/Publishing	<b>02.12.2020</b>
Pre- bid Meeting Date and time	<b>09.12.2020 @ 3.00p.m.</b>
Document Download/Bid clarification Start Date	<b>02.12.2020</b>
Bid submission start date	<b>15.12.2020</b>
Document Download end date	<b>22.12.2020</b>
Last Date and Time for Uploading of Bids	<b>22.12.2020 before 2.00pm</b>
Date and Time of Opening of Technical Bid	<b>23.12.2020 @ 3.00pm</b>
EMD	<b>Rs.20,000/-</b>
No. of Covers (1/2/3/4)	2
Bid Validity days (180/120/90/60/30)	120 Days
Address for Communication	<b>The Deputy Registrar Stores &amp; Purchase Section IIT Madras Chennai – 600 036</b>
Contact No.	044-22578288, 044-22578285, 044-22578290
Email Address	<a href="mailto:adstores@iitm.ac.in">adstores@iitm.ac.in</a>