



राष्ट्रीय मत्स्य आनुवंशिक संसाधन ब्यूरो

कैनाल रिंग रोड, तेलीबाग, पो.आ. दिलकुशा, लखनऊ - 226 002, उ०प्र०
NATIONAL BUREAU OF FISH GENETIC RESOURCES

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G/Emp. News Paper Agencies/2011

Dated: 29.09.2011

To,

Sub: Empanelment of advertising agency for publication of advertisement in all leading local/national News Papers-reg.

Sir,

In order to release its advertisement in all leading local/national News Papers, the Institute intends to empanel Advertising Agency and accordingly invite Limited Tender inquiry from DAVP empanelled Advertising Agency as per the terms & conditions mentioned below:

1. The advertising agency should be accredited to Indian Newspaper Society (INS). All the relevant information may be filled in proforma **ANNEXURE-I**. The advertising agency should be located in Lucknow and nearby area only.
2. The turnover of the firm on publication of advertisements should be at least **50 Lakhs** per annum during the last three financial years ending 31st March, 2011 copies of the same should be furnished.
3. The short advertisement may be published in the local news papers.
4. All the advertisement will be published on DAVP rates. A certificate in this regard may be given in all the bills sent by the agency for payment alongwith cutting of newspaper. No advance payment will be made in any case.
5. All the payments will be made after publishing the advertisements in local/national/regional news papers. All the cutting of the newspaper will be attached with the bill to enable to make the payment.

6. No other charges will be made in any case excluding service tax.
7. All the advertisements could be collected estimate on DAVP rates personally for urgent action at their end. After award of the job the estimates on DAVP rates, alongwith Hindi version of short & detail advertisement may be submitted immediately to NBFGR, Lucknow.
8. The firm shall arrange translation of each advertisement text from English to all other regional languages in which the advertisement would be published. No extra charges will be paid for the said work.
9. All the advertisements sent to you in local/national/regional news papers (if necessary) may be published immediately i.e. within 1-2 days time in Lucknow, within 2-3 days time in all over India after receiving the approval other wise the contract will be cancelled without giving any reason in this regard.
10. All the advertisements which will be published on all India basis may be published in different newspapers alongwith regional languages as per DAVP policy. NBFGR, Lucknow will not be responsible for any dispute with the newspapers in any case.
11. If the service of the advertising agency is not found satisfactory, the office has the right to cancel the contract any time without giving any reason.
12. The contract shall be awarded initially for a period of one year and further it can be extended for another one year on the basis of satisfactory services given by the agency and approval taken by the competent authority.
13. A security deposit of ` 10,000/- (Rs. Ten thousand only) in the form of Demand Draft/Bank guarantee. The Demand Draft may be in favour of "ICAR Unit-NBFGR" payable at Lucknow. The expiry of the Bank Guarantee should be at least 02 months beyond the ARC period awarded. This formality should be completed before the signing of Contract Agreement.

Terms & Conditions for release of Advertisements D.A.V.P. empanelled Advertising Agencies:-

- i) The advertisements will be released through the empanelled advertising agencies on DAVP rates.

- ii) The advertisements on All India basis will be considered and released as per the requirement of the advertisement only on the recommendation of NBFGR, Lucknow.
- iii) All the advertisements will be released through the agencies on rotation basis or through the mechanism considered appropriate by the competent authority of NBFGR, Lucknow.

2. Criteria for Release of Advertisement

The NBFGR, Lucknow will empanel maximum of three Advertising Agencies to release advertisements through them on rotational basis. However, the act of empanelment shall not prohibit the NBFGR, Lucknow to release advertisement directly through DAVP or the concerned News Paper.

3. Process for Release of Advertisement

- i) The agency will depute a qualified representative for collecting the matter for advertisement from the Administrative Officer of NBFGR, Lucknow.
- ii) The agencies shall design the creative part of the advertisement(s) without charging any cost on the subject given by NBFGR, Lucknow.
- iii) The agency will arrange to get the advertisement published in the desired newspapers and on desired dates, at DAVP rates.
- iv) The agency will release all the advertisements in the minimum possible space, as per the set standards/specifications, in the newspapers. Before publishing advertisements a sample copy with size and cost may please be furnished for approval.
- v) If the advertisement is misprinted and published wrongly, the concerned agency will arrange to publish corrigendum at its own cost at the earliest. In case the agency fails to get the corrigendum published within the time limit the decision of the NBFGR, Lucknow authorities will be final with regards to payment of bill.

4. Eligibility Criteria

Bidders must confirm to the eligibility criteria given below:-

- i) Be on the panel of DAVP, Government of India.

- ii) Have accreditation of Indian Newspapers Society (INS) for at least 10 years.
- iii) Must have a turnover of over `50.00 lakhs in the last 03 financial years and established clientele base. The turnover of print media only will be considered. A certificate to this effect should be enclosed with the application.
- iv) Have All India reach so as to enable prompt delivery of material(s) for country wide publication.
- v) Creativity in advertising should be of high standard befitting the expectations of the authority.
- vi) Have proficiency and proof reading facilities in major Indian languages.
- vii) Have minimum 10 years experience in advertising and mass communication.
- viii) The agency should have an impressive background in the advertising market with exposure of working with Central/State Govt. Departments/Autonomous bodies of Govt. of India/Corporations of Govt. of India/reputed public or private organizations copies of the same should be furnished.
- ix) The contract will be signed initially for a period of One year, extendable to a period depending on the mutual agreement of NBFGR, Lucknow and the agency with such modifications as may felt necessary. During the period of agreement, the terms and conditions of the contract will not be subject to any change.

5. Performance Security Deposit

The successful Tenderers will have to deposit Performance Security Deposit of `10,000/- (Rs. Ten thousand only) in the form of Demand Draft/Bank Guarantee. The Demand Draft may be in favour of "ICAR Unit-NBFGR" payable at Lucknow. The expiry of the Bank Guarantee should be at least 02 months beyond the date of validity of empanelment period. This formality should be completed before the signing of Contract Agreement.

6. Payment

- i) Payment to the agency will be made after submission of bills (triplicate), accompanied with copies of the published advertisements in the respective newspapers.

- ii) The payment will be made strictly as per the DAVP rates and discount if any offered on the DAVP rates by the Agency with reference to this Limited Tender Inquiry.
- iii) The service tax will be paid extra at the rate determined by Government of India from time to time. The agency will have to deposit the service tax to the Government and submit documentary evidence of such deposit to NBFGR, Lucknow as and when required/demanded.
- iv) No extra payment as creative charges will be paid to the agency for creation of designs, layouts and copywriting of advertisements.

7. Penalty

NBFGR, Lucknow will have the sole right to impose penalty for deficiency in services on the following grounds:

- i) If the agency fails to complete the work in the scheduled time-frame, NBFGR, Lucknow will be at liberty to get the work done from other advertising agencies at the risk and cost of the defaulting agency and may also impose penalty on it.
- ii) The NBFGR, Lucknow reserves its right to deduct appropriate amount from the bill in case the work undertaken by the agency on behalf of NBFGR, Lucknow is found substandard or unsatisfactory or not as per the specifications given by NBFGR, Lucknow.
- iii) In case of default on the part of advertising agency NBFGR, Lucknow shall reserve the right to forfeit the security deposit either in part or full, besides any other action(s) as deemed fit.
- iv) If the Service provided by the Agency is found to be unsatisfactory or if at any time it is found that the information provided for empanelment is false, the NBFGR, Lucknow reserves the right to remove such agency from the empanelled list along with forfeiture of Security Deposit.

Last date for receiving the sealed quotation along with letter of invitation shall be 18.10.2011 at 13:00 hrs.

(Administrative Officer)

Copy to: OIC (ARIS Cell) for publishing on Institute's website for wider publicity.

ANNEXURE-I

1.	Name & Address of the Company	-	
2.	Year of Establishment	-	
3.	Whether Limited/Pvt. Ltd. or Partnership/Proprietorship firm	-	
4.	Head Office or Branch Office in Lucknow	-	
5.	Whether Registered with INS (copy may be enclosed)	-	
6.	Whether the agency were put under ban or INS issued NoD (Notice of disaccreditation) to the agency in the past whether empanelled with DAVP (copy of empanelment may be enclosed)	-	
7.	Whether DAVP rates are acceptable to the company	-	
8.	PAN/TAN & Service Tax No. (copy to be enclosed)	-	
9.	Branch office details	-	
10.	List of Clients (as on date)	-	
11.	Last three years turnover alongwith copy of income tax return.		
	Year	Turnover (` in lakh)	
	2008-09		
	2009-10		
	2010-11		
12.	Maximum time to publish the advertisement in Local/National/Regional News papers	-	
13.	Any other information	-	
14.	Discount offered on DAVP rates in percentage.		

Dated _____

(Signature & Seal of Tenderer)