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Bihar Animal Sciences University, Patna

Tender document for Hiring of Advertising Agencies

Bihar Animal Sciences University (BASU), Patna invites tender in Two-tier Bid System (Technical Bid and Financial Bid) from the Hiring of **INS accredited** Advertising Agencies for Publishing University advertisement in different National and local Newspapers.

Schedule / Program for the tender:

S. No.	Activity	Date/Time: Duration
3.	Date and Time for submission of Bid along with EMD	01.03.2021 Up to 15.00 Hrs.
5.	Date & Time for opening of Technical Bid	02.03.2021 Up to 15.00 Hrs.
7.	Financial Bid Opening Date and Time	Date to be announced later by Competent Authority.


TERMS AND CONDITIONS:

1. GENERAL

- 1.1. The duration of the empanelment will be for a period of Two year, from the date of issue of the letter of Hiring, extendable by one more year, subject to satisfactory performance.
- 1.2. BASU reserves the right to accept or reject any proposals and to reject all proposals at any time prior to award of contract, without assigning any reasons or without incurring any liability to the affected Applicant(s) or any obligations to inform the affected Applicant(s) of the grounds for such decision.

2. SCOPE OF WORK

- 2.1. The PR Cell of BASU will forward content for advertisement for its designing to the agency by email.
- 2.2. The agency will send the designed advertisement within 24 hours.
- 2.3. The PR Cell of BASU will communicate approval of the designed advertisement along with date of publication and name of the newspapers and its / their editions where it is to be published through a Release Order.


Satya Kumar
Public Relations Officer
BASU, Patna


Registrar
Bihar Animal Sciences University
BVC Campus, Patna

- 2.4. The agency will ensure that the language of advertisements published in the newspapers should be the same as the language of the newspapers until & unless specially instructed by the Public Relations Cell on the Release Order.


3. ELIGIBILITY CRITERIA


The following are the eligibility criteria for empanelment of Advertising Agencies.


- 3.1. The agency should be able to execute all kinds of advertising assignment.
- 3.2. **Accreditation of Indian Newspaper Society (INS) for Press Advertisement.**
- 3.3. Minimum 5 (Five) years' experience in advertising with experience of work undertaken for Government/Public Sector Undertaking/Autonomous Body and Educational Institutes.
- 3.4. Annual turnover minimum Rs.50 lakh per annum during the last three financial years.
- 3.5. The bidder should have not been debarred/black listed/should have not been terminated /ceased without completing the entire duration of contract period by any Central/State Govt. Department, Public Sector Undertaking, Autonomous Bodies, Academic Institutions etc.
- 3.6. The Advertising Agency should have adequate infrastructure for timely publication.
- 3.7. The bidder shall deposit an amount of Rs. 50,000.00/- (Rupees fifty thousand only) as Earnest Money in the form of Bank Draft/Bankers Cheque from Nationalized or commercial Bank payable to Finance Comptroller, BASU, Patna.
- 3.8. The agency must have certificate (with a list of clients) of experience of at least five years above in publishing advt. to the reputed Govt. organizations / companies in India.
- 3.9. The Agency must have registration certificate under Bihar Shop & Establishment Act, 1953.
- 3.10. Agency must have registration certificates of GST and PAN under the relevant laws.
- 3.11. Agency must have an annual turnover of not less than 50 lakhs in each year in publishing advt. during the previous three Financial Years of 2017-18, 2018-19 and 2019-20 supported by balance sheet and profit and loss account.
- 3.12. There should be no case pending with the police against the Company and should not have been blacklisted by any State/Central/PSU/Private organization etc.
- 3.13. All pages of the bid document submitted must be duly signed and stamped by the firm as confirmation of acceptance of terms and conditions.

4. EARNEST MONEY DEPOSIT

The bidder shall deposit an amount of Rs. 50,000.00/- (Rupees fifty thousand only) as earnest money in the shape of Bank Draft/ Bankers Cheque from Nationalized or commercial Bank payable to Finance Comptroller, BASU, Patna. The earnest money amount will be adjusted in the Performance Security Deposit of R. 1,00,000/-. The Earnest money deposit will be refunded to bidders whose offers have not been accepted within 120 days of opening of tenders. Earnest Money Deposit of the bidder whose offer is accepted will be returned once the performance guarantee Rs. 1,00,000 of the contract is furnished by the bidder. No interest will be payable upon the earnest money, security deposit or any other amount payable to the Advertising Agency under the contract. The successful agencies shall be required to submit the rest amount of Performance Security Deposit within fifteen day from the date of issue of work order. The performance security may be deposited in shape of DD or FD (of two years


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two months) pledged to university.

5. TENDER PROCEDURE:

The interested Advertising Agencies may submit Technical and financial Bid with the required EMD to the Registrar, Bihar Animal Sciences University, Patna-800014.

TECHNICAL BID: Bidders must submit all documents required in the technical bid as per tender document, enumerated in qualification criteria along with demand draft of EMD. The technical bids, which are not accompanied with documents prescribed above and EMD are liable for rejection forthwith.

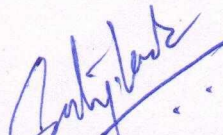
FINANCIAL BID: Financial bid should be submitted online in the format enclosed with tender. BASU Patna will deduct TDS at the prescribed rate from the payment.

6. EVALUATION CRITERIA:

- 6.1. Agency meeting technical qualification criteria will be considered technically responsive and financial bid will be opened for those agencies only.
- 6.1 The bidder who is technically qualified as well as quotes highest discounts on DAVP shall be declared as the successful bidder.
- 6.2 In the event of receiving more than one financial bid quoting the same discount, the final selection of successful bidder shall be made by "Draw of Lots".

7. TERMS OF EXECUTION OF WORK BY THE HIRED AGENCIES

- 7.1. The University reserves all right to terminate the contract of agency at any time before expiry of the hired period without assigning any reason by giving one month's notice without paying any damage or compensation.
- 7.2. Any late/not publication shall be treated as poor performance of the agency. BASU will have every right to impose penalty on the agency for such lapse and the amount as decided will be deducted from the bills of the agency.
- 7.3. All disputes related to hiring or operation of the panel will be subject to the jurisdiction of Court at Patna only.
- 7.4. In case there is an error in publication of the advertisements as compared to advertisement's text approved by this P.R. Cell, agency shall arrange to publish the corrigendum immediately, under advice to this office, at its own cost. No bills should be raised to Bihar Animal Sciences University, and Bihar Animal Sciences University will not pay any charges for publication of published corrigendum, what-so-ever the amount may be. Penalty may also be imposed by Bihar Animal Sciences University in such cases.
- 7.5. Agency shall work according at a rate not more than rate approved by DAVP.


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8. PAYMENT:

- 8.1. Bihar Animal Sciences University will not be liable to pay any other charges other than the advertisement charges as mentioned above.
- 8.2. The University reserves right to disallow a part or full payment against any bill if any of the conditions of contract is violated.
- 8.3. The advt. Agency shall not submit any supplementary bill in respect of advertisement charges against one release order.
- 8.4. The hired agencies shall collect press release from PR office as and when required on short notice and distribute the same to local newspaper/press for publication and ensure publication in reputed papers.

9. FORFEITURE OF DEPOSIT (EMD AND PERFORMANCE SECURITY)

- 9.1. Earnest Money Deposit: a. In case the bidder to whom contract is awarded backs out, the EMD of Rs.50,000 (Rupees Fifty thousand only) of the Agency shall be forfeited.
- 9.2. Performance Security Deposit: In case of breach of any terms & conditions attached to this agreement, The Security Deposit of the Agency shall be liable to be forfeited besides annulment of this agreement.

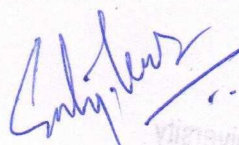
10. ARBITRATION CLAUSE


In the event of any dispute or difference arising out of agreement (for where provision does not exist in this agreement) matter shall be referred to sole arbitrator to be appointed by The Registrar, Bihar Animal Sciences University, Patna or his nominee, who shall be an Officer of Bihar Animal Sciences University, to act on his behalf and the decision of The Registrar, Bihar Animal Sciences University, Patna or the person so appointed shall subject to the provision of the "Indian Arbitration and conciliation Act-96" and amendments made therein, be final, conclusive and binding upon the parties to this agreement. The sole Arbitrator so appointed shall publish the award on all matters referred to arbitrator indicating therein, the break-up of the sums awarded separately on even individual terms of dispute.


Registrar

Bihar Animal Sciences University, Patna

Registrar
Bihar Animal Sciences University
BVC Campus, Patna


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Public Relations Officer
BASU, Patna


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Public Relations Officer
BASU, Patna

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No.82/P.R/BASU, Patna

Dated:

Technical BID submission Form for

TENDER FOR HIRING OF ADVERTISING AGENCIES

To,

The Registrar,
Bihar Animal Sciences University
Bihar Veterinary College Campus
Patna-14

Subject: Submission of Technical Bid for Tender for hiring of advertising agencies

Dear Sir

I the under signed, am submitting Technical Bid for selection of Firm for hiring of advertisement agency in accordance with your Tender Enquiry No.82/P.R/BASU, Patna.

I hereby submit our bid and copy all necessary document as required in your tender, in a sealed envelope.

I hereby declare that all the information and statements made in this bid are true and accepts that any misinterpretation or false information/documentation contained in it may lead to our disqualification.

I accept all term and conditions of this tender document and we are not deviating from your term and conditions. Our bid is binding upon us. We understand you are not bound to accept any bid you receive.

I declare that I have signed all the papers included in the Tender document with stamp

Your Sincerely

Authorized Signature [In Full and Initials]:

Name and Title of Signatory:

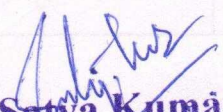
Name of Bidder:

Address

Telephone (Office)

Mobile

Email:


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BASU Patna


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BVC Campus, Patna

TECHNICAL BID


Submission of Technical Bid for Tender for hiring of advertising agencies

(Bidder is requested to submit technical Bid along with Annexure I, II, III and IV)

Annexure – I

Sl. No.	Particulars	Compliance Yes/No	Page No. of the documents attached to be submitted with Hard copy.
1	Name of the Agency		
2	Address for correspondence		
3	Telephone No.		
4	Email Id		
5	Name of the contact person		
6	Contact number of the contact person		
7	Year of Establishment/incorporation Date of Registration/Registration No. Attached Registration certificate		
8	Copy of PAN No.		
9	Copy of GST No.		
10	Details of Annual Turn Over 2017-18 2018-19 2019-20		
11	Attach audited Balance Sheet of last three years (2017-18,2018-19 and 2019-20) dully certified by the CA		
12	Detail of EMD (Rs 50,000) DD No/date /name of Bank		
13	The agency should be accredited with INS. Please attached certificate		
14	The Agency must have registration certificate under Bihar Shop & Establishment Act, 1953		
15	Agency must have proficiency of designing and proof-reading facilities in major Indian languages		


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	and Designing of the advertisements will be done free of cost		
16	Minimum 5 (Five) years' experience in advertising with experience of work undertaken for Government/Public Sector Undertaking/Autonomous Body and Educational Institutes. Please attached work order.		
17	Agency should not have been blacklisted/suspended or any other services related disputes with any government organizations. An affidavit (Notary) to this effect should be enclosed. Non-disclosure of such information will result in termination without any notice, imposition of penalty to the extent of damage incurred during the subsistence of contract, and recovery of the outstanding amount.		
18	The annual turnover of the agency must be above Rs. 50 Lakhs (Certificate from CA must be enclosed for the last 3 financial years).		
19	All pages of the bid document submitted must be duly signed and stamped by the firm as confirmation of acceptance of terms and conditions.		
20	Annexure I to IV Attached		

Authorized Signature in Full and Initials

Name and Title of Signatory:

Name of Bidder:

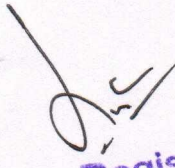
Address

Telephone (Office)

Mobile

Email:


Satya Kumar
 Public Relations Officer
 BASU, Patna


Registrar
 Bihar Agricultural University
 B.V.C. Campus, Patna

No.82/P.R/BASU, Patna

Dated:

Submission of Technical Bid for Tender for hiring of advertising agencies

Annexure – II

DECLARATION

(on Letter Head)

I hereby certify that the above agency has not been ever blacklisted by any Central/State Government/Public Sector Undertaking/Institute on any account.

I also certify that the above information is true and correct in any and every respect and in any case at letter date it is found that any details provided are incorrect, the contract given to the above agency may be summarily terminated and blacklisted.

Your Sincerely

Authorized Signature [In Full and Initials]:

Name and Title of Signatory:

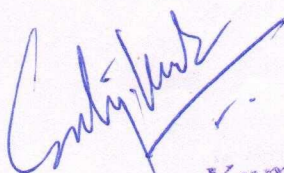
Name of Bidder:

Address

Telephone (Office)

Mobile

Email:


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Registrar
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BVC Campus, Patna

No..82/P.R/BASU, Patna

Dated:

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Submission of Technical Bid for Tender for hiring of advertising agencies

Technical Bid

Annexure – III

DECLARATION FOR ACCEPANCE OF TERMS AND CONDITIONS

(on Letter Head)

To,
The Registrar
Bihar Animal Sciences University,
Patna

Sir,

Subject: Submission of Technical Bid for Tender for hiring of advertising agencies

I have carefully gone through the terms and conditions as mentioned in the above referred Tender document. I declare that all the provisions of this Tender are acceptable to my company/agency.

I further certify that I am an authorized signatory of my company/agency and am, therefore, competent to make declaration.

Your Sincerely,

Authorized Signature [In Full and Initials]:

Name and Title of Signatory:

Name of Bidder:

Address

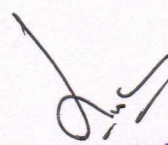
Telephone (Office)

Mobile

Email:



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Registrar
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BVC Campus, Patna

Submission of Technical Bid for Tender for hiring of advertising agencies

Technical Bid

Annexure-IV

SIGNATURE OF AUTHORIZED PERSON OF AGENCY WITH SEAL
DECLARATION

1. I,.....Son / Daughter / Wife of Shri.....Director / authorized signatory of the agency/ Firm, mentioned above, am competent to sign this declaration and execute this Bid document.
2. I have carefully read and understood all the terms and conditions of the Bid and undertake to abide by them.
3. The information / documents furnished along with the above bid document are true and authentic to the best of my knowledge and belief. I am aware of the fact that furnishing of any false information / fabricated document would lead to rejection of my Bid at any stage besides liabilities towards legal action.

Your Sincerely

Authorized Signature [In Full and Initials]:

Name and Title of Signatory:

Name of Bidder:


Address

Telephone (Office)

Mobile

Email:


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Registrar
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No..82/PR/BASU, Patna

Dated:

FINANCIAL BID

Submission of Financial Bid for Tender for hiring of advertising agencies

Maximum discount should be quoted which will be applicable on DAVP tariff rate of all newspapers and editions.

S. No	Heads	% Discount Offered On DAVP tariff rate
1	Discount offered on the DAVP rate of newspaper to release the advertisement	
2	Advt. designing charges, if any	NIL
3	Goods & Service Tax (GST)	

Your Sincerely

Authorized Signature [In Full and Initials]:

Name and Title of Signatory:

Name of Bidder:

Address

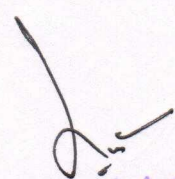
Telephone (Office)

Mobile

Email:



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