



NATIONAL INSTITUTE OF RURAL DEVELOPMENT & PANCHAYATI RAJ
(Ministry of Rural Development, Govt. of India)
Rajendranagar, Hyderabad 500 030.

...

**NOTICE INVITING E-TENDER
FOR EMPANELMENT OF ADVERTISING AGENCY(IES)**

On-line bids under two bid system (technical and financial) are invited from reputed INS Accredited / DAVP approved Advertising Agencies for Empanelment with NIRDPR. The agency(ies) will have to undertake specific advertising related activities on mutually agreed terms and conditions.

The detailed bidding document etc. can be viewed / downloaded from the website: <http://eprocure.gov.in>. OR www.nirdpr.org.in. Bidders are required to upload and submit their e-bid on Central Public Procurement Portal only. All subsequent amendments, time extension, clarifications, etc., will be uploaded on the website only and will not be published in newspapers. Bidders should regularly visit website to keep themselves updated.

The bidding document can be downloaded from 1.6.2021 and the last date for uploading of bids by the intending bidders simultaneously sending the bid securing declaration form up to 3.00 pm on 21.6.2021.

-Sd/-
Asst. Registrar (Trg.)



NATIONAL INSTITUTE OF RURAL DEVELOPMENT & PANCHAYATI RAJ

(Ministry of Rural Development, Govt. of India)

Rajendranagar, Hyderabad - 500030.

...

**NOTICE INVITING e-TENDER FOR
EMPANELMENT OF ADVERTISING AGENCY(IES)**

Invitation of bids

On-line bids are invited under two bid system (technical and financial) for empanelment of advertising agencies with NIRDPR, Rajendranagar, Hyderabad - 500 030, Telangana. Manual bids shall not be accepted.

Tender document may be downloaded from Central Public Procurement (CPP) Portal <https://eprocure.gov.in>. OR www.nirdpr.org.in. The time schedule for the tendering activities shall be as under:

1.	Date of notification of tender notice on CPP Portal	1.6.2021
2.	Start of downloading of tender document by the intending bidders	11.00 am on 1.6.2021
3.	Last date of uploading of the bids by the intending bidders along with scanned copy of Bid Security Declaration	21.6.2021 by 3.00 PM
4.	Last date of submission of Bid Securing Declaration (as per Annexure-V)	21.6.2021 by 3.00 PM
5.	Pre-Bid Meeting	7.6.2021 at 3.30 PM
6.	Date of downloading of technical bids received on-line by the last date and time	22.6.2021 at 3.30 PM
7.	Date of download of financial bids	To be notified later to only those bidders who qualify in technical bids.
8.	Estimated expenditure on account of advertising services	Rs. 50 lakhs
9.	Tendering Authority	Assistant Registrar (T) National Institute of Rural Development & Panchayati Raj Rajendranagar Hyderabad 500030 Tel. 040-24008479

1. Scope of the work:-

The Institute is eligible for DAVP Tariff. The empanelled advertising agency(ies) shall be required to publish the following on DAVP tariff:

- (i) Publish employment notifications in specified newspapers on All India basis and in local newspapers of Hyderabad, Delhi and Guwahati;
- (ii) Publication of tender notices in the leading news papers; Publication admission notifications of PGDRDM / DEC from time to time in all India Newspapers; and
- (iii) Any other work on mutually agreed terms

2. Eligibility criteria for bidders and selection procedure

- (i) For being eligible in technical bidding, the intending bidders
 - a) Filled-in and signed copy of the Technical Bid along with supporting documents;
 - b) Must be a registered firm;
 - c) **Average annual financial turnover during the last 3 years, ending 31st March of the previous financial year, should be at least Rs. 50 lakhs** (Balance Sheet and Profit & Loss Account to be enclosed).
 - d) At least two years experience in similar work in Central/State Govt. Dept./PSUs or reputed private organizations (copies of work orders to be provided as evidence) as mentioned below:
 - Three similar completed works costing not less than the amount equal to 40% of the estimated cost.

OR

- Two similar completed works costing not less than the amount equal to 50% of the estimated cost.

OR

- One similar completed work costing not less than the amount equal to 80% of the estimated cost.

(copies of purchase orders to be provided as evidence)

- (d) Should have valid license issued by DAVP for providing advertising services, PAN No., GST Registration Certificate;
- (e) Must submit Bid Securing Declaration as per Annexure-V;
- (f) Advertising agency should be accredited with the Indian Newspaper Society (INS) will only be considered while evaluating the technical bids. Besides accreditation/ Registration with directorate of Advertising and visual publicity (DAVP)/DIPR, Registrar of Newspapers of India, accreditation/ registration with Doordarshan and AIR is also desirable.
- (g) Should not have been blacklisted by any of the Government/ Semi-Government/ Private organizations (self declaration as per Annexure-IV to be submitted).
- (h) The bidder who has accepted all the terms and conditions of contract unconditionally in the format prescribed at ANNEXURE-III and whose financial bid including all the taxes/ charges is found to be the lowest shall be selected for award of contract.

Note: Apart from the above, no other parameters will be seen by the Technical Evaluation Committee while scrutinizing Technical Bids.

- (ii) Bidders who qualify on the basis of above criteria shall be short-listed. Financial bids of only such short-listed bidders shall be downloaded.

3. Other Terms and conditions

- (i) The intending bidders shall have to unconditionally accept the terms and conditions in writing as specified in Annexure-III.
- (ii) The media and advertising agency shall depute qualified and experienced persons who are based in Hyderabad with a functional office, infrastructure set up and other logistic support system to cater to the needs of the Institute. Separate sheet of technically qualified staff in media and advertising should be attached along with the technical bid document.
- (iii) Details of past relevant experience in media coordination and advertising activities awards of excellence won, if any, should be submitted with the tender.
- (iv) The successful bidder should remit 3% of the value of the contract towards Performance Security in the form of DD drawn in favour of NIRDPR or Bank Guarantee for the equivalent amount and will be with the Institute during the contract / extended period, which will not carry any interest whatsoever.
- (v) After allocation of work order, the empanelled agency should establish local office at Hyderabad for liaising with NIRDPR.
- (vi) **Period of contract:** The contract is initially for a period of two years extendable for one more year subject to satisfactory performance.
- (vii) The Institute reserves the right to remove any such agency from the empanelled list along with forfeiture of Performance Security, if the service provided by the Agency is found to be unsatisfactory or if the information provided for empanelment is proved to be false.
- (viii) The agency should be able to create solutions for effective media coordination and advertising exercise for NIRDPR and at the same time understanding the overall needs of the Institute.
- (ix) The Institute shall not make any advance payments to the advertising agency for any of the work assigned by it. The payments shall be released by the Institute against the bills received from the agency after having completed the job subject to entire satisfaction of the Institute based on assessment of the work with respect to norms and conditions stipulated in the bid document.
- (x) The Institute may empanel more than one Advertising Agency and shall be free to release advertisements through any one or more of them. However, the act of empanelment shall not prohibit the Institute of its right to release advertisement directly without routing them through the empanelled advertising agencies.
- (xi) The Institute reserves the right to accept or reject any tender or its part as per rules without assigning any reason thereof.

- (xii) Financial bids of only those bidders shall be downloaded who are found eligible based on the information furnished in technical bid.
- (xiii) Selected firm(s) will have to sign an agreement for the assignment for a period of two years within 14 days the date of work order with NIRDPR. This could be extended to a further period of one year depending on the mutual agreement of the Institute and the agency with such modifications as may be felt necessary. However, the terms and conditions of the contract, during the period of agreement, will remain unchanged. The empanelled agency(ies) shall provide the services till finalization of the new tender.
- (xiv) Where ever specific terms and conditioned have not been spelt out in tender document, relevant provisions of General Finance Rules, 2017 of the Central Government shall apply.
- (xv) If work is not found satisfactory, the agreement is liable to be cancelled without giving any reasons. Entire rights in this concern lie with the competent authority of the Institute.
- (xvi) The empanelment of an agency shall not mean that the Institute cannot release advertisements directly/through any other agency without routing through the agency empanelled through this tendering process.
- (xvii) The empanelled 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. NIRDPR reserves the right to impose penalty in case of any violation of the above.
- (xviii) 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.
- (xix) **Penalty Clause:** In case of delay in publishing the advertisement beyond 24hrs. from the schedule time given, the agency would be liable to pay 2% of cost of the advertisement per day per advertisement. Delay in publication may also entail cancellation of the order and termination of the empanelment at the sole discretion of the Institute.
- (xx) If the Advertisement is misprinted or published differently from the approved one, the Agency will publish corrigendum/correct Advertisement etc. there of at their own cost at the earliest (within a week).
- (xxi) **Force Majeure:** The bidder shall not be liable or deemed to be in default of any delay or failure in performance stated herein under resulting directly from causes beyond is reasonable control and if

the bidder is prevented from performing its function under this instrument for a period longer than six months, the bidder's liability ceases and then both the parties shall discuss the course of action to be taken afterwards.

- (xxii) **Arbitration:** In the event of any dispute arising between both the parties i.e. NIRDPR and the service provider(s), under these conditions or any conditions contained in the Purchase Order or in connection with this contract, the same shall be referred to the sole arbitration of the Director General, NIRDPR or some other persons appointed by him. The award of the arbitrator shall be final and binding on both the parties to this contract.
- (xxiii) **Jurisdiction:** The order executed will be subject to Indian law and local courts at Hyderabad only.
- (xxiv) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority or the relevant contact person.

ASST. REGISTRAR (T)

1. Instructions for submission of bids

- (i) Bids shall be submitted on-line in two parts, viz., technical bid in ANNEXURE-I and financial bid in ANNEXURE-II at CPP Portal website: <https://eprocure.gov.in> **only**. The offers submitted by Telegram/ Fax/ email shall not be considered. No correspondence will be entertained in this matter.
- (ii) Not more than one tender shall be submitted by one bidder or bidders having business relationship. Under no circumstance will father and his son(s) or other close relations who have business relationship with one another (i.e. when one or more partner(s)/director(s) are common) be allowed to tender for the same contract as separate competitors. A breach of this condition will render the tenders of both parties liable to rejection.

2. Preparation of Bids

- (iii) Bidders should carefully read the tender document and understand its requirements before submission of their bids. They should also take into account any corrigendum published in continuation to the original one. Any non-fulfillment may lead to rejection of bid.
- (iv) Bid documents to be submitted as required in the tender document may be in PDF / XLS / RAR / DWF formats. Bid documents may be scanned with 100 dpi with black and white option.
- (v) The technical bid in ANNEXURE-I to be submitted in the first cover should contain the following documents:
 - (a) Scanned copy of the duly filled in technical bid, valid registration certificate, valid license, Bid Securing Declaration (as per Annexure-V), PAN No., GST Registration Certificates, experience certificate as per the tender notice and letter in respect of un-conditional acceptance of all the terms and conditions of the tender document.

- (b) Scanned copy of Income Tax Returns for the preceding three years i.e. 2017-18, 2018-19 and 2019-20.
- (c) Scanned copy of audited Balance Sheet and Profit & Loss Account for the preceding three financial years i.e. 2017-18, 2018-19 and 2019-20.
- (d) Scanned copy of Partnership Deed wherever applicable.
- (e) Scanned copy of the Bid Securing Declaration (as per Annexure-V).
- (f) Scanned copy of Award of Contract/ Commencement letters in respect of previous clients preferably Government or Semi-Government organizations for whom relevant services were provided.
- (g) Scanned copy of Accreditation with INS
- (h) Scanned copy of registration with DAVP.

- (vi) The financial bid should be prepared separately in another cover in the format prescribed at ANNEXURE-II.

3. Registration for on-line submission of Bids

- (vii) The bidders are required to submit soft copies of their bids electronically on the CPP Portal using valid Digital Signature Certificates (DSC).
- (viii) For submission of on-line bid, bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <http://eprocure.gov.in>) by clicking on the link “**Online Bidder Enrolment**”.
- (ix) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- (x) Bidders are advised to register their valid e-mail address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- (xi) 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.), with their profile.

- (xii) Only one valid DSC should be registered by a bidder. Bidders must ensure that they do not lend their DSC's to others which may lead to misuse.
- (xiii) Bidders should then log-in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.
- (xiv) For uploading the same set of standard documents (e.g. PAN card copy, annual reports, auditor's certificates etc.) required to be submitted as a part of every bid, bidders can use "My Space" area available to them.

4. Submission of Bids

- (xv) Bidders must accept the terms and conditions contained in this tender document unconditionally while submitting their bids. They should give such acceptance in writing on the Company/ Firm's letter head in the format prescribed at ANNEXURE-III.
- (xvi) Bidder should log-in to the site well in advance for bid submission so that the same is uploaded in time i.e. on or before the bid submission time. Bids received after the due date and time shall not be accepted in any case.
- (xvii) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- (xviii) Bid Securing Declaration as per Annexure-V
- (xx) Financial bid must be submitted in the format prescribed (ANNEXURE-II) in this tender document and no other format shall be acceptable. Bidders are required to download the file and quote the amount on hard copy. Once the details have been completed, the bidder should submit it on-line in the form of soft copy. If the file is found to be modified by the bidder, the bid will be rejected.
- (xxi) 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.

- (xxii) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done.
- (xxiii) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- (xxiv) Upon the successful and timely submission of bids, the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- (xxv) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.
- (xxvi) The original Bid Security Declaration (as per Annexure-V) and hard copy of the documents mentioned at para (5) above must be submitted on or before bid submission closing date and time to **“Assistant Registrar (T), NIRDPR, Hyderabad”**. Failure to do so is likely to entail rejection of bids.
- (xxvii) Any query relating to the process of on-line 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 1800 233 7315.

Annexure-I**Empanelment of INS Accredited / DAVP approved Advertising Agencies in
NIRDPR, Rajendranagar, Hyderabad – 500 030.****TECHNICAL BID**

1.	(a) Name & Address of the agency	
	(b) Telephone / Mobile Phone Nos.	
	(c) Fax No.	
	(d) e-mail ID	
2.	Date of establishment of agency (please enclose supporting document)	
3.	Branches if any (Please enclose details with address & telephone nos.)	
4.	Is your firm a proprietorship, partnership or registered under the Companies Act. Please give details & enclose certificate	
5.	Accreditation detail of INS along with validity, (enclose certificate)	
6.	Registration details with DAVP (enclose certificate)	
7.	(a) PAN (income Tax) (please enclose copy)	
	(b) GST Registration No. (please enclose a copy of the certificate)	
8.	List of present clients served during preceding three years (2017-18, 2018-19 and 2019-20) including at least three Government Organisations. Please enclose sample of recently done works.	
9.	Estimated value of the contract	Rs. 50 lakhs (Rupees fifty laksh only)
10.	Details of annual turnover during the preceding three years (2017-18, 2018-19 and 2019-20) Please enclose duly audited Balance Sheet and Profit & Loss Accounts along with Income Tax Returns for the	

	corresponding years i.e. 2017-18, 2018-19 and 2019-20.	
11.	Awards if any, received for excellence in promotion of educational institution (please enclose certificate)	
12.	Are you on the panel of any educational organization having activities similar to that of the NIRDPR? If yes, give details (please attach separate sheet, if required)	
13.	Any other information	

DECLARATION

I, _____ (name of person) am authorized to make the declaration on behalf of the _____ (name of the agency) and do hereby declare that:

- (1) All the information furnished above is true to the best of my/our knowledge.
- (2) If at any stage, it is found that any information given above or elsewhere in response to NIRDPR's present invitation to express interest for empanelment is false/incorrect or that our agency do not satisfy the eligibility criteria, my / our candidature for empanelment is liable to be cancelled/terminated.

Place: _____
Date: _____

Signature of Tenderer
Name: _____
Official seal of the agency



NATIONAL INSTITUTE OF RURAL DEVELOPMENT & PANCHAYATI RAJ
(Ministry of Rural Development, Government of India)
Rajendranagar, Hyderabad – 500 030.

FINANCIAL BID

I / We hereby offer the following rates for releasing the advertisements of NIRDPR in newspapers from time to time as detailed below and agree to hold this offer open for a period of two years:

2. The rate of discount offered as percentage of the approved print rate shall remain firm during the period of contract.

Discount offered over the advertisement at DAVP tariff _____%.

3. We undertake to release the advertisements etc., within the stipulated time as indicated by the Institute from time to time. The rates quoted will be valid for two years.

SIGNATURE OF THE BIDDER AND SEAL

Date:

Place:

LETTER OF ACCEPTANCE OF TERMS AND CONDITIONS

(To be given on Agency's Letter Head)

Date:

To

The Asst. Registrar (T)
National Institute of Rural Development & Panchayati Raj
Rajendranagar
Hyderabad – 500 030.

**Sub: Inviting e-tender for empanelment of advertising agencies with
NIRDPR, Hyderabad.**

Dear Sir,

1. I/We have downloaded the tender document for the above mentioned job as per your advertisement appearing in the newspapers and also given in the above mentioned website.
2. I/We have read the entire terms and conditions of the tender document (including all annexures) which form part of the tender document and I/We hereby undertake that I/we shall abide by the terms and conditions including all clauses contained therein. This acceptance shall prevail over any other conditions given by me/use earlier / elsewhere for similar purposes.
3. The corrigendum / corrigenda issued from time to time by the NIRDPR, Hyderabad too have also been taken into consideration while submitting this acceptance letter.
4. I/We hereby unconditionally accept the conditions of above mentioned tender document/corrigendum in its entirety.
5. In case any provisions of this tender being violated by me/us, the NIRDPR, Hyderabad shall, without prejudice to any other right or remedy be at liberty to reject this tender/bid including the forfeiture of the full.

Yours Faithfully,

Signature of the Bidder, with Official Seal

Annexure – IV

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

To

The Asst. Registrar T)
NIRDPR
Hyderabad – 500 030.

Subject: Self Declaration About Non Black-Listing for
“EMPANELMENT OF ADVERTISING AGENCY FOR
PUBLICATION OF ADVERTISEMENT IN NEWSPAPERS
FOR NIRDPR.

...

Sir,

In response to tender under reference. I/ we hereby declare that presently our Agency/ Firm/ Company is having unblemished record and is not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any Central/ State Government Department, Public Sector undertaking, Autonomous Bodies, Academic Institutions and Commercial Organizations.

We further 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, Autonomous Bodies, Academic Institutions and Commercial Organizations in last five years from the date of submission of bid.

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

Yours faithfully,

(Name & Signature with stamp of the bidder)

Bid Securing Declaration Form
(To be submitted on the letterhead of the bidder)

Date: _____
Tender No. _____

To

The Asst.Registrar (T)
NIRDPR
Hyderabad – 500 030.

I/We the undersigned, declare that:

I/We understand that, according to your conditions, bids must be supported by a Bid Securing Declaration. I/We accept that I/We may be disqualified from bidding for any contract with you for a period of two years from the date of notification if I am /We are in a breach of any obligation under the bid conditions, because I/We

- a. have withdrawn/modified/amended, impairs or derogates from the tender, my/our Bid during the period of bid validity specified in the form of Bid; or
- b. having been notified of the acceptance of our Bid by the purchaser during the period of bid validity (i) fail or refuse to execute the contract, if required, or (ii) fail or refuse to furnish the Performance Security, in accordance with the Instructions to Bidders.

I/We understand this Bid Securing Declaration shall cease to be valid if I am/we are not the successful Bidder, upon the earlier of (i) the receipt of your notification of the name of the successful Bidder; or (ii) thirty days after the expiration of the validity of my/our Bid.

Signed: (insert signature of person whose name and capacity are shown)

in the capacity of (insert legal capacity of person signing the Bid Securing Declaration)

Name: (insert complete name of person signing the Bid Securing Declaration)

Duly authorized to sign the bid for an on behalf of (insert complete name of Bidder)

Dated on _____ day of _____ (insert date of signing)

Corporate Seal (where appropriate)

(Note: In case of a Joint Venture, the Bid Securing Declaration must be in the name of all partners to the Joint Venture that submits the bid)