

REQUEST FOR PROPOSALS (RFP) FOR EMPANELMENT OF ADVERTISING AGENCIES

FOR



PATLIPUTRA UNIVERSITY, PATNA

REQUEST FOR PROPOSAL (RFP) FOR EMPANELMENT OF ADVERTISING AGENCIES

Proposals are invited from the Advertising Agencies having their office at Patna for their empanelment at Patliputra University, Patna for publishing various Notices/Tenders/Displays of the University at the local, state and national levels newspapers.

The Advertising Agencies desirous to be empanelled with us for advertising jobs and fulfilling the following conditions may apply as per the proforma attached herewith. The applications are to be sent in a sealed cover super scribed “**Application for Empanelment of Advertising Agencies,**” which should reach at the following address, latest by 5PM on 16.04.2019 along with non-refundable application fee of Rs.1000/- in the form of DD in favour of Registrar, Patliputra University, Patna payable at Patna. At the following address:

The Registrar,
Patliputra University,
Opposite Rajendra Nagar Terminal
Kankarbagh Main Road
Patna- 800020
BIHAR, INDIA

TERMS/CONDITIONS FOR EMPANELMENT

1. The Agency should be financially sound. (With minimum average Turnover of 1 Crore or more for the last 3 years)
2. The Agency should be registered and should provide Registration as well as Goods & Service Tax (GST) details.
3. The Agency should not have any complaints or court cases pending against them.

4. It should be accredited by Indian Newspaper Society (INS).
5. It should have a full-fledged office at Patna.
6. The Agency should have at least 5 years standing.
7. The Agency should have at least five Government Departments/PSU/ Universities as clients other than Patliputra University, Patna.

NOTE

- i. Advertising Agencies who have been blacklisted /removed earlier by any University or any PSU or Govt. Dept. should not apply. If applied, their applications will not be considered/will be cancelled on discovery.
- ii. Photocopy of the documents should be submitted as proofs with application forms. However, originals will have to be shown for verification at a later date.
- iii. Advertising Agency which fulfills the criteria mentioned above will be short listed.
- iv. University bears no responsibility for applications received after due date and time and the same are liable to be rejected.
- v. Mere submission of application for empanelment does not confer any right of empanelment. Patliputra University, Patna reserves the right to reject, accept any or all applications or cancel the process of empanelment without assigning any reason thereof. Patliputra University, Patna shall neither be held liable nor is obligatory on its part to inform the applicant the grounds of any such action. The University reserves the right to raise the minimum eligibility criteria for empanelment depending on the response.
- vi. Applications incomplete in any respect are liable to be rejected without any further reference.
- vii. The criteria mentioned above are prescribed to evaluate the capabilities of the agencies. It does not imply that the advertisements are required to be procured only through the agencies.

FORM FOR EMPANELMENT OF ADVERTISING AGENCIES

1. Name of the Advertisement Agency:

(i) Whether Proprietorship/Sole/Partnership/Pvt.Ltd./Ltd.Co. _____

(ii) Name of the Director /In Charge: _____

(iii) Name of the contact person: _____

2. Head Office:

(i) Complete Address _____

(ii) Telephone Number (s) _____

(iii) Fax Number _____

(iv) E-mail Address _____

(v) Mobile No. _____

3. Branch Office (s)

(i) Complete Address _____

(ii) Telephone Number (s) _____

(iii) Fax Number _____

(iv) E-mail Address _____

4. Contact person

(i) Name _____

(ii) Designation _____

(iii) Contact Number (s) _____

(iv) Fax Number _____

(v) E-mail address _____

(vi) Mobile No. _____

5. Year of Establishment (attach proof) _____

6. Registration Number (if any) _____

7. Staff strength (full time) _____

8. Year in which INS accreditation was given to the agency: _____

9. Validity period of INS accreditation (attach proof) _____

10. GST Registration number issued by the Central Excise Dept. in favour of the agency

11. Payment Details DD No. _____ DD Amount _____ Bank Name/Branch

11. PAN issued by the IT Dept. in favour of the agency: _____

12. Annual Turnover of the last three years (Along with documents proof)

2017-18 _____

2016-17 _____

2015-16 _____

13. Detail of appreciation(s) award(s) received by your agency (if any) in advertisement campaign (Attach separate sheet, if required)

Note: Documentary evidence may be provided, wherever applicable, in the form of photo copies (Accreditation Certificates, Audit Reports, Work Orders, Release Orders, etc.)

DECLARATION

1. I _____ (Name of the person), am authorized to declare on behalf of the agency _____ (Name of the Agency) that the agency has (i). Full-fledged office establishment in Patna with needed manpower. (ii). Creativity in development communication of high standard befitting the expectations.
- 2) I also declare that all the statements made in this application are true, complete and correct to the best of my knowledge and belief. I understand that if at any stage, it is found that any information given in this application is false/ incorrect or that our agency does not satisfy the eligibility criteria, our candidature/empanelment is liable to be cancelled /terminated.
- 3) I understand that the decision taken by the university is final in all matters.
- 4) I hereby agree to work as per the terms and conditions rolled out by Patliputra University, Patna.
- 5) I understand that the Patliputra University, Patna reserves the right to accept or reject or cancel the empanelment process and reject all expression of interests at any time prior to the award of contract, without assigning any specified reasons whatsoever.

Signature _____

Name _____

Designation _____

Place _____

Date _____

Organization Seal (In case of organization) /Signature

Evaluation of the response to EOIs:

Sl. No.	Technical capacity criteria	Maximum Score (Total 100)
1.	Relevant experience as advertising agency Five to Seven years (5 points) Seven to ten years (7.5 points) Ten years or more (10 points)	10
2.	Key resources 1. Team Member (10) 2. In house language translators(5) 3. In house creative art designers/copy writers (5) 4. Infrastructure details (to be verified on spot) Note: (one point for each member)	20
3.	Policy & Profile -Nature of assignment carried out during its presence on the panel of government enterprises / PSU's -Firm's/Agency's policies on data protection, confidentiality & conflict of interest -Client Profile	30
4.	Experience in outdoor advertising / event management	10
5.	Interaction/ Presentation	30

The shortlisted bidders will be called for a brief interaction before a committee. During the interaction the shortlisted bidders will be rated on the following parameters:

-Ability to communicate the organizational expertise. - Relevance of in – house resources to the Scope of Work & clarity of thoughts. - Case presentation on any one of the most significant assignments completed during the preceding year.

The bids obtaining the highest total combined score in evaluation of technical capacity criteria and presentation will be ranked as H-1 following by the bids securing lesser marks as H-2, H-3, etc. High scoring Bids up to seven (07) (number may be less

than seven but not exceeding seven) based on the technical capacity criteria shall be shortlisted and invited for empanelment and execution of agreement thereafter.