NOTICE INVITING QUOTATION

Work Name: Expression of Interest for Empanelment of Advertising Agencies

West Bengal State University, a state-aided University, under the Department of Higher Education, Science and Technology, Government of West Bengal having its office at Berunanpukuria, Malikapur, Barasat, 24-Parganas(N), Kolkata - 700126 invites Expression of Interest (EOI) for Empanelment of Advertising Agencies for releasing advertisements, tenders, notices, recruitment etc. in Local/National/International newspapers, magazines, journals for WBSU, Barasat.

Interested Creative Advertising Agencies with INS Accreditation meeting the eligibility criteria may submit their EOI for empanelment complete in all respect to the Registrar (Officiating), Berunanpukuria, Malikapur, Barasat, 24-Parganas(N), Kolkata - 700126.

Filled-in applications with all credentials, Form-I, Affidavit, Price Bid & other related documents must be submitted on or before 31st October, 2018 by 3:30 P.M. Incomplete applications or applications received after the last date of submission will not be considered for empanelment.

1. Eligibility Criteria:

The following are the eligibility criteria for empanelment of Advertising Agencies. The Advertising Agency should have -

a. Accreditation of Indian Newspaper Society (INS) for Press Advertisement (updated documentary evidence to this effect should be enclosed)

b. The Agency should have office in Kolkata and with state-of-the-art infrastructure and manpower/ creative personnel/department (enclosed organizational structure).

c. PAN India-Presence with offices at least in major metros so as to enable prompt delivery of material for country-wide publication related work.

d. Resources to handle full-fledged multi-lingual publicity campaigns with high standard of Creativity in advertising befitting the expectations of a University.

e. Proficiency and proof reading facilities in major Indian languages.

f. Minimum 3(Three) years experience in advertising with experience of work undertaken for Government/Public Sector Undertaking/Autonomous Body and Educational Institutes like IIMs, IITs, and Universities.

g. Annual turnover preferably around Rs.3(Three) Crores (Documentary evidence (Audited Annual Report of the last financial years of 2015-16, 2016-17 and 2017-18 to this effect should be enclosed).

h. The Advertising Agency applying for empanelment should not have been blacklisted by any organization at any point of time. (An undertaking in this regard should be submitted duly signed by the authorized person of the Organization).

i. The Agency should have GST Registration (documentary evidence to be submitted).

j. The Advertising Agency should have adequate infrastructure for timely publication.

2. Scope of Work:

University's advertising works ranges from classified advertisements, tender advertisements to full-fledged advertisements for student's admissions, recruitment, tender etc. They are expected to be released in major newspapers, magazines and Journals all over the country and abroad at short notice.

To cater to such requirements, Advertising Agency is required to have good infrastructure and have adequate experience in the field. These should include creation of artwork, concept, design, editing & release of advertisements in Newspapers, Magazines & Journals etc.

3. Terms & Conditions:

a. The empanelment is valid for a period of two years from the date of approval of the competent authority which may be extended for a further period of one year subject to satisfactory performance and verification of documents as asked for by the authority of WBSU.

b. The Institute will have the right to drop any Agency from the empanelled list without assigning any reason whatsoever. University also reserves the right to modify the Terms and Conditions for empanelled Agencies.
c. 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. WBSU reserves the right to impose penalty in case of any violation of the above.

d. The Agency should be able to execute all kinds of Advertising Assignments.

e. Selection of artwork will be entirely on University's discretion and WBSU will not pay charges for submission of artwork.

f. WBSU reserves the right to make necessary modification to the selected artwork, concept etc. and the concerned Advertising Agency will be required to carry out the modifications suggested in the artwork.

g. It shall be the responsibility of the agency to release all the Advertisements in the minimum possible space in the newspapers.

h. All the Advertisements concerning the University shall be issued with the prior approval of the WBSU.

i. The representative(s) of the Agency will collect the matter personally from the University and the Agency will arrange to get it published in the desired media, on desired date(s) and on the defined page(s).

j. If the Advertisement is misprinted or published differently from the approved one, the Agency will publish corrigendum/correct Advertisement etc. thereof at their own cost at the earliest (within a week).

k. Translation of the Advertisement matter whenever required will be done by the Agency free of cost and the Agency will be responsible for the same.

l. Payment shall be made within 30(thirty) days after receipt of the final bill, duly supported by all the newspaper clippings (in original).

m. No extra payment shall be made for conceptualization, creation, designing and development of Advertisement issued through Newspapers/Magazines/Journals.

n. The University shall have the discretion to give work to any empanelled Agency selected through tendering process and the Agency will have no right or claim for getting the work.

o. The performance of the Agency shall be regularly reviewed on the key parameters of creativity, initiative, competency and response time and participation in the tendering process. In the event that Agency fails to meet our requirements, we shall be constrained to terminate the empanelment by serving one month’s prior notice.

p. The University reserves the right to empanel any other Advertising Agency or cancel empanelment of any agency without assigning any reason by serving one month’s notice even before expiry of the period of empanelment.

q. Empanelled Agency will not be allowed to engage any other Sub-agency to execute the assigned work/job.

r. The University does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and your performance.

s. In case of any dispute arising out of the terms and conditions of contract or assignment, the matter shall be referred to the Sole Arbitrator to be appointed by the Vice Chancellor, WBSU and the award of the Sole Arbitrator will be binding on both the parties. Further, any legal dispute arising out of any breach of contract pertaining to this empanelment shall be settled in the court of competent jurisdiction located within the local limits of Kolkata, West Bengal.

t. WBSU being a affiliating University, many of the requirements could be of emergent in nature. The Advertising Agency has to respond to such requirements at short-notice despite holidays/beyond office hours.

u. It is clearly understood by the parties that no financial liability of any type is created by issuance of the letter of empanelment.

v. Applications received after due date & time or without necessary documents will be rejected.

w. The advertising agency shall quote indicating % (Percent) of discount against current DAVP approved rates applicable for Commercial purpose.

4. List of documents to be submitted with the application (as applicable):

a. Brief profile of the Advertising Agency, Price Bid and experience in the advertising field. (At least 05 years of experience).

b. Agency Structure (whether partnership firm/sole proprietor/alexempted company etc.).

c. Principal places of business, that, the head office and their branch offices with detailed addresses and contact numbers.

d. Profile of its managerial team handling advertising work, their qualifications and experience.

e. Details of their Accreditation with Indian Newspaper Society (INS) along with the date of accreditation (Full Accreditation).

f. Details of members with other professional organizations/associations and International assignments, if any.

g. Details of experience in dealing with Government Institutions, Government of India Undertakings, State Govt. Organisations, Central Universities, State-Aided Universities, Autonomous Bodies and professional Institutes like IIMs, IITs.

h. List of Clients.

i. Samples of creative work undertaken for major organizations in the previous year.

j. Annual turnover (minimum Rs.3 (Three) crores for previous three financial years of the Agency) duly certified by a Chartered Accountant.

k. Valid Trade License, GST Registration, Permanent Account Number (PAN) (In the name of the firm, if not proprietorship firm).

l. Income Tax Returns (last 3 financial years), Audited Balance Sheet (last 3 financial years).

m. Name of the Chief Executive with his present address and telephone/mobile nos.

Note: University may ask the vendor to submit any other certificate/document as it may deem fit.
5. Submission of Application:

The complete application in sealed cover super-scribed, as 'APPLICATION FOR EMPANELMENT OF ADVERTISING AGENCIES' along with Form-I, Annexure-A(Affidavit), Price Bid and all other necessary documents to be submitted on or before 31/10/2018 upto 03:30 P.M.. The Price Bid must be submitted in the given form in a sealed cover with the complete application. The quotation is submitted to:

The Registrar(Officiating),
West Bengal State University,
Beruniapukuria, Malikapur,
Barasat, 24-Parganas(N),
Kolkata-700 126

The quotations will be opened on 01/11/2018 at 1 p.m. in the University.

Application is liable to be rejected if:

a. The documents submitted are incomplete
b. It is received after the expiry of due date and time stipulated for application submission.
c. Application fee has not been paid.

Note:- The decision of Competent Authority, WBSU will be final in all matters relating to the empanelment and binding. West Bengal State University, Barasat reserves the right to reject any application without assigning any reason.

Copy for information and necessary action to:

1) The V.C.'s secretariat, WBSU.
2) All members of the Purchase and Tender Committee.
3) University Website.
4) University Notice Board.
5) The Registrar's Guard File, WBSU.
Annexure-A (Affidavit)

DECLARATION BY TENDERER

(To be furnished in Non – Judicial Stamp paper
of Rs.100.00 (One Hundred only) duly notarized)

I/we.................................................................................................................. declare and confirm that the information furnished and attachments submitted with the application are true and correct.

I/we are aware that any false information provided herein will result in the rejection of my/our application for empanelment.

I hereby certify that the above agency has not been ever blacklisted during the last 5 (five) years prior to the date of this N.I.e.T by any Central/State Government/Public Undertaking/University/Institute on any account.

I/we shall be bound the acts of the duly authorized signatory who has signed this application and of any other person, who in future, may be appointed by us in his place whether or not an intimation of such changes has been given.

I/we undertake to communicate promptly to West Bengal State University any changes in the conditions or working of the firm.

No employee or direct relation of any employee of WBSU is in way connected as Partner/ Shareholder/Director/Advisor/Consultant/Employee etc. with the vendor/firm.

I/we have read and understood WBSU’s terms and conditions for empanelment and agree to abide by the same in all respects.

Signature

Name:
(In Capital Letter)

Designation:
(Seal of vendor)

Place: ........................................

Date: .......................................
# PRICE BID

<table>
<thead>
<tr>
<th>Tender Inviting Authority:</th>
<th>The Registrar (Officiating), West Bengal State University.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Work:</td>
<td>EXPRESSION OF INTEREST FOR EMPANELMENT OF ADVERTISING AGENCIES FOR WBSU.</td>
</tr>
<tr>
<td>Name of the Bidder/ Bidding Firm / Company with address:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Publication (Advertisement)</th>
<th>All India Edition Commercial Rate per Sq. cm for advertisement inclusive GST</th>
<th>% of discount offered on Commercial rate for all edition</th>
<th>Eastern Edition Commercial Rate per Sq. cm for advertisement inclusive GST</th>
<th>% of discount offered on Commercial rate for Eastern edition</th>
<th>Kolkata Edition Commercial Rate per Sq. cm for advertisement inclusive GST</th>
<th>% of discount offered on Commercial rate for Kolkata edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Anada Bazar Patrika (Bengali)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>02</td>
<td>Aajkai (Bengali)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>03</td>
<td>Bartaman (Bengali)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>04</td>
<td>Sangbad Pratidin (Bengali)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>05</td>
<td>Ei Samay (Bengali)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>06</td>
<td>Dinabang Statesman (Bengali)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>07</td>
<td>Khabor 365 din (Bengali)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>08</td>
<td>Kalom (Bengali)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>09</td>
<td>Hindustan Times (English)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Indian Express (English)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Millennium Post (English)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Times of India (English)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sl. No.</td>
<td>Publication (Advertisement)</td>
<td>All India Edition Commercial Rate per Sq. cm for advertisement inclusive GST</td>
<td>% of discount offered on Commercial rate for all edition</td>
<td>Eastern Edition Commercial Rate per Sq. cm for advertisement inclusive GST</td>
<td>% of discount offered on Commercial rate for Eastern edition</td>
<td>Kolkata Edition Commercial Rate per Sq. cm for advertisement inclusive GST</td>
<td>% of discount offered on Commercial rate for Kolkata edition</td>
</tr>
<tr>
<td>--------</td>
<td>----------------------------</td>
<td>--------------------------------------------------------------------------------</td>
<td>------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------</td>
<td>------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------</td>
<td>------------------------------------------------------</td>
</tr>
<tr>
<td>13</td>
<td>The Economic Times (English)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td>Black &amp; White</td>
<td>Colour</td>
</tr>
<tr>
<td>14</td>
<td>The Statesman (English)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td>Black &amp; White</td>
<td>Colour</td>
</tr>
<tr>
<td>15</td>
<td>The Hindu (English)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td>Black &amp; White</td>
<td>Colour</td>
</tr>
<tr>
<td>16</td>
<td>The Telegraph (English)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td>Black &amp; White</td>
<td>Colour</td>
</tr>
<tr>
<td>17</td>
<td>Dainik Jagran (Hindi)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td>Black &amp; White</td>
<td>Colour</td>
</tr>
<tr>
<td>18</td>
<td>Dainik Bhaskar (Hindi)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td>Black &amp; White</td>
<td>Colour</td>
</tr>
<tr>
<td>19</td>
<td>Sanmarg (Hindi)</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td>Black &amp; White</td>
<td>Colour</td>
<td>Black &amp; White</td>
<td>Colour</td>
</tr>
</tbody>
</table>

Note:-

1) The advertising agency shall quote indicating % (Percent) of discount against current DAVP approved rates applicable for Commercial purpose.

Date: ........................................

Signature of the applicant

Place: ........................................

Name of the applicant (in Block Letter)

Designation with Seal