



**NATIONAL INSTITUTE OF PHARMACEUTICAL EDUCATION & RESEARCH**

(NIPER), Sector 67, S. A. S. Nagar (Mohali) 160062

Telephone No. 0172-2214682-87, Fax No. 0172-2214692, 2230068

**EMPANELMENT OF ADVERTISING AGENCIES**

**(ADVT. No. T 5/ 2016)**

The NIPER, Mohali intends to empanel professionally managed and experienced advertising agencies empanelled with the INS for releasing of institution`s advertisements, etc. in print & electronic media on DAVP rates.

<b>Description</b>	<b>Tender fee (in Rs.)</b>
EMPANELMENT OF ADVERTISING AGENCIES.	<b>500/-</b>

For eligibility criteria, detailed term and conditions and Application form for tendering process please refer to the tender document. The tender document can be downloaded from the institute's website [www.niper.gov.in](http://www.niper.gov.in). Corrigendum/Addendum/any change in the schedule will be published only on the institute's website. Director, NIPER reserves the right to reject any or all tenders without assigning any reasons.

**Registrar**



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### **EMPANELMENT OF ADVERTISING AGENCIES**

**(ADVT. No. T 5 / 2016)**

The National Institute of Pharmaceutical Education & Research (NIPER), S. A. S. Nagar (Mohali) is an autonomous institute under the aegis of Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Govt. of India which is involved in Research & Higher Education in the field of Pharmaceutical Science & Management. The institute has to publish various advertisements related to the Appointments & Procurements apart from general notices for which it intends to empanel professionally managed & experienced advertising agencies accredited with INS for releasing of Institutions advertisements, etc. in print & electronic media on DAVP rates. The activity includes conceptualization, designing, translation (mainly from & / or to English, Hindi, Punjabi, Urdu, other regional languages) and development of the advertisement. The application format & detailed terms and conditions can be directly downloaded from our website [www.niper.gov.in](http://www.niper.gov.in). The agencies are requested to submit their application forms complete in all respects along with a fee of Rs. 500/- (non – refundable) in the shape of DD favouring the Director, NIPER payable at Mohali / Chandigarh in sealed envelopes superscribed as “Expression of Interests for Empanelment of Advertising Agency in NIPER, Mohali” by **21.09.2016** upto **02.30 PM** at the Reception Counter of Secretariat Building of NIPER by hand / Registered Post and the bids shall be opened in the Conference Room on the first floor of Administrative Bhawan of NIPER on same day at **3:30 PM**. Existing parties also need to register their names. Incomplete or late received applications shall be summarily rejected. The Director NIPER reserves the right to accept or reject in part or in full any or all the applications without assigning any reasons thereof. Corrigendum / Addendum or Cancellation of this advertisement, if any, shall be published on NIPER Website only.

**ELIGIBILITY CRITERIA:** The tenderers must fulfill the following criteria:

- (i) The agencies should be fully accredited with the INS.
- (ii) The agencies should have at least five (05) years experience in the field after obtaining INS accreditation.
- (iii) It must have Head Office at Chandigarh / Mohali / Panchkula.
- (iv) Its annual turnover for the last three financial years should be at least three (03) crores each year. Copies of Balance Sheets to be submitted.
- (v) It must have Empanelment with at least three (03) Government Departments / Institutes / Universities / State Government Undertakings at Mohali / Chandigarh / Panchkula. List of clients (sufficient proof must be enclosed)
- (vi) It should have the required technical expertise, translation expertise, complete infrastructure in designing, media and marketing department.
- (vii) It must have a valid PAN No. (Copy of the PAN Card must be enclosed).
- (viii) It must have the Service Tax Registration (Copy of Service Tax Registration must be enclosed).
- (ix) The agency shall undertake to publish advertisements as per DAVP rates only.

The company shall undertake that it fulfills all the criteria as per above check-list and all supporting documents must be enclosed at this stage. In case of any missing documents as sought above, the tenders shall be summarily rejected.

## **OTHER IMPORTANT TERMS & CONDITIONS**

1. Tenderers are to submit their bids & their profile strictly as per the enclosed application format with all the required enclosures.
2. The empanelment of agency shall be valid initially for a period of one year and may be extended on yearly basis (subject to a total period of three years in all) by mutual consent on same terms & conditions subject to satisfactory performance of the agency.
3. Proper typography and layout for each advertisement shall be done by the agency and minimum space will be spent as far as possible.
4. The agency will ensure timely publication of all the advertisements as are sent by the Institute from time to time.
5. The agency will send, along with bill (in triplicate), a copy of each advertisements viz. cutting of newspaper in which the advertisement was published along with the copies of DAVP rate and media bills.
6. No advance will be given for executing the job.
7. Counter conditions by the tenderers in any matter including concerning payment of bills shall not be acceptable.
8. In case the Institute desire the advertisement to be published in any other regional languages, free translation of advertisement text from English / Hindi to Regional Languages shall be done by the agency.
9. The Institute will not accept any financial / legal liability from the Newspapers to whom the advertisement will be released through agency. The agency will be personally liable if at any subsequent stage, any dispute arises or legal action is taken by printer / newspapers against the Institute for non-payment of their bills, etc.
10. A committee of the Institute may visit the offices of agencies to shortlist them.
11. Documentary evidence needs to be submitted, wherever applicable.
12. The empanelled agency shall have to deposit a performance security of Rs. 25,000/- (Rs. Twenty Five thousand only) at the time of signing agreement. This shall be refundable after three months of completion of contract period.
13. It shall also be ensured by the advertising agency that the advertisements are published at the prominent places in the newspapers.
14. Applicable rebates (for educational institutions) must be offered additionally by the advertising agencies in addition to the quoted discounts over the davp rates.

15. **PENALTY CLAUSE:** The Time Schedule & placement in the release of advertisement should be strictly adhered to by the agency. If the advertisement is not made on stipulated dates, penalty will be imposed as detailed below:
- a. A penalty of Rs. 100/- per newspaper per day will be charged if the advertisements are delayed beyond stipulated time.
  - b. In case of any abnormality / irregularity noticed in the release of advertisement, size, point size, contents, rates, etc. the penalty recommended by an independent committee constituted by the Director, NIPER, Mohali shall be final & binding.
  - c. Performance Security shall be liable to be forfeited, if the tenderer declines to accept the offer or / fails to execute the work on time or / fails to complete the work satisfactorily.
  - d. The NIPER, Mohali reserves the right to terminate the contract at any time without prior notice and to forfeit the performance security, in case the agency fails to complete the work satisfactorily.
  - e. In case the successful tenderer fails to complete the order in part or in whole, as the case may be, the order shall be cancelled and awarded to the next successful bidder. The penalty as deemed fit by the Competent Authority shall be imposed on the tenderer who fails to execute the work order.
16. Director, NIPER reserves the right to accept or reject any or all proposals without assigning any reason(s).
17. **ARBITRATION CLAUSE:** That in case of any dispute between the two parties (The Institute viz. NIPER, Mohali & The Agency viz. successful tenderer) arising out of or in relation to the agreement, the dispute shall be referred to arbitration of a sole arbitrator to be appointed by the Director, NIPER, Mohali. The award of the said arbitrator shall be binding on both the parties. The seat of arbitration shall be at Mohali / Chandigarh / Panchkula.
18. On sending of advertisement text by the institute (mainly by e-mail in MS Word format), the agency shall be responsible for typographical data setting, designing, optimizing the font size & advertising size, translating in different language(s) as per instructions and sending the estimate of size & publication cost (as per davp rates). The estimates shall be sent within one working day and only on approval of the same by the institute, the advertisements shall be sent ahead for publishing.

**APPLICATION FOR EMPANELMENT OF ADVERTISING AGENCIES**

(This form must be filled and submitted along with a tender fee of Rs. 500/- and covered with letter head of the concerned agency)

1. Name of the Advertising Agency:

a. Whether sole proprietorship / partnership / Pvt. Ltd / Ltd. Company:

b. Name of the Head / Proprietor(s) of the agency:

c. Name of the contact person:

2. Head office:

a. Complete Address:

b. Telephone No(s):

c. FAX No.:

d. E-mail Address:

e. Mobile No(s):

3. Year of Establishment of Agency (Please Attach Proof):

4. PAN No. (Copy to be enclosed):

5. Already empanelled with NIPER, Mohali: YES / NO (if yes, please attach copy).

6. Staff Strength at Chandigarh Tri-City Office:

8. Details of Accreditation with the Indian News Paper Society \_\_\_\_\_

\_\_\_\_\_ (please attach copy).

9. Date of Accreditation with the INS \_\_\_\_\_ Valid upto \_\_\_\_\_ .

10. Total experience as advertising agency (please attach copies of supporting documents):
11. Service Tax Registration No. issued by the Central Excise Department in favour of the Agency (Please attach copy of the Service Tax Registration Certificate):
12. Number of branches in India:
13. Number of branches abroad (if any):
14. Number of branches in Chandigarh / Mohali / Panchkula:
15. Number of Govt. Deptt. / Institutes working with at present (list Enclosed):
16. Number of Semi Govt., Deptt. Working at present (list Enclosed):
17. Annual Turnover for the last 03 years (copies of balance sheets to be attached):
- a. 2014 – 15 \_\_\_\_\_ .
  - b. 2015 – 16 \_\_\_\_\_ .
  - c. 2016 – 17 \_\_\_\_\_ .
18. Name & addresses of existing Government clients with documentary proof.
- (i) \_\_\_\_\_
  - (ii) \_\_\_\_\_
  - (iii) \_\_\_\_\_
19. Details of appreciation(s) / award(s) received by your agency (if any) in advertisement campaign (please attach extra sheet, if required):
20. Time required for getting the advertisement published (indicate number of days):
- (a) Chandigarh (local)
  - (b) National dailies
    - i. All Editions
    - ii. Chandigarh

- iii. Delhi
  - iv. Mumbai
  - v. Kolkata
  - vi. Chennai
- (c) ITJ – Kolkata
- (d) Abroad (North American Nations, European Countries, Asian Countries, etc.).

21. Percentage of discount offered by the agency to the institution (in addition to applicable rebate for the educational institutions). Please specify the percentages clearly.

a. Discount over davp rates offered by the agency (in %age) :

b. Additional Rebate for the educational institutions (in %age) :

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Total (Discount + Rebate) in Percentage:

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22. Application fee attached DD No. \_\_\_\_\_ dated \_\_\_\_\_ for Rs.500/-.

23. Certified that the above information is correct and true to the best of my / our knowledge. It is also certified that me / we or my / our concern has never been debarred / blacklisted by any of the Government Department / Institutes/ Universities/ State Government Undertakings, etc.

Signature of proprietor / partners / authorized signatory(ies)

Date:

Stamp

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\* Documentary proof may be provided, wherever applicable, in the form of signed & stamped photocopies of originals.

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### **MANDATORY CHECK-LIST**

S.No		YES/NO	Page No.	Remarks (If any)
1.	The agencies should be fully accredited with the INS			
2.	The agencies should have at least five (05) years experience in the field after obtaining INS accreditation			
3.	It must have Head office at Chandigarh / Mohali / Panchkula			
4.	Its annual turnover for the last three financial years should be at least Three (03) crores each year. Copies of Balance Sheets to be submitted			
5.	It must have Empanelment with at least three (03) Government Departments / Institutes / Universities / State Government Undertakings at Mohali / Chandigarh / Panchkula. List of clients (sufficient proof must be enclosed)			
6.	It should have the required technical expertise, translation expertise, complete infrastructure in designing, media and marketing department			
7.	It must have a valid PAN No. (Copy of the PAN Card must be enclosed)			
8.	It must have the Service Tax Registration (Copy of Service Tax Registration must be enclosed)			
9.	The agency shall undertake to publish advertisements as per DAVP rates only			

**Note:** The information required at serial no. 1 to 9 must be accompanied with the certified copies of the documents, and attached as per the serial number failing which the tender is liable to be rejected. No other document needs to be attached with the tender form. All pages of tender documents & supporting documents must be duly signed by the tenderer.

**Bidder(s) / Authorized Signatory**