Center of Innovative & Applied Bioprocessing

(Dept. of Biotechnology, Ministry of Science & Technology, Govt. of India)
C-127, Industrial Area, Phase VIII, SAS Nagar, Mohali (Pb)-160071

EMPANELMENT OF ADVERTISING AGENCIES

(Advt. No. CIAB/6(5)/2012/1- Advt.)

Center of Innovative & Applied Bioprocessing (CIAB) is an autonomous institute under the Department of Biotechnology, Government of India. The Institute invites applications from INS accredited advertising agencies empanelled with DAVP for the release of CIAB advertisements in various newspapers. The following Terms and Conditions will govern the empanelment of advertising agencies:

A. General Conditions:

1. The scope of work includes the release of CIAB advertisement in various newspapers as per DAVP rates, providing adequate press coverage of the events being organized at CIAB and providing design and consultancy services to CIAB at no additional cost.

2. The agency should have proficiency in translation and proof reading facility in major Indian languages.

3. The agencies blacklisted by other government organizations/autonomous bodies will not be considered for empanelment (Offer not received in the prescribed format will be summarily rejected).

4. The bidding agency should have a notable background in the advertising market and an exposure of working with the Government Institutions.

5. The contract shall be for an initial period of one year, extendable on yearly basis depending upon the mutual agreement of the CIAB 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 not be subjected to any change.

6. The Indian Newspaper Society (INS) accredited and DAVP empanelled agencies will only be considered while evaluating the bids.

7. It will be the responsibility of the advertising agency to provide the proof of advertisement/ press release in form of hard copies, after its publication in various newspapers.

8. All the firms submitting tenders should enclose a DD for Rs.1000/- as tender fees (non refundable) and Rs. 25000/- as Earnest Money Deposit (EMD) drawn in favour of Center of

Innovative & Applied Bioprocessing, Mohali payable at Mohali, without which the offer would not be considered.

9. The EMD of successful bidder/s shall be converted into Performance Security and will be released only after the expiry of contract period, without any interest.

10. The EMD of all the unsuccessful bidders will be returned as early as possible after the expiry of the period of the bid validity and after issue of the work order. No interest will be payable to the agency on the Earnest Money / Bid Security deposit.

11. The Earnest Money / Bid Security deposit will be forfeited in the following cases:
    i. When tenderer withdraws or modifies the offer after opening of the tender.
    ii. When the tenderer fails to commence the comply of work order within the prescribed period.
    iii. When information / certificates / documents furnished are found false at any stage.

12. CIAB will not make any advance payment to the advertising agency for any of the work assigned. The payments shall be released by the CIAB only against the bills received from the agency after having completed the job to the satisfaction of the CIAB.

13. CIAB reserves the right to terminate the contract of any or all such agencies from the empanelled list along with forfeiture of the Performance Security, if the service provided by the Agency is found to be unsatisfactory or if the information provided for empanelment is subsequently found to be untrue or false.

14. CIAB may empanel more than one Advertising Agency and shall be free to release advertisements through any one or more of them either by rotation or otherwise as decided by the competent authority. Despite empanelment CIAB reserves the right to issue any advertisement directly to the publishing agency without going through any of the empanelled agencies.

15. The sealed envelope along with supporting documents super scribing **"APPLICATION FOR EMPANELMENT OF ADVERTISING AGENCY"** should reach Center of Innovative & Applied Bioprocessing, 2nd Floor, C-127, Industrial Area, Phase – VIII, SAS Nagar, Mohali – 160071, Punjab on or before **3rd June'2016 by 2:30 PM**. The bids will be opened on the same day at 3:00 PM.

B. Eligibility Criteria:

1. The Advertising agency should have a branch office at Chandigarh/Panchkula/Mohali with working telephone and fax number.

2. PAN number issued by the IT department in favour of the agency.

3. Service Tax Registration number issued by the Central Excise Department in favour of the agency.

4. A minimum of five years continuous experience as a fully accredited INS agency.

5. A minimum yearly turnover of Rs.20 crore during FYs 2012-13, 2013-14 & 2014-15 (Copy of the Balance Sheet may be attached).

6. At the time of application, the advertising agency should be on the panel of at least three Govt. Organizations (Central/State/Autonomous/PSUs).

7. The advertisements to be published on DAVP rates applicable at the time of the release of the advertisements.

8. Creativity in development communication should be of high standard befitting the expectations of the CIAB.

9. The advertising agency should never have been blacklisted.

C. Desirable:

1. Accreditation by Doordarshan and AIR.

2. Membership of the local Press Club/Press Card by one or more of its Director/Owner.

D. Selection Criteria: As per *Annexure 1*

The Chief Executive Officer, CIAB reserves the right to reject any or all the offers without assigning any reasons thereof. The decision of the CEO, CIAB will be final and binding in this regard.

(Administrative Officer, CIAB)

Annexure - 1

Selection Criteria

S.No	Name of the pre-qualified agency		Turn Over (2014-15)	Accreditation		List of govt. clients/ accounts handled at present	Membership of Local Press Club	Total Experience	Total & Marks obtained
				AIR	Doordar -shan				
		Criteria & Maximum Marks	>20cr = .50 marks for every additional one cr. (not part thereof) (e.g. >20cr = 1mark; >21cr = 1.50 marks >22cr = 2.0 marks and so on = > 48cr = 15 marks) (max marks – 15)	5marks	5marks	0.50 marks for each govt. client (maximum marks 10)	5 marks	0.50 marks for each one year of complete experience (max marks – 10)	50
									Mark obtained