ASSOCHAM
INDIA

The Associated Chambers of Commerce & Industry of India

Request for Proposal (RFP)

for

Empanelment of Advertising Agency

Last Date for Submission: 5 PM of January 25, 2019

Associated Chambers of Commerce & Industry of India (ASSOCHAM) invites sealed tenders from reputed, experienced and reliable advertising agencies.

The interested agencies are required to submit the technical and financial bids. The bids in Sealed Cover superscribed **"Tender for Advertising Agency"** should reach SG Secretariat, ASSOCHAM HOUSE, 5, Sardar Patel Marg, Chanakyapuri, New Delhi – 110021 on or before 25th January 2019 at 1700 hrs.

Bidder may be a sole proprietor/partnership firm/company. In case of firm/company, bidder must provide names and residential address, both existing and permanent in the format given below:

Sl. No.	**Name of the Proprietor/Partners(s)**	**Registered OR Business Address**	**Correspondence Address**
A			
B			

The period of contract will be for an initial period of **ONE YEAR** from the date when the letter of commencement is issued in this regard, which shall be treated for all practical purposes as the date of the commencement of the contract. The contract shall be further extendable for One Year or such period as the ASSOCHAM deems fit. The criteria for extension shall be purely the performance of the contractor during the initial contractual period of one year. The said extendable period shall purely be at the discretion of ASSOCHAM and at the same terms and conditions.

Sl. No.	Key Events	Date
1.	Last Date of Submission of Bids	25th January 2019 at 5 PM
2.	Date of Opening of Technical Bid	28th January 2019 at 4 PM
3.	Venue of opening of Bid	5, Sardar Patel Marg, Chanakyapuri, New Delhi - 110021

PROCEDURE FOR SUBMISSION OF THE PROPOSAL

1. The vendors desirous of being considered for empanelment with ASSOCHAM shall have to submit its in two parts viz. Technical Bid at Annexure – I and Commercial Bid as Annexure – II, respectively. The two bids in the prescribed proforma should be sealed in an envelope superscribed "**Tender for Advertising Agency**" should reach SG Secretariat, ASSOCHAM HOUSE, 5, Sardar Patel Marg, Chanakyapuri, New Delhi – 110021 on or before 25th January 2019 at 1700 hrs.

2. Any overwriting/cutting/usage of fluid should be authenticated by the signatures of the individual, who has signed the bid. Non-adherence will lead to rejection of the bid.

3. Technical Bid

3.1 All the columns in the proforma should be duly filled enclosing supporting documents such as proof of turnover, proof of date of commencement of business, photocopies of the job award letters from at least three customers being provided advertising services on DAVP rates along with comprehensive list of such customers etc.

3.2 Demand Draft from any commercial bank containing EMD shall be attached with the Technical Bid.

3.3 Each page of the tender document, duly signed by the authorized signatory, should be enclosed with the technical bid in token of bidders confirmation to accept the terms and conditions and other provisions contained in it.

3.4 Incomplete bid shall not be considered and will be summarily rejected.

4. Commercial Bid

4.1 All columns of the proforma should be correctly and clearly filled.

4.2 In case of difference in the values quoted in figures and words, the value quoted in words shall be taken as correct.

4.3 The bid should be valid for a minimum period of three months after the closing date for submission.

5. Earnest Money Deposit (EMD)

Earnest Money Deposit (EMD) of Rs. 50,000/- by Demand Draft in favor of "ASSOCHAM" must be attached with technical bid. The amount deposited by the unsuccessful bidders would be refunded after a suitable advertising agency is/are finalized. The amount in respect of successful bidders shall be refunded to the respective agency on submission of security deposit. The earnest money and the security deposit shall not bear any interest.

6. Scope of Work

6.1 The scope of work would involve releasing advertisement in various national dailies at minimum cost.

6.2 To assist ASSOCHAM to work out media plans strictly in accordance with DAVP guidelines for releasing advertisement.

7. Eligibility

7.1 The advertising agency should have been in the marketing and advertising business with INS Accreditation for last 5 years.

7.2 The annual turnover of the agency for the past three years should not be less than INR 2.00 Crore.

TERMS & CONDITIONS

1. Payments

1.1 No advance payments will be made to the agency for releasing ASSOCHAM advertisement or any other work covered under scope of work of this tender document under any circumstances.

1.2 The payments shall be released by ASSOCHAM against bills received from the agency after having completed the job to the satisfaction of ASSOCHAM.

1.3 Along with the bill for payment, the agency shall furnish a tear off sheet of the each publication carrying advertisement and the bill in original received by them in respect of ASSOCHAM advertisement, which should confirm that the advertisement has been released on DAVP rates.

1.4 All payments shall be subject to TDS and any other deductions as per Govt. of India directives.

2. Duration of Contract

2.1 The contract awarded shall be valid for a period of one year (extendable up to 3 years depending upon the performance of the agency) and no change in rates shall be allowed, unless there is a revision by DAVP. The agency, while seeking revision of rates shall furnish sufficient justification and evidence in support of its claim on increase in prices. The term of the contract can be extended on the same terms and conditions on mutual consent. However, extension of the term of contract shall not be binding for either side.

2.2 The decision of the ASSOCHAM on all matters shall be final.

3. Termination of the Contract

3.1 Either party may terminate the contract by giving a notice of three months during the currency of the contract.

3.2 In case of breach of contract by the vendor, ASSOCHAM shall have the authority to cancel/terminate the contract without any notice besides forfeiting the security deposit.

4. Security Deposit/Performance Bank Guarantee

Successful bidders shall have to provide a Security Deposit for Rs.1,00,000/- in the form of a Bank Guarantee / Fixed Deposit Receipt (FDR) valid for a period of 39 months from the date of award of the contract. The Bank Guarantee / FDR shall be invoked in case the agency/ies fail to meet their obligations under this contract.

In case of any dispute, the decision of the ASSOCHAM shall be binding.

5. Other Conditions

5.1 The bidder must agree to all the conditions of the tender and all the pages of the tender document should be signed & attached alongwith the technical bid in acceptance of the same.

5.2 The bidder must furnish a chartered accountant's certificate or signed copies of the income expenditure statements as a proof of its turnover for 2017-18, 2016-17 and 2015-16 (minimum of three financial years of these).

5.3 Documentary evidence of meeting the eligibility criteria must be submitted with the Technical Bid duly mentioning the page number in the technical bid at which these documents are enclosed.

5.4 The bidder must furnish details of PAN No., GST No. and also attach a copy each of these documents with Technical Bid.

5.5 In case the agency is empanelled and a creative/art work is submitted by it to the Institute for approval; such an art work/creative will be the property of ASSOCHAM and it shall be free to release the said advertisement at its own or through another empanelled advertising agency.

5.6 Once the agency is empanelled, it will have no objection to release advertisement consisting of material / design / art work / creative developed / suggested by the institute itself or by any other agency and vice versa.

5.7 The advertising agency shall provide all advise on media planning free of cost. However, the final media plan would be decided by the institute.

5.8 The advertising agency shall make all efforts to release the advertisements as per media plan and on schedule of dates as indicated by the institute.

5.9 The agency shall ensure that all the advertisements ordered for release are published in the main publication and not on supplementary unless specifically agreed / ordered.

5.10 ASSOCHAM may empanel more than one advertising agency and shall be free to release advertisements through any one or more of them. However, the empanelment shall not prohibit the institute of its right to release advertisement directly without routing them through the advertising agencies.

Bid Format

(On the Letter Head of the Firm submitting the bid document)

To,

SG Secretariat
ASSOCHAM
5, Sardar Patel Marg
Chanakyapuri
New Delhi – 110021

Sub: Submission of Tender for Empanelment of Advertising Agency

Dear Sir,

With reference to your tender for Catering Service, our registered office is located at _____. Detailed address and contract details are as under:

_____
_____
_____

I submit herewith my tender for your kind consideration please. I have read the terms and conditions and enclosed documents and instructions given in the tender documents

Yours faithfully,

(_____)

Date:_____

Company Seal & Full Address

Enclosure

1. Copy of Firm Registration
2. Copy of PAN
3. Copy of GST
4. Copy of ITR of last 3 years
5. Copy of Partnership deed (if any)
6. Copy of earlier contracts
7. Financial Bid & Technical Bid

CERTIFICATE OF ACCEPTANCE OF TERMS & CONDITIONS

I/we have read and fully understood the terms & conditions as laid down in Qualifications for Tender, in respect of tender for Empanelment of Advertising Agency.

I/we agree to abide by the same.

I/we have read, understood and signed all the pages of the Tender Document which I/we are submitting.

Stamp & Signature of the Authorized Signatory

Name_____
Registration No. of Firm & Address
Phone/Mobile No.

TECHNICAL BID

Please go through the terms and conditions stipulated in tender document before filling up this Performa

1	Name and complete address of the firm/organization	
	Telephone No.	
	Fax No.	
	E-mail	
2.	Status of the organization (whether Proprietorship, Partnership, Pvt. Ltd., Public Limited Co.	
3.	Registration No. of organization(pls. attach certificate of registration or incorporation)	
4.	Name of authorized person of the firm/organization	
	Telephone No.	
	Fax No,	
	Mobile No.	
	E-mail	
5.	Business of the organization	
6.	GST No.	
	PAN No.	
7.	Do you agree with the terms and conditions stipulated in Tender Document	
8.	Name of the three largest present client on DAVP rates and list of all clients with letter of empanelment from them	
9.	INS Accreditation No. & date of issue	
10.	INS valid upto	
11.	Annual Turnover	Furnish copy of auditor's certificate/audited income & expenditure statement (for minimum 3 years)
(a)	2014-15	
(b)	2015-16	
(c)	2016-17	
(d)	2017-18	

FINANCIAL BID

1.	Whether the bidder agrees to publish advertisements of ASSOCHAM at DAVP Rates?	Yes/No
2.	In addition to DAVP rates, whether the agency will charge any amount for creation of artwork, translation or any related work for creation of layout of the advertisement proposed to be published.	Yes/No

It is certified that the information furnished above is correct. We have gone through the terms and conditions stipulated in the Tender Document and confirmed to abide by the same.