



Tender No.CHO(HR)/CSR/28/01/2018

Date. 12.04.2018

TENDER FORM FOR EMPANELMENT OF ADVERTISING AGENCIES

Two Bid sealed applications are invited from reputed advertising agencies for empanelment with SPMCIL for releasing of advertisements, tender notices, including employment notice etc. in various newspapers on local/all India basis as and when required. The applications have to be submitted to the Dy. Manager (HR), SPMCIL, Jawahar Vyapar Bhawan, 1st Floor, Janpath, New Delhi- 110001 within stipulated time. The last date of submission of the documents is 04.05.2018 upto 3.00PM. In case, the designated day is declared as a public holiday, the same may be extended to next working day. SPMCIL reserves the right to reject any application without assigning any reason and incomplete applications are liable to be rejected straightway.

1. Period of Contract: The period of contract will be initially for two years from the date of award of work order. The work order may be further extended at the option of SPMCIL for one year, if services of the agency are found satisfactory.
2. Last date of submission : **04.05.2018 upto 3.00 PM.**
3. Date and time of opening of the tender at : **3.30 PM on 04.05.2018.**

Security Printing and Minting Corporation of India
Ltd., 1st Floor, Jawahar Vyapar Bhawan, Janpath, New
Delhi-110001.

Sealed Bid One (Technical Bid):-

ELIGIBILITY REQUIREMENT IN THE TECHNICAL BID TO BE FULFILLED TO QUALIFY FOR OPENING OF FINANCIAL BID

Eligibility Criteria:

The following are the eligibility criteria for empanelment of advertising agencies. The advertising agency should have:

Sr. No.	Eligibility Criteria for advertising agency	Proof to be submitted
1.	Agency should be in existence for more than 5 years.	Copy of telephone/water/electricity bill/Govt. Registrations.

2.	Annual turnover of the agency should not be less than ₹5 crores in the last 3 years i.e. year 2014-15, 2015-16 & 2016-17.	Copy of Turnover certificate issued by CA, Balance Sheet & ITR's. Copies of PAN Card details, latest Income Tax Return.
3.	Agency should have served minimum 3 Govt./Ministries/PSU's/Autonomous Body clients in each year during last 3 years i.e. 2014-15, 2015-16 & 2016-17.	Copies of work order.
4.	Agency should have its office in New Delhi with all necessary facility /infrastructure.	Address proof with details of facility/infrastructure available.
5.	Agency should be registered with GST, PF, etc., as applicable	Registration Numbers/copy of certificate.
6.	The Agency should have at least 5 full time staff in his office.	Proof may be attached.

Scope of work

1. SPMCIL a Government of India undertaking wish to enlist advertising agencies located in New Delhi for releasing of advertisements, tender notices, appointment advertisements, corporate release etc., of SPMCIL in various newspapers on local/all India basis as and when required.
2. The total estimate of annual Turnover on advertisements/ tender notices of SPMCIL would be to a tune of ₹50.00 lacs approx.
3. Ad agencies are required to work for preparation of ad material including design & display and release the same for publication in various newspapers/magazines from time to time as and when required by SPMCIL at short/ regular notice.
4. Art work where required shall also to be done by the empanelled agency.

Sealed Bid Two:-

FINANCIAL BID

Name of Bidder :

Offer No. & Date :

The Price bid should clearly indicate the break-up of the price as under:-

S. No.	Details of heads	Percentage (%)
1	Discount offered for all advertisement including art work/creative work on DAVP Rates in (%)	
2	Taxes if any in (%)	

Signature of the tenderer with designation and seal

NOTE:

1. Bidder firm shall quote strictly as per Price bid format above failing to which the offer shall be summarily be rejected.
2. Evaluation of the L-1 bidder shall be done on maximum discount quoted by the bidder in percentage (%) on DAVP rates.
3. SPMCIL reserve the right to enlist one or more number of Advt. Agencies, provided L-2 match the percentage of discount offered by L-1 bidder.
4. In case of advertisement for art work/creative work, distribution of business shall be 60% of work value to the advertisement whose art work/creative work shall be approved by the Competent Authority and 40% shall be given to the other empaneled agency.
5. Advertisement shall be given on rotation basis to the empanelled agencies.

General Conditions:

1. The period of empanelment of the Ad Agency is for a period of two years and is extendable further for one more year at the sole discretion of the SPMCIL subject to satisfactory performance of the Ad Agency.
2. The estimated annual Turnover of ₹50.00 lacs mentioned above is only indicative and SPMCIL will not guarantee any minimum turnover on monthly or on yearly basis.
3. SPMCIL will release the payment for the ads published within 30 days from the date of submission of bills along with original paper clipping of the advertisement duly published.
4. If any Ad Agency refuses to accept or fail to publish the advertisement as per the accepted date of publication without reasonable and sufficient justification, the name of such Ad Agency would be deleted from the panel of Ad Agencies.
5. The Ad Agency will have to attend SPMCIL office to collect the advertisement within short notice of intimation and no charges will be paid towards their travel & conveyance and other expenses.
6. All payment shall be subject to TDS, as applicable from time to time.
7. (a) The Advertisement Agency shall be paid at the rates prescribed by the DAVP for all kinds of Advertisement after deducting the percentage offered by the agencies.

(b) Incase where DAVP rates are not prescribed, Agency has to seek prior approval for approval of rate from SPMCIL.

(c) The agencies will not be paid for translation of material in English to Hindi or to any other Indian Languages, if required.

(d) Payment of Art work if any shall be paid extra on DAVP rates.
8. SPMCIL shall not be responsible for any dispute between the advertisement agency and the newspapers/publishers in regard to the payment to be made by the advertising agency to the newspapers. Similarly, SPMCIL shall not be responsible for any dispute between the advertising agency and the newspapers in whatever matter.
9. All disputes between the parties shall be referred to the sole arbitration of the Chairman and Managing Director, SPMCIL or a person appointed by the Chairman & Managing Director for this purpose. The award of the Arbitrator shall be final and binding subject to the provisions of the Indian Arbitration & Conciliation Act 1996.

10. Any dispute between SPMCIL and Advertising Agencies shall be within the jurisdiction of the courts at New Delhi/Delhi only.
11. Empanelment alone will not guarantee assignment of work or minimum quantum of work in a year and advertising agencies shall not have any claim whatsoever in this regard.
12. SPMCIL has full liberty to not assign any work to any agency empanelment and may opt to call limited/ open tender to solicit wider participation of Advertising Agencies.
13. The Advertising Agency has to make application for empanelment as per format prescribed in **Annexure-1** enclosed to be submitted alongwith Technical Bid.
14. SPMCIL reserves the right to cancel the Ad Agency at any time giving one month notice.
15. SPMCIL reserves the right to disqualify/black list the Ad Agency in case of fraudulent acts.
16. The tender shall be submitted in sealed cover envelop marked **“TENDER FOR EMPANELMENT OF ADVERTISEMENT AGENCY”** on top and addressed to Dy. Manager (HR), Security Printing Minting Corporation of India Ltd. 1st Floor, Jawahar Vyapar Bhawan , Janpath, New Delhi-110001 by 04.05.2018 upto 3.00PM.
17. It is the responsibility of the tenderers to see that the completed bidding documents are submitted by the specified time and date.
18. The bid shall consist of two parts – **“TECHNICAL BID”** and **“FINANCIAL BID”**.
19. Both the bids are to be placed in two separate sealed envelopes (clearly written on the envelope 'TECHNICAL BID' and 'FINANCIAL BID') together in one sealed cover with **“EMPANELMENT OF ADVERTISEMENT AGENCY”** written on it. The **“FINANCIAL BID”** of only those bidders shall be opened whose **“TECHNICAL BID”** is found to be eligible.
20. The **“TECHNICAL BID”** shall be opened on 04.05.2018 at 3.30PM on 1st Floor of Jawahar Vyapar Bhawan, Janpath, SPMCIL Corporate office. The tenderers or their authorized representatives who wish to be present may remain present at the time of opening of technical bid. The **“FINANCIAL BID”** of the bidders whose **“TECHNICAL BID”** is found to be in order shall be opened at date to be intimated later on to technically qualified bidders in the SPMCIL Corporate office in the presence of tenderers or their authorized representatives who may wish to be present..

Application for Empanelment

The applicant should study carefully the Rules of Enlistment and the list of documents to be annexed with the application form before filling the form. Applications found deficient in any respect are liable to be rejected without any further correspondence.

1. Name of applicant Shri/M/s.....
2. Nationality.....
3. Office Address:

Home Office	Regd. Office
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4. Telephone Number.....
5. Fax No.....Email ID:.....
6. Constitution – (Tick the appropriate)
Individual Concern Sole Proprietorship Partnership Firm
Public Ltd. Company Private Ltd. Company
7. Names of Partners/Directors:
S.No. If Company-Names of Directors If Partnership Firm-Name Partners

1
2
3
8. Is the individual/sole proprietor/any partner/directors of company:

S.No.	Particulars	Yes/No
(a)	Dismissed Government Servant	
(b)	Having business banned/suspended by any government in the past	
(c)	Convicted by a court of law	
(d)	Member of Parliament or any State Legislative Assembly	

If answer to any of the above is 'Yes', furnish details on a separate sheet
9. (a) Name of person holding power of attorney.....
(b) Nationality Indian / Other
(c) Liabilities
10. Name of Bankers with full address and Account Details
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11. Place of business.....

12. Whether registered with Sales tax authorities (Give details of registration and enclose copies thereof).
13. Financial Reports: Provide copies of last 3 year's Annual report/Balance Sheet/Profit and loss statement
14. (a) Whether already enlisted with any other organization: Yes/No
 (b) If yes, give details:.....
 (i) Name of organization:.....
 (ii) Empanelment authority & address.....
 (iii) Empanelment No. & date.....
 (iv) Date of validity.....
15. Is any person working with the applicant is a near relative of the officer/official of SPMCIL: Yes/No
 If yes, give details
16. Empanelment fee enclosed:

Date	Draft No.	Amount	Issuing Bank Branch	In favour of
		₹1000/-*		Security Printing and Minting Corporation of India Limited payable at New Delhi

* Non-refundable.

17. Certificates:
- (i) I/we (including all partners) certify that I/we have read the Rules of Enlistment of Contractors in SPMCIL as amended upto date and shall abide by them.
- (ii) I/we certify that the information given above is true to the best of our knowledge. I/we also understand that if any of the information is found wrong. I am liable to be debarred.
- (iii) I/we certify that I/we will not get myself/ourselves registered as contractor(s) in SPMCIL under more than one name.

Signature(s) of applicant(s):

S.No.	Names	Signature	Address
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Date:.....

No. of documents attached