

Indraprastha Institute of Information Technology, Delhi

(A State University, established by Government of NCT Delhi)

Okhla Phase-III, New Delhi-110020

Website: <http://www.iiitd.ac.in>

IIITD//GA/Advt./2025/0128043

18th Feb 2025

NOTICE INVITING OFFERS FOR EMPANELMENT OF ADVERTISING AGENCY

Time schedule for tender process:-

Date of publication of tender notification on official website and newspaper	18 th Feb 2025
Tender No-	08/2025
Sale of tender document commence from	18 th Feb 2025
Last date for sale of tender document	11 th March 2025 at 3.00 PM
Last date for receipt of duly filled in tenders	11 th March 2025
Date and time of opening Technical Bids	3.30 p.m. on 11 th March, 2025
Date and time of opening Financial Bids	Will be notified to the technically qualified tenderers

Introduction

Indraprastha Institute of Information Technology (IIIT) Delhi, a State University created by an Act of GNCTD, Delhi. IIIT Delhi is a research-led University in Information technology, IIIT-D invites offers for empanelment of an advertising agency for planning and conducting of print media advertising/Services for IIIT-Delhi. The empanelment will be initially for one year, extendable by another 2 years.

Eligibility Criteria:

Tenders in an envelope marked as “Bid for Empanelment of Advertising Agency” may be sent.

Interested agencies must submit the bid in the proforma attached as Annexure-“A” and enclose the following credentials:

- An amount of Rs. 7,000/- (Rupees Seven Thousand only) towards earnest money (EMD) must be deposited in the form of demand draft in favour of “**IIIT-Delhi Collections**” account, payable at New Delhi. No interest will be paid on the earnest deposited by the bidder. Tender Document without earnest money deposited by the bidder. Tender Document without earnest money will be summarily rejected. EMD is exempted for MSMEs/NSIC registered suppliers.
- Performance Guarantee : To be submitted by L1 bidder
The bidder whose bid is accepted will be required to furnish Performance Guarantee of Rs 35,000/- (Thirty Five Thousand only) amount in addition to other deposits mentioned elsewhere in the contract for his proper performance of the contract. This guarantee shall be in the form of DD / FDR in favour of IIIT Delhi Collections payable at New Delhi-110020. Bank Guarantee of any scheduled bank drawn in favour of IIIT Delhi Collections.
- Registration Certificate of Service Tax, PAN no, as applicable.
- Audited Statements of Accounts for the last three financial years i.e. FY-2021-22, 2022-23 and 2023-24.
- Proof of being accredited with INS (Indian Newspaper Society)
- Self attested certificate/ undertaking of not being blacklisted by any govt. department.
- List of clients presently being served (public sector/ private sector/ others separately in the last three years) with Contact persons & Mobile no.

Schedule for Invitation of tender:-

- 1) Sealed tenders are invited by the Institute for empanelment of news paper advertising agency for recruitment, tender, admission, event publicity etc. related advertisements on local / national level.
- 2) The offers may be submitted in TWO-BID SYSTEM (A-Technical Bid and B- Financial Bid), by the reputed and experienced agencies / firms /companies.
- 3) Tender document fee of Rs. 1,180/- (non-refundable) in the form of DD/Bankers Cheque in favour of “**IIIT Delhi Collections**” to be submitted with the Technical Bid.

Important Dates:

- **Last date for submission of Tender is 11th March 2025 up to 03.00 p.m. at**

The Registrar,
Indraprastha Institute of Information Technology,
Okhla Industrial Estate, Phase III
(Near Govind Puri Metro Station)
New Delhi, India – 110020

- Tender consisting of Technical Bid and Financial Bid shall be sealed separately and to be put in single sealed envelope and to be marked as “Tender for empanelment of news paper advertising agency”.
- Bidders may send queries on or before 11th March 2025 by email to registrar@iiitd.ac.in./ **admin-project@iiitd.ac.in** phone no- **01126907563/564/565, 011-71985363**

No queries shall be entertained received after

- At the first stage, Technical Bids shall be opened in the presence of bidders, who may like to be present on **10th March at 03.30 p.m. at Room no. A-203, Old Academic Block, IIIT-Delhi.**
 - The date and time of opening of Financial Bids shall be intimated later to the tenderers who are declared qualified by the Technical Committee.
- 1) The percentage of discount quoted in the Financial Bid shall be valid during the tenancy of contract including subsequent extensions. Offer valid for a specific period shall be liable for rejection.
 - 2) The tender shall be signed by the authorized person and his / her full name and status be indicated below the signature along with official stamp of the agency/firm/company.
 - 3) Institute may seek confidential feedback from any/all clients of the bidder at any stage before / after opening of Technical/Financial bid and may take decision based on client feedback.
 - 4) The agency/firm/company should submit Technical Bid & Financial Bid in separate sealed Envelopes super scribing “Technical Bid” and “Financial Bid” as the case may be and to be put in single sealed and signed envelope. Write “Tender for empanelment of newspaper advertising agency” on the outer envelope.
 - 5) The Technical Bid should accompany a non-refundable tender document fee of Rs. 1,180/- (One Thousand One hundred Eighty Only) in the form of DD/Bankers Cheque of any nationalized bank / Scheduled Bank in the Name of “IIIT Delhi Collections” payable at Delhi to be enclosed along with Technical Bid. Tender received without Tender Fee or lesser amounts will be summarily rejected.
 - 6) The tenders of the agency/firm/company not fulfilling the eligibility criteria’s are liable for rejection.

Date : _____

The Registrar
Indraprastha Institute of Information Technology,
Okhla Industrial Estate, Phase III
(Near Govind Puri Metro Station)
New Delhi, India – 110020

Subject : Tender Notice for Empanelment of News Paper Advertising Agency

Reference. : Tender Notice published in Daily newspapers on _____,

Sir,

With respect to the tender notice published in above mentioned daily newspaper, I / We hereby submit my / our tender in a required format i.e.

Technical Bid: Profile of Agency/Firm/Company and Tender Document Fee in sealed envelope (Marked as Technical Bid) and

Financial Bid in separate sealed envelope (Marked as Financial Bid) sealed in single Envelope and marked as “Tender for Empanelment of News Paper Advertising Agency”.

I / We have carefully gone through the terms and conditions prescribed and I / We accept the same without any alterations / modifications. We further declare that our agency/firm/company is not blacklisted by any Government Department or an Autonomous Body.

Yours faithfully,

Signature Name

:

& seal of contracting agency/firm/company

TERMS AND CONDITIONS OF THE TENDER & GENERAL INFORMATION

Please read carefully before filling up the Tender Document. Incomplete Tenders will be rejected.

1. Scope of the work :

- a. Provide Artwork (Color and or Black & White / English and or Hindi) of the advertisement contents based on the input received from the Institute officials. As per the requirement, contracting agency will provide multiple options of the art work to be finalized based on the approval of the Institute Officials. This will also include all correction(s) as per the requirement during the process of finalization to publication of the advertisement.
 - b. Giving assistance in preparation of media plan, providing details of various publications across given geographical area and its quotations as per the DAVP rate.
 - c. Exchange of requirement and information shall be done through email communication. Only in exceptional situation, contracting agency official may be invited at the Institute.
 - d. Publication of advertisement as approved by the Institute in the given options for newspapers as per the quotation approved by the Institute.
2. The award of work is for an aggregate period of 3 years, which will initially be given for a period of one year and reviewed for extension for another 2 year(s) subject to satisfactory performance at the discretion of competent authority of IIIT-Delhi on the same terms and conditions.
 3. The contracting agency/firm/company shall provide services continuously as per the award of contract.
 4. The contracting agency/firm/company shall not be allowed to transfer, assign, pledge or sub-contract its responsibilities, rights and liabilities under this contract to any other agency/firm/company without prior written consent of IIIT-Delhi.
 5. The contracting agency/firm/company shall get suitable instructions from the Registrar / Designated Official of IIIT-Delhi and shall provide the services promptly as per requirement.
 6. The contracting agency/firm/company shall abide by the rules and regulations of State / Central Government authorities particularly applicable to the business and shall have requisite licenses, sanctions, registration, accreditation which should be valid during the tenure of contract.
 7. The Institute reserves the right to terminate the contact at any time without assigning any reason by giving one month notice to the contracting agency/firm/company.
 8. In case required services are not provided by the contracting agency on time, IIIT-D will be free to get the work done from any other agency from open market and the expenses on this account will be debited to the contracting agency which will be recovered from the dues / pending bills, performance security deposit etc.
 9. The successful agency / firm / company shall assign a designated official who shall be responsible for immediate interaction with IIIT designated official so that optimal services could be availed without any disruption. The designated official of the agency / firm / company should be available round the clock on his own direct telephone (office as well as residence & mobile) so as to respond to the call for services in emergent cases. The supervisor should be accessible on Holidays / Sundays also for satisfying IIIT-D requirements.
 10. The contracting agency shall submit its bill along with the copies of the bills of the respective publication and original page of the publication on which the advertisement was appeared within 30 days to the IIIT-D official through whom the advertisement was given. On total bill of publications, contracting agency will offer the discount as offered in the Financial Bid.
 11. Payment against Bill shall be made only after satisfactory services to be certified by the concerned IIIT-D official. No interest will be payable on the nonpayment due to delayed submission of bills and non-satisfactory services. No advance payment will be made. The payment will be made by

local crossed cheque / bank transfer within 15 days from the date of receipt of bill.

12. The agency / firm / company shall be liable for depositing all taxes, levies, cess, etc. on account of services rendered by it to IIIT-D to concerned tax collection authorities from time to time as per extant rules and regulations on the matter.
13. The Income Tax (T.D.S.) shall be deducted at prevailing rate from the monthly bills in accordance with the provisions of Income Tax Department and a certificate to this effect shall be issued by IIIT-D to the contracting agency.
14. In case, the agency / firm / company fails to comply with any statutory / taxation liability under appropriate law, and as a result thereof IIIT-D is put to any loss / obligation, monetary or otherwise, IIIT-D shall be entitled to get itself reimbursed out of the outstanding bills /performance security deposit to the extent of the loss or obligation in monetary terms.
15. The successful tenderer will have to execute an agreement with IIIT-D broadly covering scope of work, requirements, terms and conditions of the services to be provided to the IIIT-D on a non judicial stamp paper of appropriate value, the cost of which will be borne by the successful agency/firm/company.
16. In case of Dispute or difference arising between the IIIT-Delhi and contracting agency relating to any matter arising out of or connected with this contract, such disputes or difference shall be settled in accordance with the Indian Arbitration & Conciliation Act, 1996, the rules there under and any statutory modifications or re-enactments thereof shall apply to the arbitration proceedings. The dispute shall be referred to the Director-IIIT, Delhi, if he is unable / unwilling to act, to the sole arbitration or some other person appointed by him willing to act as such Arbitrator. The award of the arbitrator so appointed shall be final, conclusive and binding on all parties to this order & jurisdiction in Delhi.
17. The Director, IIIT-D reserves the right to award contract for required services either to one party or more than one party. He also reserves the right to amend or withdraw any of the terms and conditions mentioned in the tender document or to reject any or all the tenders without giving any notice or assigning any reason and not bound to accept the lowest tender. The decision of the Registrar/Director, IIIT-D in this regard shall be final and binding on all.

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Empanelment of Advertising Agency

(Please fill in all details. Profile will be used for technical evaluation and is part of the eligibility criteria)

Sr.No.	Required information	Details to be given by the agency / firm / company.	
1	Name of the agency / firm / company		
2	Address of the Head Office of agency / firm / company (Submit proof).		
3	Address of the agency / firm / company of Delhi office (Submit proof).		
4	Legal status - (individual, proprietary, partnership firm, limited company, corporation, etc.-Submit proof)		
5	Name, designation, and telephone nos. of the contact person. Fax No. E-mail id		
6	Date of establishment of agency / firm / company (Submit proof)		
7	Period from which accredited with INS (Indian Newspaper Society)		
8	Annual Turnover for last 3 years	Financial Year	Annual Turnover in lacs of Rs
		2021-22	
		2022-23	
		2023-24	
9	Cancelled Cheque (to be enclosed)		
10	List of the Clients (with Contact persons, Mobile/Tel No, email) being served during the last three years		
11	Statutory details (Photocopies to be submitted):		
	a) Registration number of the firm. (Issued under shops and establishment act.).		
	b) Registration number issued by Registrar of Companies (if any) -		
	c) PAN		
	d) Service Tax – Registration number.		
12	Details of tender fee submitted	DD/Pay Order No.____ dated__ for Rs. 1,180/- (Rupees One Thousand One Hundred Eighty Only) drawn on (name of the Bank)_____in favour of IIIT Delhi Collections payable at Delhi (To be submitted with Technical Bid)	

Signature Name

& seal of contracting agency/firm/company

Technical Bid Qualification Criteria

1. Average turn over last three years:

S.No.	Avg. Turn Over (Rupees In Lacs)	Weightage
1.	0-25	15
2.	26-50	30
3.	51-75	45
4.	76 & more	60

2. Years of establishment:

S.No.	Years range	Weightage
1.	0-7	10
2.	8-14	20
3.	15-21	30
4.	22 & more	40

Note:- Out of the total of 1& 2, agencies having total of 70% weightage, shall qualify in Technical Bid for the consideration of financial bids. The tender will finally be awarded on the basis of Financial quotes being the lowest amongst such bidders who have qualified technically.

FINANCIAL BID

Providing services as per the “Scope of the Work” enumerated under the **Terms and Conditions of the Tender & General Information**.

Institute shall bear the liability of Service Tax and other statutory taxes / charges as applicable from time to time on the bills payable by the Institute. TDS will be done as per the prevailing rate.

Sr. No	Description	Discount at DAVP price per sq. cm.
1	Print Media (News Paper advertising)	_____ % Percentage In Words : _____ _____

- The Institute reserves the right to hire more than one agency or empanel multiple vendors at any time on the lowest rates of all vendor.
- IIITD may empanel more than one agencies in case they agree to match and accept the rates of the L1 bidder
- If there is a discrepancy between the discount percentage quoted in words and figures, the percentage given in words shall prevail.

DATE:

**SIGNATURE OF TENDERER WITH
NAME & RUBBER STAMP
Of Agency / Firm / Company**