

CENTRAL UNIVERSITY OF PUNJAB, BATHINDA

(Established vide an Act of Parliament in 2009)

City Campus Mansa Road, Bathinda-151001 (Punjab)-India

EMPANELMENT OF ADVERTISING AGENCIES

Advt. Estab-03 (2016) Dated: 02.06.2016

Central University of Punjab, Bathinda is an autonomous university established vide Act No. 25 (2009) of Parliament. The university invites applications from INS accredited advertising agencies empanelled with DAVP for the release of CUPB 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 CUPB advertisement in various newspapers as per DAVP rates, providing adequate press coverage of the events being organized at CUPB and providing design and consultancy services to CUPB at no additional cost.
2. The agency should have adequate manpower possessing proficiency skills in translation and proof reading facility in major Indian languages.
3. The agencies blacklisted by other government organizations/autonomous bodies will not be eligible for empanelment (Offer not received in the prescribed format will be summarily rejected).
4. The bidding agency should have a reasonable standing (minimum five years) in the advertising market and experience of working with the Government Institutions.
5. The contract shall be initially for the period of one year, extendable twice on yearly basis depending upon the mutual agreement of the CUPB and the agency with required modifications as may be agreed upon. However, the basic terms and conditions of the contract, during the period of agreement, will not be subject 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 in original.
8. The Contents of the Advertisement will be sent to the empanelled agency through email.

9. 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 Central University of Punjab payable at Bathinda, without which the offer would not be considered.
10. 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. The successful bidder selected for empanelment shall also execute an agreement on non-judicial stamp paper on Rs. 100 /- only.
11. 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.
12. 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.
13. CUPB will not make any advance payment to the advertising agency for any of the work assigned. The payments shall be released by the CUPB only against the bills received from the agency after having completed the job/assignment to the satisfaction of CUPB.
14. CUPB 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. Further, in case of deviation from the terms and conditions of agreement or tender document, the defaulter bidder may also be blacklisted by the university.
15. CUPB 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 CUPB reserves the right to issue any advertisement directly to the publishing agency without going through any of the empanelled agencies.
16. The sealed envelope along with supporting documents super-scribing **“APPLICATION FOR EMPANELMENT OF ADVERTISING AGENCY”** should reach Registrar, Central University of Punjab, City Campus, Mansa Road, Bathinda-151001 (Punjab)-India, on or before **24.06.2016** by **3:00 PM**. The bids will be opened on the same day at 4:00 PM.

B. Eligibility Criteria:

1. PAN number issued by the IT department in favour of the agency.
2. Service Tax Registration number issued by the Central Excise Department in favour of the agency.
3. A minimum of five years continuous experience as a fully accredited INS agency.
4. At the time of application, the advertising agency should be on the panel of at least three Govt. Organizations (Central/State/Autonomous/PSUs).
5. The advertisements to be published on DAVP rates applicable at the time of the release of the advertisements.
6. Creativity in development communication should be of high standard befitting the expectations of the CUPB.
7. The advertising agency should not be 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 Vice Chancellor, Central University of Punjab, Bathinda reserves the right to reject any or all the offers without assigning any reasons thereof. The decision of the Vice Chancellor, CUPB will be final and binding in this regard.

Registrar