



INDIAN INSTITUTE OF TECHNOLOGY BOMBAY
MATERIALS MANAGEMENT DIVISION
Direct: (+91- 22) 2576 8800 (JR)/ 8803 (Local)/ 8804 (Import)/
8805 (Enquiry and Bill Tracking)/ (Progress)Email : drmm@iitb.ac.in

TENDER NOTICE

Sealed Tenders are invited by the Indian Institute of Technology Bombay, from experienced advertising agencies for the publication of advertisements in newspapers for a period of one year may be extended to two years on satisfactory performance.

Detailed description of the item and instructions for submitting your offer can be downloaded from our website: www.iitb.ac.in/en/tenders/active.

SECTION I- INVITATION OF BIDS

Tender No.	MMD/Advertising Agency/RC/2018-19
Tender Date.	28 st December 2018
Advt. No.	MMD-14/2018-19
Item Description	Empanelment of Agencies providing Advertising Services
Last date and time of submission of tender:	21 st January 2019 @1.00pm
Place of Submission of Bids	Materials Management Division, Ground Floor, Main Building, IIT Bombay, Mumbai Powai 400076.
Tender Type	1. Tender should be submitted within the schedule date of the tender in the sealed cover superscribed with "Tender Number" Description and Due Date and to be submitted to the concern department/ Section mentioned in tender document.
Opening Date & Time of tender	21 st January 2019 @3.00pm
Place of Opening Tender	Materials Management Division, Ground Floor, Main Building, IIT Bombay, Mumbai Powai 400076.
Earnest Money Deposit:	Earnest Money Deposit of Rs. 25,000/- (Rs. Twenty Five Thousand Only) in the form of Demand Draft in favour of "The Registrar, IIT Bombay" payable at Mumbai to be submitted along with Tender.



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Any other Clarification	Name : Joint Registrar (MM) Dept : Materials Management Division Email : drmm@iitb.ac.in Contact No. : 022-2576 8805
Signing Authority	Joint Registrar (MM)



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SECTION 2- ELIGIBILITY CRITERIA

1. The Agency should have experience of providing advertising services for last fifteen years. Company Incorporation Certificate./ Certificate of Registration of the firm (copy to be enclosed)
2. Agency will release advertisements of IIT Bombay as per Directorate of Advertising and Visual Publicity (i.e. DAVP) rates. (Copy of Annexure-IV to be enclosed.)
3. The Agency should have registered office in Mumbai for last 5 years. Copy of Shop & Establishment of last 5 years to be enclosed.
4. The Agency should have the experience for last 10 years providing advertisement services to any Central/State Government/Public Sector Undertaking/Autonomous Educational Institute.(Work Experience from organizations to be submitted.)
5. The Agency should have valid Indian Newspaper Society (INS) accreditation (Attach copy of proof).
6. The Agency should not have been blacklisted by any Central/State Government/Public Sector Undertaking/Institute of Govt. of India.(Copy of Annexure – III to be enclosed.)
7. The Agency should provide list of staff strength along with designation and years of experience in Artwork, Advertising, PR jobs, Marathi and Hindi translation. (Copy of Annexure – II to be enclosed.)
8. Agency should have annual turnover of Rs. One Crore for last 2 years.(i.e. F.Y. 2016-2017 & 2017-2018).Attach audited Balance Sheet.

SELECTION CRITERIA :

EVALUATION :

1. Only those bidders who have accepted to provide advertising services in Directorate of Advertising and Visual Publicity(i.e. DAVP) rates will be selected .
2. Bidder's having maximum experience in Government Organization will be empaneled. Directorate of Advertising and Visual Publicity.
3. IIT Bombay reserves the right to empaneled the number of agencies to be empaneled.



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SECTION II - INSTRUCTIONS TO BIDDERS

A. SUBMISSION OF OFFER:

1. The Quotation **MUST BE ENCLOSED IN A SEALED COVER** superscribing Tender number / due date & should reach the undersigned on or before due date mentioned in the tender notice. If the quotation cover is not sealed, it will be rejected.
2. Tender should be submitted on the schedule with your covering letter in the enclosed form duly signed. Your quotation must be submitted in one envelope superscribing the tender no. and the due date and on the sealed cover and duly superscribed with our Tender No. & Due Date.
3. Tender should be dropped in the tender box kept in the office of JOINT REGISTRAR, Materials Management Division. No tender is to be handed over to our staff personally unless otherwise specified. All communications are to be addressed to the undersigned only. In case due date happens to be holiday the tender will be accepted and opened on the next working day.

B. AMENDMENT OF TENDER:

1. At any time prior to the deadline for submission of bids, the purchaser, for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, may modify the tender document by issuing addendum or corrigendum.
2. In order to allow prospective bidder reasonable time in which to take the amendment into account in preparing their tenders, the purchaser, at its discretion, may extend the deadline for the submission of tenders.

C. DEADLINE FOR SUBMISSION OF BIDS:

1. Bids must be received by the purchaser at the address and no later than the date and time specified in the tender document.
2. The purchaser may, at its discretion, extend the deadline for the submission of bids by amending the bidding documents, in which case all rights and obligations of the purchaser and bidders previously subject to the deadline shall thereafter be subject to the deadline as extended.

LATE BIDS:

The purchaser shall not consider any bid that arrives after the deadline for submission of bids. Any bid received by the purchaser after the deadline for submission of bids shall be declared late, rejected and returned unopened to the bidder.



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FORMAT AND SIGNING OF TENDER:

1. All copies of the tender shall be typed or written in indelible ink and shall be signed by the bidder or a person/persons duly authorised to bind the bidder to the empanelment.
2. The tender shall have no inter lineations, erasures or overwriting except as necessary to correct errors made by the tenderer, in which case such corrections shall be initialed by the person/persons signing the tender.

CANCELLATION OF TENDER:

Notwithstanding anything specified in this tender document, Purchaser / IIT Bombay in his sole discretion, unconditionally and without having to assigned any reasons, reserves the rights:

- a) To accept OR reject lowest tender or any other tender or all the tenders.
- b) To accept any tender in full or in part.
- c) To reject the tender offer not confirming to the tenders terms.
- d) To give purchase preference to Public Sector undertakings when applicable as per Govt.Policy/ Guidelines.

DURATION OF CONTRACT :

1. The contract awarded shall be valid for a period of one year (extendable upto 3 years depending upon the performance of 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. The decision of the IITB on all matters shall be final.

TERMINATION:

IIT Bombay may terminate the empanelment of Advertising Agency in case of the occurrence of any of the events specified below:

1. If the Agency becomes insolvent or goes into compulsory liquidation.
2. If the Agency, in the judgment of IIT Bombay, has engaged in corrupt or fraudulent practices in competing for or in executing this empanelment.
3. If the Agency submits to IIT Bombay a false statement which has a material effect on the rights, obligations or interests of IIT Bombay.



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4. If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to IIT Bombay.
5. If the Agency fails to provide the quality services as envisaged under this empanelment. Reason for the same would be recorded in writing.
6. Either party may terminate the contract by giving a notice of three months during the continuation of the contract.
7. In case of breach of contract by the vendor, IITB shall have the authority to cancel/ terminate the contract without any notice besides forfeiting the security deposit.

VALIDITY OF THE OFFER : 180 Days from the date of opening of the bid .

TRANSFER AND SUBLETTING : The seller shall not sublet, transfer, assign or otherwise part with the acceptance to the tender or any part thereof, either directly or indirectly, without the prior written permission of the Purchaser.

FORCE MAJEURE : Force Majeure will be accepted on adequate proof thereof.

LEGAL MATTER : All Domestic and International disputes are subject to Mumbai Jurisdiction Only.



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SCOPE OF WORK

- 1) Enquiry will be sent to the empaneled agency at the short notice or should be collected from department / section as and when required basis. The estimate, artwork and DAVP rate list to be emailed to the concerned department / section within stipulated time mentioned in the enquiry or email. No estimate is to be handed over to IIT Bombay staff personally unless otherwise specified. All communication are to be addressed to the undersigned only.
- 2) The agency should assist the institute to work out media plans strictly in accordance with DAVP guidelines for releasing advertisement.
- 3) The empaneled agency shall arrange for publication of institute's advertisement from time to time according to the specific instructions such as name of the newspaper(s), date of publication etc. These instructions will be communicated in writing by the competent authority of the institute from time to time.
- 4) The text of the advertisement to be published will be made available to the agency well in advance of the date of publication through mail or letter giving time deadline as and when required. However, the agency shall accept request for advertisement even at a short notice and arrange to publish the same on the specified dates.
- 5) Text of advertisement will be provided by the institute in electronic format (MS word) and the designing /creative options /artwork should be done by the agency to the satisfaction of the institute.
- 6) The empaneled agency shall prepared artwork, matrix blocks, bromides etc. As required for release of our advertisement on behalf of the institute at free of cost.
- 7) Artwork of English, Hindi and Marathi should be send along with quotation. If not submitted then quotation will not be considered.
- 8) Agency should give price break up in quotation with details such as discount, taxes, agency commission etc.,
- 9) Any changes/ correction in artwork should be sent before 4.00pm. Before sending artwork for approval it should be checked properly by agency.
- 10) Translation from English to Hindi / any other regional language or vice versa of all Advertisement / Tender notice to be published in other regional newspaper will be arranged by you and no additional charges for translation of the same will be made.
- 11) It is mandatory that agency should have their own translation staff in their office.



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- 12) Agency cannot increase or decrease the size of artwork on their own, unless approved/ confirmed by IIT Bombay in writing.
- 13) Release of the technical advertisement by the advertising agency shall be after approval of advertisement design/ artwork only on the dates and in the newspaper(s), category and position communicated by the Institute.
- 14) The empaneled agency shall arrange to place Institute advertisement(s) in a prominent position in the newspaper(s) without any premium or extra charges.
- 15) If the advertisement is mis-printed or published wrongly, the agency shall arrange to publish corrigendum at the earliest possible under intimation to the without extra cost, including re-publishing of the advertisement in whole if desired by the institute.
- 16) It shall be the responsibility of the agency to ensure that all advertisement of the Institute would be placed prominently and appear in an impressive manner while occupying minimum space.
- 17) In case the text matter or portion of the text matter for advertisement is not clear, the agency shall obtain clarifications(s) from the Institute authority to ensure publication of correct text manner on the specified date without any delay.
- 18) Whenever, Institute desires to publish advertisement in vernacular languages, the agency shall ensure that, the Institutes name and advertisement text is published in that vernacular language script.
- 19) The empaneled agency shall submit one consolidated bill for advertisement published in various newspapers either for one or more insertions.
- 20) The empaneled agency shall arrange for publicity of Institute activities in the press, electronic media, at extra cost as per applicable, on demand

PAYMENT TERMS AND CONDITIONS

1. Payment : Payment will be made within two months on submission of bills along with all copies /clipping of all editions of the advertisements/ newspapers released and verified by IIT Bombay. The empaneled agency shall submit one consolidated bill for advertisement published in various newspapers either for one or more insertions. All bills must be accompanied by the original paper cuttings of each advertisement(s).
2. No advance payments will be made to the agency for releasing institute's advertisement or any work covered under scope of work of this tender document under any circumstances.



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

4. All payments shall be subject to TDS and any other deductions as per Government of India Directives.

GENERAL TERMS & CONDITIONS

1. It is necessary that Institute will place orders to your Organization for all our requirements. We are free to select other agencies for placement of Orders among Panel of Agencies in the empanelment and also other agencies.

2. We may remove or add any agency during the empanelment.

3. During the period of empanelment, if services of the empaneled agency is found not to be satisfactory or adverse complaints are received against the empaneled agency any time during the empanelment period from the entities of the Institute reserves right to terminate the empanelment unilaterally by giving three months notice, without assigning any reason.

4. The empanelment of agency is for a period of one year and the empanelment may be extended if necessary subject to satisfactory performance. A panel of agencies may be empaneled.

7. If the advertisement is misprinted or published wrongly, the agency shall arrange to publish corrigendum at the earliest possible under intimation to the Institute without any extra cost, including republishing of the advertisement in whole if desired by the Institute.

8. The empaneled agency shall produce periodical statement of payments made by them to the publication house, whenever required by the Institute.

9. During the period of empanelment, it shall not be open to your agency to assign or to sublet your rights and benefits under this empanelment.

10. The Institute reserves the right to release any advertisement directly to the newspaper(s) or through any other advertising agency, which may not be on the Institute's panel.

11. The Institute may enter into a parallel rate contract with more than one agency for publishing advertisements.



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12. The empaneled agency is required to confirm in writing that, the above terms and conditions satisfactorily acceptable to them and they shall not demand any change/alterations later in the terms and conditions so agreed upon.

14. The empanelment of an agency shall not mean that Institute cannot release advertisements directly/through any other agency without routing through the agency empaneled through this NIT process.

15. The Institute reserves the right to reject any or all tenders without assigning any reason(s) whatsoever.

16. Any dispute(s) that may arise shall be subject to the jurisdiction of courts in Mumbai only.

EARNEST MONEY DEPOSIT:

1. Earnest Money Deposit is mandatory and should be in the form of Demand Draft in favour of "The Registrar, IIT Bombay" payable at Mumbai. **Earnest Money Deposit to be submitted along with the Bid.**

3. EMD of unsuccessful bidders will be returned within 30 days after the award of the empanelment /contract.

4. For successful bidder, EMD will be converted to security Deposit and will be retained with IIT Bombay till the expiry / termination of rate empanelment and returned without interest.

5. For successful bidder's, submitting NSIC certificate for exemption of EMD will have to submit a Security Deposit of Rs.25,000/-.

6. EMD of a tenderer will be forfeited, if the tenderer withdraws or amends its tender or derogates from the tender in any respect within the period of validity of its tender. Further, if the successful tenderer fails to furnish the required performance security within the specified period, its EMD will be forfeited.

7. If the services provided is not found satisfactory, IIT Bombay reserves the right to cancel or amend the empanelment.



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Annexure -I BIDDER'S INFORMATION

Sr.No.	Particulars	
1	Name of the Bidder (Agency)	
2	a) Address for correspondence b) Telephone No. c) Fax No. d) Email Id e) Name of the contact person f) Contact number of the contact person	
3	Date of Establishment/Incorporation	
4	Income Tax PAN No. (copy to be enclosed)	
5	GSTN No. (copy to be enclosed)	
6	INS Accreditation number and date of issue	
7	INS valid upto (copy to be enclosed)	
8	Annual Turnover : Furnish copy of auditor's certificate /audited income & expenditure statement (for 2 yrs) 2016-2017 2017-2018	
9	Profile of the Agency Details about your (to be enclosed) a) Studio/Infrastructure b) Media Buying Team c) Print/Electronic Events	
10	Name of the three largest present clients on DAVP rates and list of all clients with letter of empanelment from them.	
11	EMD (RS. _____)	DD NO. _____ DT. _____ Bank _____



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Annexure - III
DECLARATION REGARDING CLEAN TRACK
(On Company / firm's Letterhead)

Date :

To,
The Joint Registrar
Materials Management Division
I.I.T. Bombay,
Powai, Mumbai – 400 076.

Sir,

Ref: Tender No. MMD/Advertising Agency/RC/2018-19 dated 28thDecember 2018 for “Empanelment of Agencies providing Advertising Services” at DAVP Rates.

I've carefully gone through the Terms & Conditions contained in the above referred Tender. I hereby declare that my company / firm is not currently debarred / black listed by any Government / Semi Government Organizations / Institutions in India or abroad. I further certify that I'm competent officer in my company / firm to make this declaration.

Or

I declare the following

No.	Country in which the company is debarred / blacklisted / case is pending	Black listed / debarred by Government/Semi Government Organizations/ Institutions	Reason	Since when and for how long

(NOTE : In case the company / firm was blacklisted previously, please provide the details regarding Period for which the company / firm was blacklisted and the reason/s for the same)

Yours faithfully

(Signature of the Bidder)

Printed Name

Designation

Seal

Date :



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Annexure IV

DECLARATION FOR ACCEPTANCE OF TERMS AND CONDITIONS

To,

The Joint Registrar (MM)
Materials Management Division,
I.I.T. Bombay, Powai, Mumbai – 400 076.

Sir,

**Subject : Tender No.MMD/Advertising Agency/RC/2018-19 28thDecember 2018 for
“Empanelment of Agencies providing Advertising Services” at DAVP Rates.**

I've carefully gone through the Terms & Conditions as mentioned in the above referred Tender document. I declare that all the provisions of this Tender are acceptable to my company and agrees to publish advertisement of IITB at DAVP rates. I further certify that I'm an authorized signatory of my company and am, therefore, competent to make this declaration.

Yours faithfully,

(Signature of the Bidder)
Printed Name Designation
Seal Date :
Business Address :



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CHECK LIST

1. Demand Draft for Rs.25,000/- (Rs. Twenty Five Thousand Only) towards Earnest Money Deposit in favour of “ The Registrar,IIT Bombay” payable at Mumbai.
2. Eligibility Criteria Responses (each pages duly sealed and signed by the authorized signatory)
3. Annexure I : Bidder’s Information
4. Annexure II : List of staff strength along with designation and years of experience in Artwork, Advertising, PR jobs and Marathi and translation.
5. Annexure III : Declaration of Clean Track.
6. Annexure IV : Declaration for acceptance of the terms and conditions.