

Punjab Engineering College, Chandigarh
(Deemed to be University)

E-TENDER NOTICE

E-tenderis hereby invited from reputed INS Accredited / DAVP approved Advertising Agencies for Empanelment with Punjab Engineering College, Sector 12, Chandigarh as per details given below:

Period of Contract	Estimated cost in Rs./-	EMD in Rs./-	Online submission of tender
Initially one year, extendable for another two years i.e. for total 3 years including initial one year on basis of satisfactory performance	Rs.15 lakhs	Rs.30,000/-	Start date: 27.07.2018 End date: 20.08.2018

The tender document can be downloaded from the website of Punjab Engineering College (Deemed to be University), Chandigarh www.pec.ac.in or <http://etenders.chd.nic.in>

Registrar
Punjab Engineering College
(Deemed to be University),
Phone: 0172-2753055
Fax: 0172-2753284

Punjab Engineering College, Chandigarh
(Deemed to be University)

TENDER DOCUMENT

TENDER FOR INS Accredited / DAVP approved Advertising Agencies for Empanelment.

IMPORTANT INSTRUCTIONS FOR BIDDERS

1. Tenders without digital signatures will not be accepted by the electronic tendering system. No tender will be accepted in physical form and in case it has been submitted in physical form it shall be rejected.
2. Before submission of on-line bids, bidders must ensure that scanned copies of all the necessary documents have been up-loaded along with the bid.
3. Punjab Engineering College (Deemed to be University), Chandigarh will not be responsible for any delay in on-line submission of bids due to any reason whatsoever.
4. For the tender to be valid the Earnest Money Deposit is acceptable only in the form of Account payee Demand Draft /Fixed Deposit Receipt / Bankers Cheque /Bank Guarantee from any commercial bank in an acceptable form in favour of Director, Punjab Engineering College (Deemed to be University), Chandigarh and payable at Chandigarh. The bidder is required to submit EMD in the Administrative Office of the Punjab Engineering College(Deemed to be University), Chandigarh on the specified date.
5. The tenderer(s) should submit their tender in three parts i.e. (i) Bid Guarantee (Earnest Money Deposit) (ii) Technical Bid (iii) Price Bid. Each part should be submitted separately as explained below:
 - (i) Bid Guarantee (Earnest Money Deposit) in physical form should be placed and submitted in a separate sealed cover duly super-scribed "BID GUARANTEE FOR **Empanelment of advertising agency**" and submitted in the Administrative Office of the Punjab Engineering College (Deemed to be University), Chandigarh on the specified date. Its scanned copy is also required to be uploaded on-line on the specified date.
 - (ii) Technical Bid/ Tender Document including Eligibility document along with Annexure-I to Annexure-IV should be in a separate cover (on-line) as well as in physical form with covering letter as per Annexure-1.
 - (iii) **Price Bid should be submitted on-line only.**
6. The Tenderer should keep his offer valid for acceptance for a period of **90 days** from the date of opening of the Price Bid. In case, the Tenderer is unable to keep his offer open for the above said period, his tender shall be treated as invalid.
7. EARNEST MONEY/ SECURITY DEPOSIT and/ or any other sum of the tenderer(s) lying with the Director, Punjab Engineering College(Deemed to be University), Chandigarh in connection with any other tender/ case shall not be considered/ adjusted against this tender.
8. No tenderer is exempted from furnishing the Earnest Money Deposit (EMD) except micro & small Enterprises (MSES) under any circumstances.
9. The E-tender shall be opened on-line on the specified date and time. In the event of the date of receipt or opening of tender being declared a holiday for the Punjab Engineering College(Deemed to be University), Sector-12, Chandigarh, the last date of receipt/ opening of the tender shall be the next working day at the same time and venue.

10. The tenderer(s) shall be at liberty to be present, in person or be represented through their authorized representative(s) at the time of opening of the tender as specified in the Tender Notice. In case authorized representatives are to be present, **they must furnish the authority letter from the tenderer whom they are representing otherwise they will not be allowed to participate in the opening of the tender.**
11. Subletting of contract after allotment is not allowed under any circumstances.
12. The institute reserves its right to reject all bids and annul the bidding process at any time prior to award of contract, without assigning any reason whatsoever and without thereby incurring any liability to the affected bidder or bidders.
13. In case of violation of any of terms and conditions as mentioned herein, Earnest Money of the tenderer(s) shall be forfeited in full by the Director, Punjab Engineering College (Deemed to be University), Chandigarh.
14. Any attempt direct or indirect, to cast influence, negotiation on the part of the tenderer(s) with the officials/ authority to whom he shall submit the tender or the tender accepting officials/ authority before the finalization of tender shall render the same liable for rejection.
15. The Competent Authority reserves all rights to accept or reject any tender without assigning any reason and also to impose/ relax any terms and conditions of the tender.
16. The tendering document includes the following:

a	A copy of tender notice at Section-A
b	Eligibility ,Scope of work & terms and conditions for the bidders at Section-B
c	Application at Annexure-I
d	Financial at Annexure-II
e	Declaration by bidder at Annexure-III
f	Proforma for affidavit for non-blacklisting and competency at Annexure-IV

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SECTION-A

PUNJAB ENGINEERING COLLEGE, CHANDIGARH (Deemed to be University)

E-TENDER NOTICE

E-tenders are hereby invited by the undersigned from **INS Accredited / DAVP approved Advertising Agencies for Empanelment with Punjab Engineering College, Sector 12, Chandigarh** as per details given below:

S. No.	Name of Work	Period of Contract	Estimated cost of Contract	EMD
1	INS Accredited / DAVP approved Advertising Agencies for Empanelment	Initially one year, extendable year to year basis on satisfactory performance for another two years.	Rs.15 lakhs.	Rs.30,000/-

Milestone dates of e-tendering: finalized later after checking

I	Date of publication	
I	Downloading of e-tender document	Start date: 27.07.2018 at 5:00 p.m. End date: 20.08.2018 at 3:00 p.m.
III	Date of submission of e-tender	Start date: 27.07.2018 at 5:00 p.m. End date: 20.08.2018 at 3:00 p.m.
IV	Pre Bid Meeting (If any)	NO
V	Physical submission of EMD and other necessary pre-qualification documents.	Start date: 28.07.2018 at 9:00 a.m. End date: 20.08.2018 at 3:30 p.m.
VI	Opening of Technical Bid (online)	Date: 20.08.2018 at 3:30 p.m.
VII	Opening of Financial Bid of only eligible technically qualified bidder determined by Committee.	To be informed after checking eligibility of Bidders
VIII	Place of opening of bids	Punjab Engineering College (Deemed to be University) Sector 12 Chandigarh 160012
IX	Address for communication	Registrar Punjab Engineering College (Deemed to be University) Sector 12 Chandigarh 160012

Important Notes:

- I) Bidders shall have to submit their bids on-line in Electronic Format with Digital Signatures.
- II) Bid document can be downloaded from the website of Punjab Engineering College (Deemed to be University), Chandigarh www.pec.ac.in or <http://etenders.chd.nic.in>
- III) The agency has to produce documents such as EMD (original document) and self-attested copies of eligibility documents and other necessary documents before the date fixed for the same as above. The failure of the agency to furnish the said documents will entail summarily rejection of its tender.
- IV) The Competent authority reserves all rights to reject any or all the tenders without assigning any reason.

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Punjab Engineering College
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Section - B

I. Eligibility criteria:

- a. The applicant agencies should have full accreditation of Indian Newspaper Society INS, besides accreditation/registration in Directorate of Advertising & Visual Publicity (DA VP)/DIPR, Registrar of Newspapers of India; Doordarshan & AIR is also desirable.
- b. The applicant agencies should have a minimum work experience of five years in the advertising field and an annual turnover at least 25 lacs in last financial year in advertising.
- c. The agency should be in the panel of advertising agencies of at least two government organizations / Semi Govt. Organization / corporation during the last five financial years.
- d. The agency should have PAN India reach so as to enable prompt publishing of advertisements and other material for nation-wide distribution.
- e. The agency must necessarily have current and past experience of handling education promotion work of State / Central government.
- f. The agency should have adequate experience in handling domestic and international print and electronic media including Radio, cellular phones, Internet etc.
- g. The agency should be able to demonstrate job samples, and should be fully equipped with computers and necessary software, men & material for designing of advertisements. Those having most modern automated office for the latest graphic and other kinds of designing and availability of all kinds of communication facilities like fax, website, mobile telephone and e-mail etc. shall be preferred.
- h. The agency should not be blacklisted by govt. / semi govt. / undertaking / corporation. Affidavit as per annexure 'IV' must be submitted.
- i. The agency have an office or permanent authorized representative in Chandigarh.

II. Scope of the work:-

1. Press releases on major initiatives / achievements / activities / events of the PEC(DU) to media as per requirement of the University.
2. Arranging articles & advertorials in magazines & newspapers (including the ones engaged by the University) through print publications, education writers etc. It will be the job of the agency to provide the coverage detail on Punjab Engineering College (Deemed to be University), Chandigarh for the month supported by clippings of newspapers / magazines and other materials.
3. Dispatches of print and electronic material to the media when so desired.
4. Media coverage, tracking and analysis, apprising key news from prominent trade, business and general press to the department on weekly basis. Presentation of detailed clippings dockets / competition and general industry on customized periodicity.
5. Clarifications / rejoinders of any adverse publicity / news appear in dailies / other.
6. Any other work on mutually agreed terms.
7. The publication of advertisement in newspapers shall be within minimum period as initiated from time to time.
8. Agency will provide Hindi Translations for all draft matter given in English, if needed.
9. No charges for designing of operational advertisement will be paid.

III. Information, Terms and conditions:-

1. Keeping in view the above scope, it would be imperative for the media and advertising agency to depute qualified and experienced person/s who are based in Chandigarh with a functional office, infrastructure set up and other logistic support system to cater to the needs of the University. Separate sheet of technically qualified staff in media and advertising should be attached along with the technical bid document.

2. Details of past relevant experience in media coordination and advertising activities, awards of excellence won, if any, should be submitted with the tender.
3. The Indian Newspaper Society (INS) accredited agencies will only be considered while evaluating the bids.
4. All bidders shall have to submit an Earnest Money / Bid Security of Rs. 30,000/- in the shape of Demand Draft / bankers cheque / bank guarantee from any Nationalized Bank favouring of Director, Punjab Engineering College(Deemed to be University), Chandigarh payable at Chandigarh.
 - a. The Punjab Engineering College,(Deemed to be University), Chandigarh reserves the right to remove any such agency from the empanelled list along with forfeiture of Performance Security, if the service provided by the Agency is found to be unsatisfactory or if the information provided for empanelment is proved to be false.
 - b. The EMD/Bid Security of the successful bidder will be returned only after the receipt of Performance Security @5% of tender value.
 - c. The Earnest Money / Bid Security 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.
 - d. 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.
5. The agency should be able to create solutions for effective media coordination and advertising exercise for Punjab Engineering College, (Deemed to be University), Chandigarh at the same time understanding the overall needs of the University.
6. The University shall not make any advance payments to the advertising agency for any of the work assigned by the University,(Deemed to be University),Chandigarh. The payments shall be released by the PEC against the bills received from the agency after having completed the job to the entire satisfaction of the PEC.
7. The Punjab Engineering College, (Deemed to be University), Chandigarh may empanel more than one Media and Advertising Agency and shall be free to release advertisements through any one or more of them. However, the act of empanelment shall not prohibit the PEC of its right to release advertisement directly without routing them through the empanelled advertising agencies.
8. The Punjab Engineering College, (Deemed to be University), Chandigarh reserves the right to accept or reject any tender or its part as per rules without assigning any reason thereof.
9. Tenders received after the due date and time will not be considered.
10. For any query or clarification, the interested agencies may meet the undersigned or mail their queries at registrar@pec.ac.in before submitting the tenders.
11. Where ever specific terms and conditioned have not been spelt out in tender document, General Finance and Accounts Rules of the central government shall apply.
13. If work is not found satisfactory, the agreement is liable to be cancelled without giving any reasons. Entire rights in this concern lie with the competent authority of the university.
14. Payment to the agency will be released on assessment of the works bases on norms, conditions stipulated in bid document.
15. The agency shall submit document of establishment : i.e. Artical of Association , MOU, registration certificate etc.
16. The Agency shall keep PEC updated about the change in publication rates.
17. Advertisement will be given on DAVP rates for Hindi Newspapers & on commercial rates for English Newspapers.

18. TDS will be deducted as per rules.
19. In case of any dispute / litigation only the Chandigarh Distt. Courts shall have jurisdictions in these matters.
20. The agency shall give an undertaking that they have not been black listed/debarred from participation in bid documents.
21. However, the rates must be quoted in the financial bid in the form of discount in percentage offered on DAVP/commercial rates for Hindi Newspapers & English Newspapers.
22. The offered discount in percentage on DAVP/commercial rates for Hindi Newspapers will apply for all Hindi Newspapers.
23. The offered discount in percentage on DAVP/commercial rates for English Newspapers will apply for all English Newspapers.

Note:

The agencies black listed by other government organization/autonomous bodies will not be considered for empanelment. Expression of Interest not received the prescribed format will be summarily rejected.

**Registrar
Punjab Engineering College
(Deemed to be University)
Chandigarh**

CHECK LIST FOR THE EMPANELMENT OF ADVERTISING AGENCY

Sr. No.	Eligibility Criteria	
1.	Full accreditation of Indian Newspaper Society INS, besides accreditation/registration in Directorate of Advertising & Visual Publicity (DAVP)/DIPR, Registrar of Newspapers of India; Doordarshan& AIR is also desirable.	Yes/ No
2.	Minimum work experience of five years in the advertising field and an annual turnover of at least Rs. 25 Lacs in last financial year in advertising.	Yes/ No
3.	The agency should be in the panel of advertising agencies of at least two government organizations during the last five financial years.	Yes/ No
4.	The agency should have PAN India reach so as to enable prompt publishing of advertisements and other material for nation-wide distribution.	Yes/ No
5.	The agency must necessarily have current and past experience of handling education promotion work of State / Central government.	Yes/ No
6.	The agency should have adequate experience in handling domestic and international print and electronic media including Radio, cellular phones, Internet etc.	Yes/ No
7.	The agency should be able to demonstrate job samples, and should be fully equipped with computers and necessary software, men & material for designing of advertisements. Those having most modern automated office for the latest graphic and other kinds of designing and availability of all kinds of communication facilities like fax, website, mobile telephone and e-mail etc. shall be preferred.	Yes/ No
8.	The agency should be in position to provide PEC University of Technology with concepts and designs for miscellaneous jobs e.g., creative designs, print material, signages, hoardings, and management of Media Coordination, Press Releases/mailers etc.	Yes/ No
9.	The agency should not be blacklisted by govt./semi-govt./undertaking/corporation. Affidavit as per annexure 'IV' must be submitted.	Yes/ No
10.	The agency have an office or permanent authorized representative in Chandigarh.	Yes/ No

Empanelment of INS Accredited / DAVP approved Advertising Agencies in Punjab Engineering College(Deemed to be University), Chandigarh

APPLICATION FORM

Sub: Tender for "Empanelment of Media and Advertising Agencies in Punjab Engineering College (Deemed to be University), Chandigarh.

Note: The relevant information sought in proforma below may be mentioned in short against the points here only. Detailed documents/certificates etc may be enclosed and flagged)

1.	Name & Address of the Firm Tel/Fax/email details	:	
2.	Date of Establishment (enclose evidence)	:	
3.	Branches (encloses details with address & telephone no.)	:	
4.	Is your firm a proprietorship, partnership or registered under the Companies Act. Please give details & enclose Certificate	:	
5.	Accreditation detail of INS along with validity, (Enclose certificate)	:	
6.	Accreditation / Registration detail of DA VP/DIPR, Registrar of newspapers, Doordarshan& AIR	:	
7.	Details of Income Tax Registration. Enclose IT clearance /PAN details		
8.	GST No.		
9.	Professional set up (Complete details of machinery, staff, editorial staff, designers & others) Enclose list	:	
10	List of present clients & sample of recently done works (enclose copies)	:	
11	Experience in the promotion of educational organization along with samples (enclose copies)		
12.	Details of Turnover during last 3 years. Balance sheet, Profit & loss accounts duly verified by C.A. (enclosed attested copies)	:	
13.	Awards for excellence in promotion of educational institution (enclose certificate)		
14	Are you on the panel of any educational organization having activities similar to that of the Punjab Engineering College, (Deemed to be University), Chandigarh? If yes, give details (Attach separate sheet, if required)		
15	Details of appreciation(s) award(s) received by your agency (if any) in advertisement campaigns (Attach separate sheet, if required)	:	
16	Any other information		

Note: Document evidence may please be provided, wherever applicable, in the form of photo copies (Accreditation Certificates, Audit Reports, Work Orders, Release Orders, etc.)

This is to certify that I have understood the provisions of tender document and all the information given by me in tender document is true to the best of my knowledge.

Signature of Tenderer

Annexure-II

Validate

Print

Help

It ~~is~~ **BoQ**

Tender Inviting Authority: Registrar

Name of Work: Empanelment of Advertising Agencies at Punjab Engineering College (Deemed to be University) Sector-12, Chandigarh

Contract No:

Bidder Name :				
PRICE SCHEDULE				
(This BOQ template must not be modified/replaced by the bidder and the same should be uploaded after filling the relevent columns, else the bidder is liable to be rejected for this tender. Bidders are allowed to enter the Bidder Name and Values only)				
NUMBER #	TEXT #	NUMBER #	NUMBER #	NUMBER #
Sr. No.	Item Description	Tentative Qty	Offered discount in percentage on DAVP/ Commercial rates	TOTAL AMOUNT
1	2	3	Figures	7
1.0	All Hindi Newspapers circulated on DAVP rates			
1.1	Discount of DAVP rates	1.00		0.00
1.2	Discount of Commercial rates	1.00		0.00
2.0	All English Newspapers circulated on Commercial rates			
2.1	Discount of DAVP rates	1.00		0.00
2.2	Discount of Commercial rates	1.00		0.00
Total in Figures				0.00
Quoted Rate	INR Zero Only			

Note:- FINANCIAL BID :Financial evaluation will be done on the basis of lowest rate.

Annexure-III

DECLARATION BY TENDERERS

1. I, (Name of the person) am authorized to declare on behalf of the (Name of the agency) hereby declare that the agency have:
 - a. Full-fledged office established in, with needed manpower.
 - b. Creativity in development communication of high standard befitting the expectations of the University.
2. I also declare that all the statements made in this application are true, complete and correct to the best of my knowledge and belief. I understand that if at any stage, it is found that any information given in this application is false/ incorrect or that our agency do not satisfy the eligibility criteria, our candidature/ empanelment is liable to be cancelled/ terminated.
3. I understand that the decisions taken by the Punjab Engineering College(Deemed to be University), Chandigarh is final in all matters.
4. I hereby agree to work as per the terms and conditions ruled out by Punjab Engineering College(Deemed to be University), Chandigarh
5. I understand that the Punjab Engineering College reserves the right to accept or reject and to cancel the empanelment process and reject all expression of interests at any time prior to the award of the contract, without detailing any specified reasons whatsoever.

Signature _____

Place _____

Name _____

Date _____

Designation _____

(To be furnished on non-judicial stamp paper duly attested by the Executive Magistrate/Notary Public).

AFFIDAVIT

I/We/M/s _____ are registered as service provider firm named M/s _____ as per Service Tax Registration Certificate No. _____ EPENo. _____ ESI No. _____ having registered office at _____

-do hereby declare and solemnly affirm that I/We have not been Black-listed, nor mine/our Tenders or Orders have ever been cancelled by any State/UT/Central Government or any partner or shareholder either directly or indirectly connected with or has any subsisting interest in the business of my/our firm nor any legal proceedings have ever been initiated/pending or any penalty has ever been levied due to delay of non completion of order by any State/UT/Central Government or by any authority.

Place: _____
Dated: _____

DEPONENT

Verification

I/We do hereby solemnly declare and affirm that the above declarations are true and correct to the best of my knowledge and beliefs. No part of it is false and nothing has been concealed therein.

Place: _____
Dated: _____

DEPONENT