

निविदा सं./ Tender No –IIMBG/ NIT/ Advt-Agency /2022-23/02

दिनांक / Dated: 05.09.2022

## निविदा दस्तावेज /Tender Document

भा.प्र.सं. बोधगया, बिहार, भारत में समाचार पत्र में विज्ञापन के प्रकाशन के लिए विज्ञापन एजेंसी के पैनल के लिए निविदा आमंत्रण सूचना

**Notice Inviting Tender (NIT) for Empanelment of Advertising Agency for Publication of Advertisement in Newspaper.**

भा.प्र.सं. बोधगया (बिहार) द्वारा जारी किया गया

(Issued By IIM Bodh Gaya (Bihar))

(केवल ई-निविदा माध्यम /e-Tender mode only)

**मुख्य प्रशासनिक अधिकारी/ Chief Administrative Officer (CAO)**

भा. प्र. सं. बोधगया (बिहार)/ IIM Bodh Gaya (Bihar)

निविदा आमंत्रण प्राधिकारी / Tender Inviting Authority (TIA)

फोन/ Phone: 0631-2200238, 7033439192, मेल आईडी/ Mail Id: [cao@iimbg.ac.in](mailto:cao@iimbg.ac.in)

Tender document and other details can be obtained from <https://mhrd.euniwizarde.com> and <http://www.iimbg.ac.in> CPP Portal website: [www.eprocure.gov.in/epublish/app/epublish/app](http://www.eprocure.gov.in/epublish/app/epublish/app)

Registration with M/s ITI Ltd: - Intending bidders are requested to register themselves with M/s ITI Ltd (if not registered earlier) through <https://mhrd.euniwizarde.com> for obtaining user-id, by paying a registration fee (As given in the e-portal), and online tender processing fee (As given in the e-portal), etc. Bidders are also required to obtain Class-III (Signing + Encryption) Digital Signature for participating in the e-tender.

E-Tender Processing Fee – Rs (As given in the e-portal) pay to “ITI LTD. Through e-payment gateway.

For participating in the e-Tendering process of IIM Bodh Gaya (Bihar) the contractor shall have to get them registered on the site <https://mhrd.euniwizarde.com> by making the required payment through only online payment mode so that they will get a user ID and Password. This will enable them to access the website, <https://mhrd.euniwizarde.com> with the help of Class-III (Signing + Encryption) Digital Signature by which they can participate in e-Tender of IIM Bodh Gaya.

For this intending bidder may contact following e-Wizard Helpdesk numbers.

E-Wizard Helpdesk

301-302, 3rd Floor, The Cloverleaf, Plot no.37,  
Sector-11, Dwarka, New Delhi - 110075  
Tel: 011-49606060/8448288984/8448288981  
Mail Id : [ewizarhelpdesk@gmail.com](mailto:ewizarhelpdesk@gmail.com)

The intending bidder must have valid Class-III (Signing + Encryption) Digital Signature to submit the bid online. For this intending bidder may contact above mentioned helpdesk numbers

**Notice Inviting Tender for Empanelment of Advertising Agencies**

Indian Institute of Management Bodh Gaya, an autonomous body, under the Ministry of Human Resources Development, Government of India invites Tenders for Empanelment of Advertising Agencies for releasing advertisements, tenders, notices, recruitments etc. in Local/National/International newspapers, magazines, journals for IIM Bodh Gaya, Bihar.

Interested Creative Advertising Agencies with INS Accreditation meeting the eligibility criteria as per tender document may submit their tenders for empanelment, complete in all respect at below address:

Chief Administrative Officer  
Indian Institute of Management Bodh Gaya  
Uruvela, Prabandh Vihar,  
Bodh Gaya 824234 (Bihar)

**Note:**

- Tenders to be submitted as per the procedure of Two Bid System.
- The Tender (i.e. both technical and financial bids) duly signed & stamped by the authorized signatory of the bidder in a SEALED ENVELOPE should be super scribed in bold letters with the statement “**Tender for Empanelment of Advertising Agencies**” subscribing with Reference No. of Tender.
- Tenders not submitted as per the procedure of Two Bid System, as explained in tender document, will be summarily rejected.

The Important information related to tender are as follows:

**TENDER SCHEDULE:**

Sl. No	Particulars	Date	Time
1	Date and Time of Online Publication/Download of Tender	05.09.2022	06:00 PM
3	Bid Submission closing date & time	26.09.2022	8:00 AM
4	Opening of Technical Bid	26.09.2022	11:00 AM
5	Opening of Financial Bids	After Evaluation of Technical bid	

## 1. BACKGROUND

- 1.1 Indian Institute of Management Bodh Gaya, hereinafter known as IIMBG is one of the Institutions of National Importance (INIs) in India governed by the Indian Institute of Management Act 2017 under the Ministry of Human Resources Development (MHRD), Government of India. The Institute imparts quality education in Management and conducts postgraduate programme in management.
- 1.2 IIMBG is operating from its temporary campus which is inside the Magadh University Campus.
- 1.3 IIMBG invites tenders for Empanelment of Advertising Agencies for releasing advertisements, tenders, notices, recruitments etc. in Local/National/International newspapers, magazines, journals for IIMBG.

## 2. SCOPE OF WORK:

Institute's advertising works ranges from classified advertisements, tender advertisements to full-fledged advertisements for student's admissions, recruitment etc. They are expected to be released in major newspapers, magazines, and Journals all over the country and abroad at short notice.

To cater to such requirement's, Advertising Agency is required to have good infrastructure and have adequate experience in the field. These should include creation of artwork, concept, design, editing & release of advertisements in Newspapers, Magazines & Journals etc.

## 3. ELIGIBILITY CRITERIA:

The following are the eligibility criteria for empanelment of Advertising Agencies. The Advertising Agency should have –

- 3.1 The agency should be able to execute all kinds of advertising assignment.
- 3.2 Accreditation of **Indian Newspaper Society** (INS) for Press Advertisement.
- 3.3 PAN India-Presence with offices at least in major metros to enable prompt delivery of material for country-wide publication related work.
- 3.4 Resources to handle full-fledged multi-lingual publicity campaigns with high standard of Creativity in advertising befitting the expectations of a premier professional Institute.
- 3.5 Proficiency and proof-reading facilities in major Indian languages specially in Hindi & English.
- 3.6 Minimum **5 (Five) years'** experience in advertising with experience of work undertaken for Government/Public Sector Undertaking/Autonomous Body and Educational Institutes like IIMs, IITs IISER, Etc.
- 3.7 Average Annual turnover minimum **Rs.75 lakh** per annum during the last three financial years.

निविदा सं./ Tender No –IIMBG/ NIT/ Advt-Agency /2022-23/02

दिनांक / Dated: 05.09.2022

3.8 The bidder should have not been debarred/blacklisted/ should have not been terminated /ceased without completing the entire duration of contract period by any Central/State Govt. Department, Public Sector Undertaking, Autonomous Bodies, Academic Institutions, CFTIs etc. during past five years from the last date of submission of bids.

3.9 The Agency should have PAN Number and GST Registration.

3.10 The Advertising Agency should have adequate infrastructure for timely publication.

#### 4. EARNEST MONEY DEPOSIT (EMD)

4.1. The Bidder should submit **EMD of Rs. 25,000/-** (Rupees Twenty-Five Thousand Only), payable in the form of Demand Draft from any scheduled commercial Bank in favor of '**Indian Institute of Management Bodh Gaya**' payable at **Bodh Gaya**.

4.2. The Technical Bid without EMD would be considered as UNRESPONSIVE and will not be accepted. NSIC / MSME registered bidders must submit copy of valid NSIC / MSME Registration Certificate for exemption of EMD.

4.3. The EMD shall be denominated in Indian Rupees only. No interest will be payable to the bidders on the amount of the EMD.

4.4. The public sector companies will not be exempted from submitting EMD until and unless they submit document pertaining to directives of Government of India in this regard of the Tender.

4.5. **Refund of EMD:** The EMD will be refunded without any interest to the unsuccessful Bidders only after the Tenders are finalized. However, the EMDs of ADVERTISING AGENCIES declared successful (Publication wise) and finally empanelled by IIM Bodhgaya will be retained for the period of empanelment as **Performance Guarantee** money. This Performance Guarantee money would be refunded on termination/completion of empanelment period **without interest**.

#### 5. SUBMISSION OF BID

5.1 Both the bids (Technical and Financial) duly signed Authorised Signatory should be submitted in two separate sealed envelopes as described below:

(a) **Envelope 1:** containing Technical Bid in **Annexure-I** duly completed in all respects along with Demand Draft of EMD & all relevant documents.

(b) **Envelope 2:** containing the Financial Bid, as prescribed in the **Annexure-VII**.

5.2 Both the Envelopes should be super-scribed in bold letters with the statements:

- 'TECHNICAL BID FOR EMPANELMENT OF ADVERTISING AGENCIES' with Reference No. of Tender

निविदा सं./ Tender No –IIMBG/ NIT/ Advt-Agency /2022-23/02

दिनांक / Dated: 05.09.2022

- 'FINANCIAL BID FOR EMPANELMENT OF ADVERTISING AGENCIES' with Reference No. of Tender.

5.3 Finally, the above-mentioned envelopes should be kept in a single sealed cover/envelop super-scribed in bold letters with the statements - 'TENDER FOR EMPANELMENT OF ADVERTISING AGENCIES' with Reference No. of Tender and to be submitted at:

Chief Administrative Officer,  
Indian Institute of Management Bodh Gaya,  
Uruvela, Prabandh Vihar,  
Bodh Gaya-824234 (Bihar)

- 5.4 Bids must reach on or before the closing time and date as indicated in the beginning of this tender document. Any bid received after closing date/time shall not be considered.
- 5.5 Bids received by any other mode except SPEED POST/COURIER/By HAND will not be accepted in way.
- 5.6 Bids not submitted, as per the above Performa will be summarily rejected.
- 5.7 Bidder should number the pages submitted in form of Technical Bid and provide an index indicating the page number of each document submitted. The index should be placed on the top of the Technical Bid.
- 5.8 Tender forms containing 'over written' or 'erased' rate or rates and amount not shown in figures and words in English are liable to rejection.
- 5.9 The bid should be clear and without any condition. Conditional bids shall be summarily rejected.
- 5.10 The Technical Bid should be accompanied by the relevant documents, **as per Annexure-I** without which the tender will be considered incomplete and hence, summarily rejected.
- 5.11 The Technical Bid should be accompanied by a copy of this Tender Document with each page duly signed by the authorized signatory of the bidders, who has signed the bid, along with the bidders' acceptance of the terms and conditions of the Tender. Bids not accompanied by a duly signed copy of the Tender Document will not be considered.
- 5.12 The bid should be precise, complete and in the prescribed format as per the requirement of the bid document. Failure to furnish all information required through the bidding document or submission of a bid not responsive to the bidding documents in every respect will be at the Bidder's risk and may result in rejection of the bid.
- 5.13 The bidders should quote their rates and % of Discount in the prescribed format as per **Annexure- VII**. The Bidder shall not tamper/modify Financial Bid Format in any

निविदा सं./ Tender No –IIMBG/ NIT/ Advt-Agency /2022-23/02

दिनांक / Dated: 05.09.2022

manner. In case, if the same is found to be tempered/modified in any manner, tender will be completely rejected and EMD would be forfeited.

5.14 Taxes/ GST, if any, should be indicated separately in the Financial Bid.

5.15 **Bid Validity:** The bids shall remain valid for a period of 120 days (4 Months) from the last date of submission of proposal.

5.16 Any change/corrigendum/extension of closing/ opening dates in respect of this tender shall be issued through website only and no press notification will be issued in this regard. Bidders are therefore requested to regularly visit IIMBG website for updates.

5.17 Application of Tender as submitted by a tenderer shall become the property of IIMBG and IIMBG shall have no obligation to return the same to the tenderer.

5.18 The application for tender does not entitle any tenderer for automatic grant of award.

5.19 **List of documents to be submitted with the application (as applicable):**

- a) Tender Acceptance Letter as per **Annexure-II**.
- b) Brief profile of the Advertising Agency as per **Annexure-III**.
- c) Agency Structure (whether partnership firm/sole proprietor/Pvt. Limited/ limited company etc.).
- d) Details of their Accreditation with Indian Newspaper Society (INS) along with the date of accreditation (Full Accreditation).
- e) Copy of Permanent Account Number (PAN) in the name of the firm, if not proprietorship firm.
- f) Copy of GST Registration Certificate.
- g) Bank details As per **Annexure-IV**.
- h) Average Annual turnover (minimum Rs.75 lakh for previous three financial years of the Agency duly certified, Audited Balance Sheet (Last 3 Financial Year i.e. 2018-19 , 2019-20 & 2020-21) by a Chartered Accountant.
- i) Self-Declaration about Non-Black Listing **as per Annexure-V**.
- j) List of 5 major clients from Govt. / PSU/ Higher Education Institute / Central Universities / IIT / IIM etc. **(as per Annexure- VI)**.
- k) Details of experience in dealing with Govt./ PSU/ Higher Education Institution/ Central University, Autonomous Bodies and professional Institutes like IIMs, IITs. Copy of letter of empanelment along with satisfactory completion certificates from at least two Govt. Depts./ PSUs/ Autonomous Bodies/ reputed commercial organizations towards providing similar services during last 5 years from the last date of submission of bid.



निविदा सं./ Tender No –IIMBG/ NIT/ Advt-Agency /2022-23/02

दिनांक / Dated: 05.09.2022

l) Duly signed and stamped of the entire tender document along with its addendum/ corrigendum, if any.

m) All other documents, as required in terms of the tender, to claim eligibility.

Note: Institute may ask the vendor to submit any other certificate/document as it may deem fit.

## 6. BID OPENING & EVALUATION

6.1 **The Technical bid** will be first opened and evaluated. In the primary screening, technical bid of only those who satisfy the eligibility criteria will be evaluated.

6.2 **The Financial bid** of only those bidders whose technical bid is found to be technically responsive by the Committee will be opened. The Financial bids of ineligible bidders will not be opened.

6.3 **Selection of successful bidder:** Both the technical and financial bids will be opened on same date/time as per the schedule given above. After evaluation of bids, the bidder who is technically qualified as well as quotes the highest discount shall be declared as the successful bidder (L1). In the event of receiving more than one financial bid quoting the same rate, the final selection of successful bidder shall be made in the following manner.

a) The one with the highest turnover during the last 3 years put together.

b) If more than one bid having the same total turnover, then who has more experience.

6.4 Technical Bid containing commercial details or Revelation of Prices in any form or by any reason before opening the Financial Bid shall not be considered.

6.5 The institute reserves the right to seek clarifications or additional information/ documents from any bidder regarding its technical bid. Such clarification(s) or additional information/document(s) shall be provided within the time specified for the purpose. Any request and response thereto shall be in writing. If the bidder does not furnish the clarification(s) or additional information/document(s) within the prescribed date and time, the proposal shall be liable to be rejected.

6.6 The bidders may depute their authorized representatives to remain present during the bid opening process subject to submission of valid authorization letter in the name of the representative to attend the bid opening process.

## 7. AWARD OF CONTRACT

7.1 The empanelment of the agencies post financial bid evaluation will be done on the basis of individual L1 publication and not on overall L1 basis.

7.2 One or more agencies will be empanelled for each 'Advertisement Category' and 'Newspaper' wise. For this the highest discount quoted in each 'Advertisement Category' and 'Newspaper' will be offered to all technically responsive agencies.

निविदा सं./ Tender No –IIMBG/ NIT/ Advt-Agency /2022-23/02

दिनांक / Dated: 05.09.2022

Those agencies who accept the offer will be empanelled for publishing of advertisement from time to time by the institute.

- 7.3 Period of Empanelment: The empanelment will be initially for a period of One year which may be extended for further two (02) year on year-to-year basis with mutual consent, subject to satisfactory performance.
- 7.4 The Successful Bidders should accept the offer within 15 days from the date of receipt of "Letter of Offer", failing which the offer will be cancelled.
- 7.5 If L1 Vendor fails to provide acceptance within stipulated time, IIMBG will be free to award the contract to L2 Vendor provided L2 matches L1's price and if L2 does not agree, it will be awarded to L3 subject to L3 matching L1's price and in that order.
- 7.6 **Agreement:** The successful bidder will have to execute an agreement on a non-judicial stamp paper worth Rs.100/-. The cost of the stamp duties for the execution of the agreement will be borne by the agency.
- 7.7 IIMBG reserves the right to engage one or more agencies at a time and to cancel the Contract at any time without assigning any reason.
- 7.8 IIMBG reserves the right to modify/change/delete/add any further terms and conditions prior to the issue of work order.
- 7.9 It is clearly understood by the parties that no financial liability of any type is created by issuance of the letter of empanelment.
- 7.10 The Institute does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and your performance.

## 8. TERMS OF CONTRACT

- 8.1 Text of advertisement will be provided by the Institute in electronic format (MS word) or The representative(s) of the Agency will collect the matter personally from the Institute and the designing/creative options/artwork should be done by the agency to the satisfaction of the Institute.
- 8.2 The empanelled 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), number of insertion(s), specific column(s), date of publication etc. These instructions will be communicated in writing by the competent authority of the Institute from time to time.
- 8.3 The Agency shall provide the service on 24-hour notice basis to design, translate and release the advertisement. The agency must ensure that the matter of advertisement given is correctly reproduce in the advertisement appearing in the newspaper.
- 8.4 IIMBG being a Premier Educational Institute, many of the requirements could be of emergent in nature. The Advertising Agency must respond to such requirements at short notice despite holidays/beyond office hours.



निविदा सं./ Tender No –IIMBG/ NIT/ Advt-Agency /2022-23/02

दिनांक / Dated: 05.09.2022

- 8.5 Translation from English to Hindi / any other regional language or vice versa of all Advertisements/ Tender notice to be published in other regional newspaper shall be arranged by the agency and no additional charges for translation of the same will be made.
- 8.6 Publishing of the advertisement by the advertising agency shall be after approval of advertisement design/artwork. Advertisement is to be published on the specified dates on receipt of Work Order/Confirmation from IIMBG.
- 8.7 All the Advertisements concerning the Institute shall be issued with the prior approval of the IIMBG.
- 8.8 It shall be the responsibility of the agency to ensure that all advertisements of the Institute would be placed prominently and appear in an impressive manner while occupying minimum space without any extra cost.
- 8.9 IIMBG reserves the right to make necessary modification to the selected artwork, concept etc. and the concerned Advertising Agency will be required to carry out the modifications suggested in the artwork.
- 8.10 In case of delay in publishing the advertisement beyond 24 hrs. from the schedule time given, the agency would be liable to pay 2% of cost of the advertisement per day per advertisement which may entail cancellation of the order and termination of the empanelment at the sole discretion of the Institute.
- 8.11 If the Advertisement is misprinted or published differently from the approved one, the Agency will publish corrigendum/correct Advertisement etc. thereof at their own cost at the earliest (within a week).
- 8.12 IIMBG shall have discretion to give any work to any empanelled agency selected through tendering process and the other agency will not have to claim for the work.
- 8.13 The empanelment of an agency shall not mean that the Institute cannot release advertisements directly/through any other agency without routing through the agency empanelled through this tendering process.
- 8.14 The empanelled Advertising Agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to Institute's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. IIMBG reserves the right to impose penalty in case of any violation of the above.
- 8.15 The agency will not be allowed to assign or sublet the empanelment or any part of it to any other vendor/agency in any form. Failure to do so shall result in the termination of empanelment.
- 8.16 The performance of the Agency shall be regularly reviewed on the key parameters of creativity, initiative, competency and response time and participation in the tendering process. In the event that Agency fails to meet our requirements, we

shall be constrained to terminate the empanelment by serving one month's prior notice.

- 8.17 If the services of the agency are not found satisfactory, the Director, IIMBG shall have the right to cancel the empanelment at any time without assigning any reason and without any financial compensation to the agency.
- 8.18 The IIMBG reserves the right to empanel any other Advertising Agency or cancel empanelment of any agency without assigning any reason by serving one month's notice even before expiry of the period of empanelment.
- 8.19 The Institute will have the right to drop any Agency from the empanelled list without assigning any reason whatsoever. Institute also reserves the right to modify the Terms and Conditions for empanelled Agencies.
- 8.20 In case of any disputes on execution of the work during the period of contract, the decision of the Director, IIMBG shall be binding and final, agreeable in full by both the parties. Any legal disputes shall be subject to Gaya jurisdiction.

## 9. PERFORMANCE SECURITY

- 9.1 The EMD of empanelled agencies shall be automatically converted to Performance Security.
- 9.2 In case of breach of contract, performance security shall be forfeited, and the agency shall be blacklisted for such period as decided by the competent authority in addition to termination of the empanelment.
- 9.3 Performance Security shall be returned to the empanelled agency without any interest, whatsoever, after completion of one year or any extension of empanelment period.

## 10. PAYMENTS TERMS

- 10.1 Payment shall be made within 30 (thirty) days after receipt of the final bill, duly supported by all the newspaper clippings (in original).
- 10.2 Bill to be made in the name of Indian Institute of Management Bodh Gaya.
- 10.3 No extra payment shall be made for conceptualization, creation, designing and development of Advertisement issued through Newspapers/Magazines/Journals.
- 10.4 Selection of artwork will be entirely on Institute's discretion and IIMBG will not pay charges for submission of artwork.
- 10.5 No advance payment will be made to the empanel agency under any circumstances.
- 10.6 TDS/ Income Tax etc. are to be deducted at source from the bills of service provider as per rule.

## 11. GENERAL TERMS & CONDITIONS

निविदा सं./ Tender No –IIMBG/ NIT/ Advt-Agency /2022-23/02

दिनांक / Dated: 05.09.2022

- 11.1 Any act on the part of the bidder to influence anybody in the institute is liable to rejection of his bid.
- 11.2 In case the bidders/successful bidder(s) are found in breach of any condition(s) at any stage of the Tender, will not be considered for empanelment.
- 11.3 Canvassing/marketing /offering promotional services etc. in any form whether directly or indirectly in connection with the tender is strictly prohibited and the tenders submitted by the Agency/ Firm / Company who resort to canvassing will be liable for rejection without any further reference.
- 11.4 IIMBG reserves the right to modify, expand, change, alter, restrict, scrap, re-float or cancel the Tender at any stage without assigning any reason whatsoever.
- 11.5 IIMBG reserves the right to relax/amend/add/withdraw any of the terms and conditions contained in the Tender Document without assigning any reason thereof. Any enquiry after submission of the quotation will not be entertained.
- 11.6 The decision of Competent Authority, IIMBG will be final in all matters relating to the empanelment and binding. Indian Institute of Management Bodh Gaya reserves the right to reject any application without assigning any reason.
- 11.7 In case of any dispute arising out of the terms and conditions of contract or assignment, the matter shall be referred to the Sole Arbitrator to be appointed by the Director, IIMBG and the award of the Sole Arbitrator will be binding on both the parties. Further, any legal dispute arising out of any breach of contract pertaining to this empanelment shall be settled in the court of competent jurisdiction located within the local limits of Gaya, Bihar.

Chief Administrative Officer  
Indian Institute of Management Bodh Gaya

Name, Signature and Seal of Authorized Signatory  
of Bidder

**ANNEXURE-I**

**TECHNICAL BID**

(To be submitted on the letterhead of the bidder)

<b>Tender for:</b> EMPANELMENT OF ADVERTISING AGENCY FOR PUBLICATION OF ADVERTISEMENT IN NEWSPAPERS FOR IIMBG	
Tender Ref. NO: IIMBG/NIT/Advt-Agency/2022-23/02	Dated:05.09.2022
Name of the Bidder: Correspondence Address: Tel/Mob No.: Email Id: Contact Person Name: Mobile No (Contact Person):	

**Copies of all supporting documents duly signed and stamped by the bidder in support of below particulars must be attached along with this checklist**

Sr. No.	Particulars	Details/ Compliance (Y/N)	If Submitted, Mention Page No.	Remarks
1.	Tender Acceptance Letter As per <b>Annexure – II</b>			
2.	Brief profile of the Agency/Firm and experience in similar field. (At least 5 years of experience). As per <b>Annexure – III</b>			
3.	Status of Agency - Propriety/ Partnership/ Pvt. Ltd./Limited (attach proof in support)			
4.	Demand Draft of EMD:			
	<b>EMD</b>			
	Amount:			
	DD No.			
	Dated:			
	Bank :			
5.	Valid INS Accreditation certificate indicating full accreditation by INS			
6.	Copy of Permanent Account Number (PAN)			
7.	Copy of GST Registration Certificate			
8.	Bank Details as per <b>Annexure- IV</b>			

Sr. No.	Particulars	Details/ Compliance (Y/N)	If Submitted, Mention Page No.	Remarks
9.	Bidder's Annual Turnover Specifically in Advertisement Services (Min. Turnover Rs. 75 lakh. per annum) for last three Financial years. (Copies of P&L Account and Balance Sheet certified by a Chartered accountant to be attached) FY 201-19: Rs _____ FY 2019-20: Rs _____ FY 2020-21: Rs _____ (Audited /Unaudited)			
10.	Self-Declaration About Non-Black-Listing (as per Annexure-V)			
11.	List of 5 major clients from Govt. / PSU/ Higher Education Institute / Central Universities / IIT / IIM etc. (as per Annexure- VI) Letter of empanelment along with satisfactory completion certificate from at least two Govt. Depts/ PSUs/ Autonomous Bodies/ reputed commercial organizations/Institutions of National Importance towards providing similar services during last 5 years from the last date of submission of bid.			
12.	Declaration for the Make in India Compliance			
13.	Duly signed and stamped of the entire tender document along with its addendum/corrigendum if any			





# भारतीय प्रबंध संस्थान बोधगया

उरुवेला, प्रबंध विहार, बोधगया - 824234, भारत

INDIAN INSTITUTE OF MANAGEMENT BODH GAYA  
Uruvela, Prabandh Vihar, Bodh Gaya - 824234, India

निविदा सं./ Tender No –IIMBG/ NIT/ Advt-Agency /2022-23/02

दिनांक / Dated: 05.09.2022

## Declaration

I/we.....(Name of the Authorized Representative of Bidder)  
of.....(Name of the bidder) do hereby declare that the entries made  
here are true to the best of my/our knowledge. I/We hereby agree to abide by all terms  
and conditions laid down in tender document.

Place & Date:

(Name & signature with stamp of the bidder)

**ANNEXURE-II**

**TENDER ACCEPTANCE LETTER**

(On the letter head of the Agency)

To

Date:

Chief Administrative Officer,  
Indian Institute of Management Bodh Gaya  
Uruvela, Prabandh Vihar  
Bodh Gaya-824234 (Bihar)

**Sub: Acceptance of Terms & Conditions of tender for ‘EMPANELMENT OF ADVERTISING AGENCY FOR PUBLICATION OF ADVERTISEMENT IN NEWSPAPERS FOR IIM BODH GAYA’ vide Tender’ Ref. No: IIMBG/NIT/Advt-Agency/2022-23/02 dated 05.09.2022**

Dear Sir,

I/We have downloaded / obtained the tender document(s) for the above mentioned “Tender/Work” from the web site(s) namely as per your notice given in the above mentioned website(s).

1. I/We hereby certify that I / we have read the entire terms and conditions of the tender document (including all documents like annexure(s), schedule(s), etc.), which form part of the contract and I / we shall abide hereby by the terms / conditions / clauses contained therein.
2. The corrigendum(s) issued from time to time by your department/ organization with this tender has also been taken into consideration, while submitting this acceptance letter.
3. I/We hereby unconditionally accept the tender conditions of above mentioned tender document(s) / corrigendum(s) in its totality / entirely.
4. I/We also keep the offer open for 90 (Ninety) days from the date of opening of bids.
5. No employee or direct relation of any employee of IIMBG is in way connected as Partner/Shareholder/Director/Advisor/Consultant/Employee etc. with the Agency / Firm / Company.
6. I/We certify that all information and data furnished, and attachments submitted with the application by our Agency / Firm / Company are true & correct.
7. I/We are aware that if any information is found to be incorrect/untrue or found violated, then your department/ organization shall without giving any notice or reason thereof summarily reject our bid or terminate our empanelment contract, without prejudice to any other rights or remedy including the forfeiture of the full said Earnest Money Deposit/ Performance Security absolutely.

Yours Faithfully,

(Signature of the Bidder, with Official Seal)

### Brief Profile of the Advertising Agency

(To be submitted on the letterhead of the bidder)

1. Name of the Advertising Agency ::  
(In Block Letters)
2. Registered Office Address ::  
(with telephone no. & email address)
3. Status of the organization ::  
(Proprietary/Partnership/Pvt. Ltd./Public Ltd. Company)
4. Name of the Directors/Partner/Proprietor ::
5. Name & address of Chief Executive/Proprietor ::
6. Name & Address with telephone No., fax No, and email ID of contact person with Designation ::
7. Website, if any ::
8. Year of incorporation /constitution of agency ::
9. Registration No./Trade License No. ::  
(if any)
10. PAN No. ::
11. GST No. ::
12. Name of the cities where Agency / Firm / Company is having branches ::
13. Total number of employees :: Creative \_\_\_\_\_  
other \_\_\_\_\_
14. Annual Business turnover for last three financial years, duly certified by the auditor :: FY 2018-19: Rs \_\_\_\_\_  
FY 2019-20: Rs \_\_\_\_\_  
FY 2020-21: Rs \_\_\_\_\_
15. Name of the large corporate clients ::  
(Banks/PSUs/IITs/IIMs/Govt. Org./reputed companies)

निविदा सं./ Tender No –IIMBG/ NIT/ Advt-Agency /2022-23/02

दिनांक / Dated: 05.09.2022

16. Details of experience. ::
17. Credentials (list out major campaigns handled) ::
18. Whether the Agency faced any litigation with any organization earlier, if yes, kindly furnish the same with name of the organization and brief details of litigation. ::
19. Any other information ::

Verification:

The details furnished in the application are true and correct to the best of my/our knowledge and that in case of furnishing any false information or suppression of any material information. The application shall be liable to be rejected besides initiation of panel proceedings by IIMBG if it deems fit.

Signature of authorized signatory

Name:

Seal:

निविदा सं./ Tender No –IIMBG/ NIT/ Advt-Agency /2022-23/02

दिनांक / Dated: 05.09.2022

ANNEXURE-IV

**MANDATE FORM FOR BANKING DETAILS**

(On the letter head of the Agency)

Name of the bidder: \_\_\_\_\_

Address:

Contact No.:

Email:

1.	Name of the firm / authorized person of the firm as per bank records:	
2.	Bank details of the bidder:	
	a) Bank Name:	
	b) Branch Address:	
	c) Account No.	
	d) Type of Account	
	e) (Current/Savings)	
	f) MICR No.:	
	g) IFSC Code:	

Place:  
bidder:

Signature with stamp of the

Date:

Name, Address of the bidder:

Tel/ Mob No.:



**ANNEXURE-V**

**SELF-DECLARATION ABOUT NON BLACK-LISTING**

(To be submitted on the letterhead of the bidder)

To

Date:

Chief Administrative Officer,  
Indian Institute of Management Bodh Gaya  
Uruvela, Prabandh Vihar  
Bodh Gaya-824234 (Bihar)

Subject: Self Declaration About Non Black-Listing for “EMPANELMENT OF ADVERTISING AGENCY FOR PUBLICATION OF ADVERTISEMENT IN NEWSPAPERS FOR IIM BODH GAYA’ vide Tender Ref. No. IIMBG/NIT/Advt-Agency/2022-23/02 dt 05.09.2022.

Sir,

In response to tender under reference, I/ We hereby declare that presently our Agency / Firm / Company is having unblemished record and is not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any Central/ State Govt. Department, Public Sector Undertakings, Autonomous Bodies, Academic Institutions and Commercial Organizations.

We further declare that presently our agency/ firm is also not blacklisted/ debarred and not declared ineligible for any reason other than corrupt & fraudulent practices by any Central/ State Govt. Department, Public Sector Undertakings, Autonomous Bodies, Academic Institutions and Commercial Organizations in last five years from the last date of submission of bid.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our EMD / Performance Security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Yours faithfully,

(Name & signature with stamp of the bidder)



# भारतीय प्रबंध संस्थान बोधगया

उरुवेला, प्रबंध विहार, बोधगया - 824234, भारत

INDIAN INSTITUTE OF MANAGEMENT BODH GAYA  
Uruvela, Prabandh Vihar, Bodh Gaya - 824234, India

निविदा सं./ Tender No –IIMBG/ NIT/ Advt-Agency /2022-23/02

दिनांक / Dated: 05.09.2022

## ANNEXURE-VI

### LIST OF GOVT. ORGANIZATION/DEPARTMENT.

List of Government Organizations/ Institutions of National Importance for whom the Tenderer has undertaken such work during last Five Years (Must be supported with work orders)		
Name of the organization	Name of Contact Person	Contact No.

Signature of Tenderer

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Contact No.: \_\_\_\_\_

## ANNEXURE- VII

### FINANCIAL BID

(To be submitted on the letterhead of the bidder)

Tender for : EMPANELMENT OF ADVERTISING AGENCY FOR PUBLICATION OF  
ADVERTISEMENT IN NEWSPAPERS FOR IIM BODH GAYA

Tender Ref. NO: IIMBG/NIT/Advt-Agency/2022-23/02

Dated: 05.09.2022

Name of the Bidder/Agency:

Correspondence Address:

Tel/Mob No.:

Email Id:

Table - A

Financial Bid for “Appointment” Category

Publication	Rate per sq. cm as per publication Card rate (Rs.)	% Discount Offered to IIMBG on Card rate	Net Rate per sq. cm after Discount (Rs.)
<b>1 Times of India</b>			
i) All India edition			
ii) Ascent - All India			
<b>2 Indian Express</b>			
i) All India edition			
ii) Career- All India			
<b>3 Hindustan Times</b>			
i) All India edition			
ii) Shine- All India			
<b>4 Economics Times</b>			
i) All India edition			
ii) ET Ascent- All India			
<b>5 The Hindu</b>			
i) All India edition			
ii) Appointment - All India			
<b>6 Dainik Bhaskar (Hindi)</b>			
i) All India edition			

**Table - A**  
**Financial Bid for “Appointment” Category**

Publication		Rate per sq. cm as per publication Card rate (Rs.)	% Discount Offered to IIMBG on Card rate	Net Rate per sq. cm after Discount (Rs.)
	ii) Bihar & Jharkhand edition			
	iii) Gaya edition			
<b>7</b>	<b>Dainik Jagran (Hindi)</b>			
	i) All India edition			
	ii) Bihar & Jharkhand edition			
	iii) Gaya edition			
<b>8</b>	<b>Hindustan (Hindi)</b>			
	i) All India edition			
	ii) Bihar & Jharkhand edition			
	iii) Gaya edition			
<b>9</b>	<b>Employment News</b>			
	i) All India edition			

**Table - B**  
**Financial Bid for “Display” Category**

	Publication	Rate per sq. cm as per publication on Card rate (Rs.)	% Discount Offered to IIMBG on Card rate	Net Rate per sq. cm after Discount (Rs.)
1.	<b>Times of India</b>			
	i) All India edition			
	ii) North edition			
	iii) West edition			
	iv) Bihar & Jharkhand edition			
	v) All India			
2.	<b>Indian Express</b>			
	i) All India edition			
	ii) West edition			
3.	<b>Hindustan Times</b>			
	i) All India edition			
	ii) North edition			
	iii) Bihar & Jharkhand edition			
4.	<b>The Hindu</b>			
	i) All India edition			
	ii) South edition			
5.	<b>Telegraph</b>			
	i) All India edition			
	ii) East edition			
6.	<b>Dainik Bhaskar (Hindi)</b>			
	i) All India edition			
	ii) Bihar & Jharkhand edition			
	iii) Gaya edition			
7.	<b>Dainik Jagran (Hindi)</b>			
	i) All India edition			
	ii) Bihar & Jharkhand edition			
	iii) Gaya edition			
8.	<b>Hindustan (Hindi)</b>			
	i) All India edition			
	ii) Bihar & Jharkhand edition			



**Table - B**  
**Financial Bid for “Display” Category**

Publication		Rate per sq. cm as per publication on Card rate (Rs.)	% Discount Offered to IIMBG on Card rate	Net Rate per sq. cm after Discount (Rs.)
iii)	Gaya edition			

**Table - C**  
**Financial Bid for “Tender” Category**

Publication		Rate per sq. cm as per publication Card rate (Rs.)	% Discount Offered to IIMBG on Card rate	Net Rate per sq. cm after Discount (Rs.)
1.	<b>Times of India</b>			
	i) All India edition			
	ii) Bihar & Jharkhand edition			
2.	<b>Hindustan Times</b>			
	i) All India Edition			
	ii) Bihar & Jharkhand Edition			
3.	<b>Dainik Bhaskar (Hindi)</b>			
	i) All India edition			
	ii) Bihar & Jharkhand edition			
	iii) Gaya edition			
4.	<b>Dainik Jagran (Hindi)</b>			
	i) All India edition			
	ii) Bihar & Jharkhand edition			
	iii) Gaya edition			
5.	<b>Hindustan (Hindi)</b>			
	i) All India edition			
	ii) Bihar & Jharkhand edition			
	iii) Gaya edition			

GST %.....

निविदा सं./ Tender No –IIMBG/ NIT/ Advt-Agency /2022-23/02

दिनांक / Dated: 05.09.2022

**Note:**

1. All rates should be in per sq. cm.
2. All rates should be for black & white printing.
3. GST will be extra as per rules.
4. The Advertising Agency should quote current DAVP approved rate if applicable for our advertisement or otherwise shall indicate percentage of Discount to be offered on the commercial card rate as applicable to the dailies.
5. Valid rate card should be submitted along with the price bid.
6. The discount percentage shall remain unchanged during the entire period of empanelment.
7. Conditional offer shall be rejected.
8. The financial proposal should be expressed both in words and figures. If any discrepancy is found between figure and words in the financial proposal, the value in words shall prevail.
9. Other Newspaper- edition rate may be asked from the participated vendor on requirement basis.
10. Vendors are required to submit the cart rate of the newspaper/ publication with seal and signature.



# भारतीय प्रबंध संस्थान बोधगया

उरुवेला, प्रबंध विहार, बोधगया - 824234, भारत

INDIAN INSTITUTE OF MANAGEMENT BODH GAYA  
Uruvela, Prabandh Vihar, Bodh Gaya - 824234, India

निविदा सं./ Tender No –IIMBG/ NIT/ Advt-Agency /2022-23/02

दिनांक / Dated: 05.09.2022

## **DECLARATION**

I/we.....(Name of the Authorized Representative of Bidder)  
of.....(Name of the bidder) do hereby declare that the entries made  
here are true to the best of my/our knowledge. I/We hereby agree to abide by all terms  
and conditions laid down in tender document.

Place:

(Signature with stamp of the bidder)

Date: