



भारतीय प्रबन्ध संस्थान, लखनऊ

INDIAN INSTITUTE OF MANAGEMENT, LUCKNOW

Prabandh Nagar, IIM Road, Lucknow-226013

NOTICE INVITING TENDER FOR ADVERTISING AGENCY IMPORTANT DATES

NIT No. IIML/PURCHASE/Advertisement/02/2024-25

Date: 19.04.2024

Indian Institute of Management, Lucknow (IIM Lucknow) invites e-tenders/ bids for empanelment of advertising agencies. A free view NIT is available on Govt. E-Procurement portal i.e. <https://eprocure.gov.in>. Interested Creative Advertising Agencies with INS Accreditation meeting the eligibility criteria are requested to sign-in (new user sign-in only with DSC) online to obtain user-ID and password using Digital Signature. The tender documents comprise of technical and financial bid. It is requested to download the tender on acceptance of terms and conditions. The technical and financial bid duly filled may be uploaded on the E-Portal of Govt. site i.e. <http://eprocure.gov.in> using Digital Signature before the last date and time of submission as mentioned above. The credentials as listed below shall be uploaded online.

A. IMPORTANT DETAILS

1. Last date and time for submission of tender	13.05.2024 (12:00 noon)
2. Date and time for Opening of Tender	14.05.2024 (12:00 noon)
3. Date of opening of the financial bid	will be updated eProcurement portal to eligible bidders later on.
4. Annual Estimated Tender Value	Rs. 60,00,000/- per annum
5. Earnest Money Deposit	Rs.1,20,000/-
6. Performance Security Deposit	Rs.3,00,000/-
7. The validity of bids	120 days from the date of opening.

B. GUIDELINES FOR BIDDERS

1. Indian Institute of Management, Lucknow, an autonomous body, set up by the Ministry of Human Resources Development, Government of India, having its office at Prabandh Nagar, IIM Road, Lucknow-226013 invites offers in prescribed BOQ from reputed Advertising Agencies with INS Accreditation meeting the eligibility criteria with the specified specification in enclosed proforma.
2. Institute's advertising works range from classified advertisements, tender advertisements to full-fledged advertisements for student admission, recruitment, tender etc. They are expected to be released in major newspapers, magazines and journal all over the country and abroad at short notice.
3. Institute invites the bids in two bid system (Technical and Financial) for procuring the services of advertising agencies.
4. The details of terms and conditions are being given at page 1&2 (Technical – A) and Annexure 'B' as (Financial Part – B). The bidder has to fill technical bid (Brief profile).
5. All filled bids are to be uploaded on the above site on or before the last date & time specified above.
6. The Earnest Money (amount mentioned above) shall be deposited in the below mentioned Institute Bank Account and share the UTR / Transaction number and date of Transaction in the Technical bid and the copy of transaction receipt must be uploaded online on portal with other documents. Those bidders, who are exempted from the deposit of Tender Fee & EMD (Earnest Money Deposit) must submit the relevant certificate to claim the exemption and mention 'Exempted' in the Technical Bid where UTR number has been asked. In case the enclosed certificate is not valid or not acceptable to the Institute, the submitted bid will be treated as bid without Tender fee/EMD and will be rejected. EMD will be forfeited in the event of withdraw of bid after the last date or/and Non-acceptance of awarded work order after finalization of the tender documents

Bank Account No.	07231450000294
IFSC Code	HDFC0000723
Name of Bank & Type of Account	HDFC/Savings

C. Eligibility Criteria

The advertising agency should have:

1. Accreditation of Indian Newspaper Society (INS) for Press Advertisement (Enclose letter from INS issued in the year 2023) (Letters issued prior to 2023, must have validity period, which shall cover the date of publication of the tender)
2. The agency should have offices in Lucknow and Delhi NCR region with state of art infrastructure and manpower/creative personnel/department (enclose address proof of both the addresses; such as Electricity Bill/ GST Certificate/ Rent Agreement etc.).
3. Minimum 5(five) years of experience in advertising with experience of work undertaken for Government/Public Sector Undertakings /Autonomous Body and Professional Education Institutes. (Enclose at least 2 work orders one should be issued before five years from date of publication and another of the present client)
4. The bidder should have minimum 5 similar active clients at present. (Documentary evidence, work orders/certificates, to this effect should be enclosed).
5. The bidder should have successfully completed similar work in reputed organizations and must meet one of the following conditions:

In last 3 years (from date of publication this tender), the bidder should have executed one contract with annual billing of not less 80% of the estimated tender value.

OR

In last 3 years (from date of publication this tender), the bidder should have executed 2 contracts with annual billing of not less 60% of the estimated tender value.

OR

In last 3 years (from date of publication this tender), the bidder should have executed 3 contract with annual billing of not less 40% of the estimated tender value.

(Enclose annual billing certificate or Work/Purchase Order from the clients clearing mentioning annual billing)

6. In case the agency wishes to be empanelled for Digital Advertising, the agency should also capable of handling Digital Advertising.
7. Average Turn-over in last 3 financial years (2020-21, 2021-22 and 2022-23) shall not be less than 3.00 Crores. A self-attested copy of certificate issued by a Chartered Accountant or Audited Annual Report shall be enclosed.
8. The advertising agency applying for empanelment should not have been blacklisted by any organization at any point in time. An undertaking in this regard should be submitted duly signed by the authorized person of the organization (Enclose filled, signed & stamped Annexure-B1)
9. The agency should have valid GST registration (documentary evidence to be submitted).
10. The bidder shall submit proof of deposit of EMD or valid MSME/ NSIC certificate

D. Scope of work and duties & infrastructure of the selected / successful bidder/ agency

1. **The Institute advertisements will be published on corporate/special institutional rates offered by various publications. Only the rate of discount on Institutional Rate shall be quoted in the Financial-Bid.**
2. Agency will be impanelled initially for a period of one year, which may be extended further period of 2(Two) year (on yearly basis), subject to satisfactory performance of the agency and on mutual consent. One or more agency/ies may be empanelled.

3. The advertising agency is required to have good infrastructure and have adequate experience in the field. These should include the creation of artwork, conceptualisation, designing, translation (mainly English to Hindi & vice versa), editing and release of advertisements in various publications.
4. Resource to handle full-fledged multi-lingual publicity campaigns with a high standard of creativity in advertising befitting the expectations of a premier professional institute.
5. Proficiency and proof-reading facilities in major Indian languages.
6. The empanelled advertising agency is expected to maintain a high level of professional ethics and will not act in any manner, which is detrimental to the Institute's interest. Agency will maintain confidentiality on matters disclosed to it for publication till proper instructions are issued for publication. IIM Lucknow reserves the right to impose a penalty in case of any violation of the above.
7. The agency should be able to execute all kinds of advertising assignments.
8. Selection of artwork will be entirely on Institute's discretion and IIM Lucknow will not pay any charges for submission of artwork.
9. IIM Lucknow reserves the right to make necessary modifications to the selected artwork, concept etc., and the concerned advertising agency will be required to carry out the modifications suggested in the artwork.
10. All the advertisement concerning the Institute shall be issued with the prior approval of the IIM Lucknow.
11. Translation of advertisement matter, whenever required, will be done by the Agency free of cost and the agency will be responsible for the same.
12. Payment shall be made within 30 working days after receipt of the final bill, duly supported by all the newspaper / publication clippings and original Invoice of the concerned publisher.
13. No additional charges will be paid by IIM Lucknow to the agency for making creatives, translation, editing etc. including the situations where the agency is asked to provide layout/ creatives but it may not get work order for publication for various reasons.

E. **Terms & Conditions**

1. **Security Deposit:** The successful bidder will be required to submit Security Deposit equivalent to 5% of the estimated tender value (mentioned on page of tender document) in form of Demand Draft / Performance Bank Guarantee / Fixed Deposit Receipt in favour of 'Indian Institute of Management Lucknow'. PBG / FDR shall be valid for a period of 39 months.
2. **Forfeiture of Performance Security/Security Deposit:**
 - a) Fails to carry out the works/ Non-execution of the work in accordance with the contract conditions or as per the specifications mentioned in the documents.
 - b) Stops the execution of works without giving prior information to the IIM.
 - c) Commits breach of any of the provisions of the contract.
 - d) Conditional acceptance of the work order differ from the tenders shall not be considered.
 - e) In case the bidders/successful bidder(s) are found in breach of any condition(s) at any stage of the tender, Earnest Money/Performance Security shall be forfeited.
 - f) In case the agency fails to execute the assigned work in time-frame manner. The institute reserves the right to have the work completed alternatively at the contractor's risk and expenses without any further notice to him. The contractor will have no claim for compensation for any loss, which he suffers in case of default of the contracted terms. In case of any default by the contractor, his security deposit will be forfeited.
3. **Forfeiture of EMD and Blacklisting of bidder:**
 - a) The bidder shall not make any changes in the downloaded tender document. In case any such changes made by bidder, the EMD of the bidder will be forfeited and the bidder may be debarred / blacklisted.
 - b) In case the bidder withdraws his bid after last date for submission of bid or does not accept the work order on award of work, EMD of that bidder (s) will be forfeited and the bidder (s) may be debarred / blacklisted.

- c) In case the bidder provides false or misleading information in the bid or encloses forged / fake documents with the bid, the EMD of the bidder will be forfeited and the bidder (s) will be debarred / blacklisted.
 - d) Any attempt to cheat or hiding of material facts related to the information sought in the Technical bid will be also result in forfeiture of EMD.
4. No extra payment will be made for conceptualisation, creation, designing and development of Advertisements issued in Newspapers/Magazines/Journals.
 5. The empanelment of agency does not guarantee to get the job/work for the advertisement.
 6. The institute shall have the discretion to give work to any empanelled agency selected through the tendering process and the Agency will have no right or claim for getting the job.
 7. The institute does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and the agency's performance.
 8. 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, IIM Lucknow and the award of the Sole Arbitrator shall be binding on both the parties to this agreement. Any legal dispute arising out of any breach of contract pertaining to this tender shall be settled in the court of competent jurisdiction located within the local limits of Lucknow, Uttar Pradesh.
 9. IIM Lucknow being a premier educational institute, many of the requirements could be of emergency in nature. The agency has to respond to such requirements at short notice despite holidays/beyond office hours.
 10. It is clearly understood by the parties that no financial liability of any type is created by the issuance of the letter of empanelment.
 11. Applications received after due date and time or without necessary documents will be rejected. Unopened bid would be returned to the bidder.
 12. The Director of the Institute reserves the right to reject any of the offers without assigning any reasons thereof.
 13. The decision of the Competent Authority, IIM Lucknow will be final in all matters relating to empanelment and decision thereof.
 14. IIM Lucknow reserves the right to reject any application without assigning any reason.
 15. The rate of discount shall only be mentioned by the bidder in the financial bid.
 16. All further communication will be through email / eProcure portal only.

17. Termination Clause:

- a) Either party may terminate the contract with 3 months' advance notice in writing to other party. However, in case the performance of the selected agency is not satisfactory, IIM Lucknow reserves the right cancel the empanelment.
- b) The empanelled agency will not be allowed to engage any other sub-agency to execute the assigned work/job. In such event, the empanelment will be cancelled and security money will also be forfeited.
- c) The performance of the Agency shall be regularly reviewed on the key parameters of creativity, initiative, competency and response time. In the event that the agency fails to meet the institute's requirements, the institute may terminate the empanelment without any notice.
- d) In case of termination of the contract by the IIM Lucknow, no compensation to the selected agency will be payable to agency by IIM Lucknow.

18. Penalty Clause:

- a) In case of any discrepancy/ complaint found in art work/executed word from user department or suo-moto during any execution of assigned work. The agency shall have to re-advertise on own expenses within stipulated period. A penalty of Rs.1000/- per such event will be charged and duly deducted from Security Money/ running bill.
- b) In case, the successful bidder/ agency, whom the contract is awarded, is not able to execute the work as per the work order, IIM Lucknow will be free the get the work done from the open market / another vendor at the RISK & COST of the successful bidder/ agency i.e. the

cost over and above the contract rate, payable to another vendor will be recovered from the successful bidder/ agency as a penalty.

- c) If the advertisement is misprinted or published differently from the approved one, the Agency will publish corrigendum/correct advertisement etc. at its own cost at the earliest (within a week). For any such mistake, appropriate penalty will be imposed on the agency by the Institute.
- d)
- e) Disqualification
- f) The proposal is liable to be disqualified in the following cases:
- g) Proposal not submitted in accordance with this document.
- h) During validity of the proposal, or its extended period, if any, the bidder increases his quoted prices.
- i) Proposal is received in incomplete format.
- j) Proposal is received after due date and time.
- k) Proposal is not accompanied by all requisite documents.
- l) Information submitted in the tender proposal is found to be misrepresented, incorrect or false, accidentally, unwittingly or otherwise, at any time during the processing of the contract (no matter at what stage) or during the tenure of the contract including the extension period if any.
- m) EMD/ MSME Certificate not submitted.
- n) Incomplete Financial Bid (any rates not filled).
- o) Financial Bid Format is attached with this Bid just for the information about the format in which separate financial bid is available on CPP Portal which is required to be duly filled in and submitted separately in the Standard format of CPP Portal. Bidders are required to fill the Specific Financial bid separately given at CPP portal. The Financial bid attached along with this technical bid must not be filled by the bidder. In case the filled in attached financial bid is found along with this technical bid then the bid of such Bidder shall be straightaway rejected.

Technical Bid -(Part-'A')

(To be printed on bidder's letterhead)

NIT No. – _____

Date: _____

Brief profile of the Advertising Agency (Please enclosed complete details of information)

<u>S. NO.</u>	<u>PARTICULARS</u>	<u>TO BE FILLED BY THE BIDDER</u>
1	Name of the Advertising agency	
2	Date of Establishment	
3	Status of organization Registration number / Trade license number (if any)	(Proprietary/Partnership/Private Limited/ Public Ltd Company) Regn NO. _____ (if any)
4	Name of the Director/Partner/Proprietor/ Chief Executive/Proprietor with contact details	
5	Registered office address (with telephone no. , e-mail address & website, if any)	
6	Address of the agency in Lucknow and Delhi NCR region with state of art infrastructure and manpower/creative personnel / department (enclose address proof of both the addresses; such as Electricity Bill, GST Certificate, Rent Agreement etc.)	Lucknow: Delhi:
7	GST registration Number	
8	Average Turn-over in last 3 financial years (2020-21, 2021-22 and 2022-23) shall not be less than three Crores. A self-attested copy of certificate issued by a Chartered Accountant or Audited Annual Report shall be enclosed	2020-21: _____ 2021-22: _____ 2022-23: _____
9	The bidder should have successfully completed similar work in reputed organizations and must meet one of the following conditions: In last 3 years (from date of publication this tender), the bidder should have executed one contract with annual billing of not less 80% of the estimated tender value. OR In last 3 years (from date of publication this tender), the bidder should have executed 2 contracts with annual billing of not less 60% of the estimated tender value. OR In last 3 years (from date of publication this tender), the bidder should have executed 3 contract with annual billing of not less 40% of the estimated tender value.	Have you filed 'Annexure-A' and enclosed annual billing certificate or Work/Purchase Order from the clients clearing mentioning annual billing : Yes / No
10	The bidder should have minimum 5 similar active clients at present. (Documentary evidence, work orders/certificates, to this effect should be enclosed)	If yes, provide details in Annexure-A with enclosures
11	Minimum 5(five) years of experience in advertising with experience of work	If yes, provide details in Annexure-A with enclosures

	undertaken for Government/Public Sector Undertakings /Autonomous Body and Professional Education Institutes. (Enclose at least 2 work orders one should be issued before five years from date of publication and another of the present client)	
12	The advertising agency applying for empanelment should not have been blacklisted by any organization at any point in time. An undertaking in this regard should be submitted duly signed by the authorized person of the organization	Enclose certificate on letter (format available with tender document as Annexure-B)
13	Accreditation of Indian Newspaper Society (INS) for Press Advertisement (Enclose letter from INS issued in the year 2023) (Letters issued prior to 2023, must have validity period, which shall cover the date of publication of the tender)	Date of Issue of Letter: Valid up to:
14	Details of EMD	UTR NO. _____ date: _____ OR MSME / NSIC No. _____
15	Do you deal with the Digital Advertising and will you be able to get Digital Advertising done for the Institute? (In case of 'No', your bid will only be considered/ evaluated for print advertising)	Yes / No
16	Have your enclosed signed copy of Tender Document	Yes / No
17	Name of the Representative(s) indicating designation, who would be calling on us and attending to our jobs. (designation, email id and mobile phone number)	

This is to certify that I have understood the terms & condition of the tender document and all the information provided above & enclosed is true to the best of my knowledge and belief.

Signature of the Bidder _____

Date: _____

Annexure-A

1. Enclose a list (in below mentioned format) of large corporate clients, whom similar services are being provided, including Banks/PSUs/Autonomous Organization/Government Organization/ reputed companies/ Educational institutes, such as IIMs/IITs

S. No.	Name of the client with address and contact details	Contract from (Date)	Contract up to (Date)	Annual Billing in (Rs.)	if the contract is terminated brief reasons	Page no. at which work order/agreement /completion certificate
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

DECLARATION BY BIDDER
(To be printed on bidder's letterhead)

With respect to our bid against IIM Lucknow NIT No. _____
_____ dated _____.

I/we.....declare the following and confirm that the information furnished and attachments submitted with the application are true and correct.

I/we are aware that any false information provided here in will result in the rejection of my/our application for empanelment.

I/we shall be bound the act soft he duly authorized signatory who has signed this application and of any other person, who in future, may be appointed by us in his place whether or not an intimation of such changes has been given.

I/we undertake to communicate promptly to IIM Lucknow any changes in the conditions or working of the firm.

No employee or direct relation of any employee of IIM Lucknow is in way connected as Partner/Shareholder/Director/Advisor/Consultant/Employee etc. with the bidder/firm.

I/we have read and understood IIM Lucknow's terms and conditions for empanelment and agree to abide by the same in all respects.

Further we declare that I/we have never been blacklisted / debarred by any government / PSU / Autonomous Organization.

Place:	Signature of bidder/representative Name:
Dated:	Designation:

FINANCIAL BID
(PART - "B")

NIT No. - _____

Date: _____

(a)	(b)
Description of work	Percentage (%) of Discount on Institutional Rates (To deducted from Institutional rates)
Releasing advertisements, tenders, notices, recruitment, notices etc. in Local/ National/ International newspapers, magazines and other similar publications for IIM Lucknow.	Don't disclose rate in the Technical Bid. Quote your rate in excel sheet uploaded with NIT on eprocure.gov.in
Digital Advertising on digital platforms of publications	Don't disclose rate in the Technical Bid. Quote your rate in excel sheet uploaded with NIT on eprocure.gov.in

Note:

1. The bidder quoting the highest rate (percentage) of discount on Institutional Rates for publication of advertisements will be empanelled for publication of advertisements in print media.
2. The bidder quoting the highest rate (percentage) of discount on Institutional Rates for on **Digital Advertising** will be empanelled for **Digital Advertising on digital platforms of publications**.
3. The bidders at may participate for both print & digital or any one as per their interest.
4. The Institute may empanel more than one agency, at its discretion, at the rate quoted by the bidder / agency offering highest rate of discount.
5. GST will be payable extra, as applicable, on the net bill amount before GST. [Example Institutional Rate Rs.100/- less discount offered @ 15% = Rs. 85/- (This is net bill amount before GST). GST will be payable on Rs.85/-].

Signature

Place:.....

Name:
(In Capital Letter)

Designation:

Date:.....

(Seal of bidder)