



# National Institute of Plant Health Management

Department of Agriculture, Cooperation & Farmers Welfare

Ministry of Agriculture & Farmers Welfare

Government of India



रा व स्वा प्र सं  
NIPHM

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No. NIPHM/Stores/4/Advertisement/2018-19/46

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## EXPRESSION OF INTEREST (EOI)

NOTICE INVITING EXPRESSION OF INTEREST FOR EMPANELMENT OF ADVERTISING AGENCIES FOR CONCEPTUALIZING DESIGN AND RELEASE OF ADVERTISEMENT IN PRINT MEDIA (NEWS PAPERS) AS & WHEN REQUIRED BASIS - Reg.

National Institute of Plant Health Management (NIPHM) an autonomous Institute under Ministry of Agriculture & Farmers Welfare, Govt. of India invites **Expression of Interest for empanelment of advertising agencies for conceptualizing design and release of advertisement in print media (News Papers)** from the reputed agencies. NIPHM intends to make a panel of agencies for getting designs and release of advertisement. The panel would be valid for a period of two years from the date of empanelment of the firms/agencies and can be extended at the discretion of the NIPHM for a further period of 2 years based on satisfactory performance. The participating parties may submit Expression of Interest in the Proforma attached at Appendix-I, II & III.

## EOI Schedule

S. No.	Critical Dates	Date and Time
1	Publishing Date	22.01.2019 at 04:00 PM
2	Document Download Start Date	22.01.2019 at 04:00 PM
3	Document Download End Date	11.02.2019 at 04:00 PM
4	Bid Submission Start Date	22.01.2019 at 04:00 PM
5	Bid Submission End Date	11.02.2019 at 04:00 PM
6	Bid Opening Date	12.02.2019 at 05:00 PM

**REGISTRAR**

1. **SCOPE OF WORK:**

- a. Releasing advertisements in Newspapers i.e. in print media.
- b. Preparation of artwork for different advertisements campaigns and release of the same on Print Media at DAVP rates.

**TERMS & CONDITIONS:**

1. The agency should have 5 years of experience. Supporting documents in support of experience need to be submitted.
2. The Media Agency should be a sole proprietary concern/partnership firm or company & should be registered with Registrar of firms/ Registrar of companies wherever applicable.
3. The Media Agency should have undertaken advertising service for Central Government/ State Government/ Public Sector undertakings / Nationalized Banks & other Corporate Companies and be empanelled with not less than 3 institutions.
4. The Media Agency should be an Income Tax assessee having filed its Income Tax returns for the last 3 assessment years.
5. The Media Agency should have valid I.N.S. accreditation for press advertisement.
6. Empanelment would be for a period of two years subject to satisfactory service / performance. It can be renewed for another two years based on the performance/service and mutually agreed terms & conditions.
7. If the service provided by the Media Agency is found to be unsatisfactory or if at any time it is found that the information provided for empanelment is false, NIPHM reserves the right to remove such agency from the empanelled list.
8. Each page of the application shall be signed by the authorized signatory. The application shall be signed by the person/persons on behalf of the organisation having necessary authorization/ power of attorney to do so.
9. If the space in the Proforma (Appendix-I) is insufficient for furnishing full details, such information may be furnished on a separate sheet of paper.
10. Any letter of document accompanying the application form shall be submitted duly attested.
11. Application for empanelment, if received late and / or incomplete in any respect or not accompanied by prescribed documents / certificate duly attested, shall be rejected. Applicant will, therefore, ensure that application reaches the office NIPHM on or before the due date & time. NIPHM will not be responsible for non-receipt of application within the specified date and time due to any reason, including postal delay. Application containing false and inadequate information will also be rejected.
12. While filling up the application with regard to the list of important assignment / project completed or on hand, the applicant shall only include those contracts which are individually done.
13. Clarification, if any, required may be obtained from NIPHM.
14. Decision of the Director General, NIPHM in regard to selection of advertising agencies for empanelment will be final and Director General is not bound to assign any reason therefore.
15. If discount offered by two agencies is same, then the order will be shared/given to both agencies on turn basis.

16. **EMD AMOUNT AND MODE OF SUBMISSION:**

**Rs. 10,000/-** (Rupees ten thousand only). The demand draft/Bankers Cheque from a Nationalized bank/Scheduled Bank should be drawn in favour of “NATIONAL INSTITUTE OF PLANT HEALTH MANAGEMENT”, payable at Hyderabad-500 030 should be submitted to the office on or before EOI closing date & time. If EMD is not received by closing date & time, EOI should be rejected.

- a) “The EMD amount of the unsuccessful Tenderers will be returned after the acceptance of the successful EOIs within a reasonable time.

- b) The EMD amount held by NIPHM till it is returned to the unsuccessful Tenderers will not earn any interest thereof.
- c) The EMD amount of Successful Tenderers will be adjusted as part of the Security Deposit (SD) due for successful execution of the contract.
- d) EOIs **without** EMD amount will be **rejected** by NIPHM as non-responsive. If the Tenderer is exempted from submission of EMD, he should enclose the copy of the supporting document / certificate issued by Government along with the EOI.
- e) If a Tenderer withdraws the EOI during the period of EOI validity specified in the EOI (or) in the case of the Successful Tenderers, if the Tenderer fails to sign the contract or to remit Security Deposit, the EMD amount shall be forfeited to the NIPHM.

17. **PAYMENT OF SECURITY DEPOSIT (SD):**

- a. The Successful firm(s) shall require to deposit Rs.10,000/- as Security deposit/Performance Security either by means of demand draft or irrevocable Bank Guarantee obtained from any Nationalized/Scheduled banks in favour of National Institute of Plant Health Management (NIPHM), Hyderabad which should remain valid for 60 days beyond the date of completion of all contractual obligations of the supplier. The security deposit will be released/discharged after 60 days of completion all contractual obligations of the supplier.
- b. The security deposit shall be forfeited, if the successful bidder fails to deliver the advertisement services assigned within the prescribed time as mentioned in the EOI/P.O or does not accept the assigned work for any reason, whatsoever.
- c. The EMD submitted by the bidder will be converted to security deposit. The security deposit shall be forfeited in case the bidder fails to undertake any work assigned under this tender.

18. **EXECUTION OF AGREEMENT:**

- a) The successful Bidder is required to execute enter into an Agreement on non-judicial stamp paper of Rs.100/- for fulfilment of the contract. Along with the Agreement the required Security Deposit shall be remitted.
- b) The successful Bidders shall not assign or make over the contract, the benefit or burden thereof to any other person or persons or Body Corporate for the execution of the contract or any part thereof.

19. **DOCUMENTS TO BE ATTACHED TO EOI:**

- a) The Tenderer has to furnish duly self-attested copies of all the documents as mentioned in Appendix II.
- b) The Tenderers should submit both the EOI Bid i.e. Technical Bid & Price Bid in separate sealed Envelopes and finally put them in one sealed cover (including invitation to EOI intact) duly filled in and complete and signed on each page of EOI form.
- c) EOIs not accompanied by all the Schedules/Annexure intact and duly filled in and signed will be ignored.

20. **SUBMISSION OF EOI:**

- a) **The Technical Bid and Price Bid shall be submitted in separate sealed envelopes being clearly subscribed as Technical Bid and Price Bid. Both these envelopes, containing the**

**Technical Bid and Price Bid, will finally be put in double sealed envelopes. The outer cover shall be addressed to the Registrar, NIPHM, Hyderabad- 5000 30 without any indication that a EOI is contained inside. EOIs which do not comply with this instruction shall be summarily rejected.**

b) The Tenderer shall submit duly filled Appendix-I & all applicable relevant documents as mentioned in Appendix-II only with Technical Bid.

c) The EOI shall submit Price Bid in the proforma as given in Appendix-III.

d) The Technical Bid only shall be opened first, on the due date and time specified, in the presence of the Tenderers or their authorized representatives who will remain present. The Price Bid of only those Tenderers shall be opened whose Technical Bid are found to be acceptable. The time and date of opening of Price Bid shall be fixed and intimated to them.

e) It should be clearly understood by the Tenderers that no opportunity shall be given to them to modify or withdraw any offer at a stage when the price bid is known to all Tenderers.

f) The EOI Form shall be filled in by the Tenderer clearly, neatly and accurately. Any alteration, erasures or over-writing in the EOI shall be invalid, unless the same are neatly carried out and attested over the full signature of Tenderer.

g) **The last date to submit the EOI is 11.02.2019 at 04:00 PM.**

21. **OPENING OF EOI:** The EOIs will be opened in the office of the NIPHM, Rajendranagar, Hyderabad-500030 **on 12.02.2019 at 05:00 PM.** The Tenderers will be at liberty to be present either in person or through an authorized representative at the time of opening of EOI.

22. **ACCEPTANCE OF EOI:** NIPHM reserves the right to reject any or all EOIs without assigning any reason and does not bind itself to accept the lowest or any EOI. It also reserves the right to accept the EOI for any or all the offers. The successful Tenderer will be advised of the acceptance of his EOI by a letter.

23 APPLICATION FORM FOR EMPANELMENT OF ADVERTISING AGENCIES**ELIGIBILITY CONDITIONS:**

The firm should submit the following supporting documents to fulfill the eligibility criteria:

<b>Sl. No.</b>	<b>Pre-qualification Criteria</b>	<b>Supporting Compliance document</b>
1	Name of the Advertisement Agency a. Whether Proprietorship/Sole/ Partnership/ Pvt.Ltd/Ltd.co. b. Name of the Director/In charge c. Name of the contact person	
2	Head Office a. Complete Address b. Telephone Numbers c. Fax Numbers d. E-mail Address e. Mobile No.	
3	Brand Office a. Complete Address b. Telephone Numbers c. Fax Numbers d. E-mail Address e. Mobile No.	
4	Contact person a. Name b. Designation c. Contact Numbers d. Fax Number e. E-mail Address f. Mobile No.	
5	Year of Establishment (Attach Proof)	
6	Registration Number (If any)	
7	The agency should have full accreditation with INS (Print Media)	Copy of Certificate accreditation with INS (Print Media), if any
8	The agency should have at least 5 years experience of working with Central Ministries/Government Departments, PSUs, Autonomous Bodies etc.	Copies of Work Orders / Contracts/ Purchase orders.
9	The Bidder should have an annual turnover of Rupees _____ in each of the last three years (FY 2015-16, 2016-17 & 2017-18)	Certified copies of Audited Statement of Accounts (Balance Sheet, Profit and Loss statement, Notes on Accounts) for the last three financial years (i.e. F.Y. 2015-16, F.Y. 2016-17 & F.Y.2017-18.) along with the Statutory Audit report and PAN copy have to be furnished
10	The firm should not be blacklisted by any Central Govt. / State Govt. / PSU/Govt. Bodies	Affidavit/Certificate/ undertaking signed by the Authorized signatory
11	GST Registration Certificate	Copy of Certificate to be enclosed
12	The bidders should be empaneled with DAVP	Affidavit/Certificate/ undertaking signed by

	and willing to release advertisement at DAVP rates applicable at the time of release of advertisement	the Authorized signatory
13	In house proficiency, translation and proof reading facilities in Hindi & English	Affidavit/Certificate/ undertaking signed by the Authorized signatory
14	The agency should be able to execute order at short notices and even on holidays.	Affidavit/Certificate/ undertaking signed by the Authorized signatory
15	Earnest Money Deposit	<i>Rs.10,000/- (Rupees ten thousand only). The demand draft/BC from a Nationalized bank/Scheduled Bank should be drawn in favour of "NATIONAL INSTITUTE OF PLANT HEALTH MANAGEMENT", payable at Hyderabad-500 030</i>

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

(Note: In case the space provided for furnishing information is inadequate, a separate sheet may be enclosed furnishing the information)

I/We do hereby certify that the information as provided above is correct and true in all respects. In case of furnishing of any false information, suppression of any material information, the application shall be liable for rejection, besides initiation of penal proceedings by NIPHM, Hyderabad. NIPHM decision will be binding on us.

Signature of authorised signatory

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

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

Seal :

Date:

24. **TECHINCAL BID****APPENDIX-II**

i) List of documents enclosed:

Sl. No.	Description	Compliance
1	Certified copy of Partnership deed/Articles of Association/Memorandum of Association/Bye-laws etc. as applicable	Yes/No
2	Certificate of Registration, if required	Yes/No
3	Authorization letter	Yes/No
4	Details of experience for last five years	Yes/No
5	Letter from the bank on credit/limits, if enjoyed	Yes/No
6	Bank Statement for the last 6 months from Bankers(s)	Yes/No
7	Duly audited P&L account for the last three financial years	Yes/No
8	Duly audited Balance Sheet for the last three financial years.	Yes/No
9	I.T. Returns for the last five years	Yes/No
10	Proof of valid I.N.S. accreditation	Yes/No
11	Details of sister Organizations, If any	Yes/No
12	Certificate of GST registration	Yes/No
13	Is it enclosed EMD for Rs.10,000/-	Yes/No
14	The firm should not be blacklisted by any Central Govt. / State Govt. / PSU/Govt. Bodies, is it enclosed Affidavit/Certificate/ undertaking signed by the Authorized signatory	Yes/No
15	The bidders should be empaneled with DAVP and willing to release advertisement at DAVP rates applicable at the time of release of advertisement, is it enclosed Affidavit/Certificate/ undertaking signed by the Authorized signatory	Yes/No
16	In house proficiency, translation and proof reading facilities in Hindi & English, is it enclosed Affidavit/Certificate/ undertaking signed by the Authorized signatory	Yes/No
17	The agency should be able to execute order at short notices and even on holiday, is it enclosed Affidavit/Certificate/ undertaking signed by the Authorized signatory.	Yes/No

Note: In case of photocopy of accounts, the same should self attested

Signature of authorised signatory

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

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

Seal :

**PRICE BID**

APPENDIX-III

From:  
Tenderer's Address:  
M/S

To  
The Registrar  
NIPHM  
Hyderabad

Dear Sir/Madam,

1. I/we, submit EOI for empanelment of Advertised Agency with reference to your N.I.T. dated.....
2. I/we have thoroughly examined and understood instructions to Tenderer's terms and conditions of contract given in invitation to EOI and those contained in the general conditions of contract and its appendices and agree to abide by them.
3. I/we, offer the work, at the rate, as follows: Percentage of Discount offered by agency to the NIPHM in case of newspaper advertisement at DAVP rate .....
4. The applicable Tax from time to time will be charged in addition to above rate (rate applicable as on date to be specified).
5. I/we agree to keep the offer open for acceptance up to and inclusive of date ..... and to the extension of the said date by thirty days in case it is so decided by Director General, NIPHM. I/we shall be bound to communication of acceptance of the offer dispatched with in the said time and I/We also agree that if the date up to which the offer would remain open for acceptance be declared a holiday for NIPHM, the offer will remain open for acceptance till the next working day.
6. Demand Draft No. \_\_\_\_\_ dated \_\_\_\_\_ issued by \_\_\_\_\_ for Rs. 10,000/- (Rupees ten thousand only) is enclosed to Technical Bid as Earnest Money.

In the event of my/our EOI being accepted, I/We agree to furnish a security deposit as follows (here indicated the manner in which security is deemed to be furnished).

Signature of authorised signatory  
Name : \_\_\_\_\_  
Designation: \_\_\_\_\_  
Seal : \_\_\_\_\_