

# **CENTRAL INSTITUTE OF FISHERIES EDUCATION**

*(Deemed University), Indian Council of Agricultural Research*

Panch Marg, Off Yari Road, Versova, Andheri (West), Mumbai-400061

Tel. No. 022-26361446/7/8

Fax No. 022-26361573

Web Site : [www.cife.edu.in](http://www.cife.edu.in)



## **NOTICE INVITING TENDER**



## **TENDER FOR ADVERTISING SERVICES**



**CENTRAL INSTITUTE OF FISHERIES EDUCATION**  
(Deemed University), Indian Council of Agricultural Research

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**NOTICE INVITING TENDER**

F. No. 36-33/16-17/ARC-Advt./P/

Dated: 30.12.2016

The Director, Central Institute of Fisheries Education, Mumbai invites sealed Notice Inviting Tender for Annual Rate Contract of DAVP empanelled agencies who can provide professional services for publication of advertisements in all leading Local/National/Regional News Papers. Non-transferable tender document containing details along with terms and conditions can be obtained from office of the undersigned on all working days on payment of **Rs.1,000/- (Rupees One thousand only)**, in cash or by Demand Draft payable to **"ICAR Unit-CIFE", Mumbai** (Non-refundable). The tender papers shall not be issued by post. Tender form shall be downloaded from our website [www.cife.edu.in](http://www.cife.edu.in) and the cost of tender documents should be enclosed with their bids in shape of Demand Draft/Pay Order failing which it will be rejected.

Sealed tenders will be received up to **1300 hrs. on 23.01.2017** and will be opened on the same day at **1500 hrs.** in present of the intended tenderers. An amount of **Rs. 25,000/- (Rupees Twenty Five thousand only)** towards EMD should be deposited in the form of crossed Demand Draft payable to "ICAR Unit-CIFE", Mumbai. The tenders of the firms/dealers who do not deposit EMD in the above said manner is liable to be rejected. Incomplete tenders and the tenders received after the due date and time will not be accepted. The tender sent by post, received after due date & time will also not be accepted.

The Director, CIFE, Mumbai reserves the right to accept or reject any or all tenders without assigning any reason thereof. No correspondence shall be entertained in this regard.

**Assistant Administrative Officer**



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F. No. 36-33/16-17/ARC-Advt./P/

Dated: 30.12.2016

1.	<b>Issue of tender document on</b>	<b>30.12.2016</b>
2.	<b>Last date for issue of tender document on</b>	<b>23.01.2017</b>
3.	<b>Acceptance of sealed tenders 1300 hrs on</b>	<b>23.01.2017</b>
4.	<b>Opening of tender at 1500 hrs on</b>	<b>23.01.2017</b>

**Name of the Work: ANNUAL RATE CONTRACT OF DAVP EMPANNELLED AGENCIES WHO CAN PROVIDE PROFESSIONAL SERVICES FOR PUBLICATION OF ADVERTISEMENTS IN ALL LEADING LOCAL/NATIONAL/REGIONAL NEWS PAPERS**

**NOTICE INVITING TENDER FORM SHALL HAS TO BE PURCHASED AND SUBMITTED SEPERATELY IN SEALED ENVELOPES.**

To,  
M/S

**Sub : Supply of Tender Form - reg.**

Dear Sir,

With reference to your application dated\_\_\_\_\_, please find enclosed herewith tender form along with the detailed terms and conditions vide Cash Receipt No.\_\_\_\_ Dated\_\_\_\_\_for Rs.\_\_\_\_\_for the Advertising services.

Kindly acknowledge the receipt of the same.

Your faithfully,

**Assistant Administrative Officer**



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**Invitation to Tender and instructions to Tenders**

**Also See Annexure : I & II**

F. No. 36-33/16-17/ARC-Advt./P/

Dated: 30.12.2016

Note : The envelope containing the tender as well as all subsequent communication should be addressed and delivered to :-

Director,  
Central Institute of Fisheries Education  
(ICAR - Deemed University)  
Fisheries University Road  
Versova, Mumbai - 400 061

**All communications must be addressed to the Officer named above by Title only and not by name**

To,

M/S \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Dear Sirs,

On behalf of the purchaser (Named in the schedule attached to tender form enclosed), I invite you to tender for the advertising services detailed in the said schedule. The conditions of contract, which will govern any contract made, are those contained in the general conditions of contract applicable to the contracts placed by Indian council of Agricultural Research and the Research Institute under it and the special conditions detailed in the Tender Form (and those attached herewith). If you are in a position quote for advertising services in accordance with the requirements state in the attached schedule, please submit your quotations to this office on the prescribed tender form attached.

**CENTRAL INSTITUTE OF FISHERIES EDUCATION, Mumbai invites tender enquiry for ANNUAL RATE CONTRACT OF DAVP EMPANNELLED AGENCIES WHO CAN PROVIDE PROFESSIONAL SERVICES FOR PUBLICATION OF ADVERTISEMENTS IN ALL LEADING LOCAL/NATIONAL/REGIONAL NEWS PAPERS.**

**INSTRUCTIONS, TERMS & CONDITIONS FOR CONTRACT OF DAVP  
EMPANNELLED AGENCIES FOR EXECUTION**

1. All the relevant information may be filled in proforma **ANNEXURE-I&II**. The advertising agency should be located in Mumbai area only.
2. The turnover of the firm on publication of advertisements should be at least **2.50 Crore** per annum on DAVP rates from one account during the last three financial years ending 31<sup>st</sup> March, 2016 copies of the same should be furnished. The turnover of print media only will be considered. A certificate to this effect should be enclosed with the application. (Attach copy of proof).
3. The Agency should be registered with the panel of DAVP, Government of India, also AIR & Doordarshan (Attach copy of proof).
4. The Agency should have full Indian Newspapers Society (INS) accreditation at least last 03 years (Attach copy of proof).
5. The Agency should have the experience of providing advertisement services to Govt./Semi Govt./Boards/Corporation for minimum period of 15 years.
6. The Agency should not have been blacklisted by any Central/State Government/Public Sector Undertaking/Institute of Govt. of India.
7. The Agency should have full set up / office in Mumbai, situated access with Western, Central Railway and Metro Stations.
8. The Agency should have the No Dues Certificate from the leading Publications groups i.e. Times of India, Indian Express, Hindu and Hindustan Times.
9. All the advertisements will be published on DAVP rates. A certificate in this regard may be given in all the bills sent by the agency for payment alongwith cuttings of newspaper. No advance payment will be made in any case.
10. All the payments will be made after publishing the advertisements in local / national / regional news papers. All the cutting of the newspaper will be attached with the bill to enable to make the payment.
11. No other charges will be made in any case excluding service tax.
12. All the advertisements could be collected estimate on DAVP rates personally for urgent action at your end. After awarded the job the estimates on DAVP rates, alongwith Hindi version of short & detail advertisement may be submitted immediately to CIFE.

13. The firm shall arrange translation of each advertisement text from English to all other regional languages in which the advertisement would be published. No extra charges will be paid for the said work.
14. All the advertisements sent to you in local / national / regional news papers (If necessary) may be published immediately i.e. within 1-2 days time in Mumbai, within 2-3 days time in all over India after receiving the approval other wise the contract will be cancelled without giving any reason in this regard.
15. All the advertisements which will be published on all India basis may be published in different newspapers alongwith regional languages as per DAVP policy. CIFE will not be responsible for any dispute with the newspapers in any case.
16. Have All India reach so as to enable prompt delivery of material(s) for country wide publication.
17. Creativity in advertising should be of high standard befitting the expectations of the authority. The empanelled agency shall prepare artwork, matrix blocks, bromides etc. as required for release of our advertisement on behalf of the Institute at free of cost.
18. No extra payment as creative charges will be paid to the agency for creation of designs, layouts and copywriting of advertisements.
19. Have proficiency and proof reading facilities in major Indian languages.
20. The agency should have an impressive background in the advertising market with exposure of working with Central/State Govt. Departments/Autonomous bodies of Govt. of India/Corporations of Govt. of India/reputed public or private organizations copies of the same should be furnished.
21. The contract will be signed initially for a period of one year, extendable to a period depending on the mutual agreement of CIFE and the agency with such modifications as may felt necessary. During the period of agreement, the terms and conditions of the contract will not be subject to any change.

## **22. Invitation to Tender**

A media list comprising the suitable newspapers will be prepared keeping in view the need and relevance of advertisement message and the target readers and the advertisements will be released accordingly.

- i. The advertisements will be released through the empanelled advertising agencies on DAVP rates.
- ii. The advertisements on All India basis will be considered and released as per the requirement of the advertisement only on the recommendation of CIFE.

### **23. Process for Release of Advertisement**

- i. The agency will depute a qualified representative for the collecting the matter for advertisement from the Administrative Officer of CIFE.
- ii. The agency will arrange to get the advertisement published in the desired newspapers and on desired dates, at DAVP rates.
- iii. The agency will release all the advertisements in the minimum possible space, as per the set standards/specifications, in the newspapers. Before publishing advertisements a sample copy with size and cost may please be furnished for approval.
- iv. If the advertisement is misprinted and published wrongly, the concerned agency will arrange to publish corrigendum at its own cost at the earliest. In case the agency fails to get the corrigendum published within the time limit the decision of the CIFE authorities will be final with regards to payment of bill.
- v. The empanelled agency shall arrange to place Institute advertisement(s) in a prominent position in the newspaper(s) without any premium or extra charges.
- vi. The empanelled agency shall arrange for publicity of Institute activities in the press and electronic media, at no extra cost, if required.
- vii. The Institute reserves the right to release any advertisement directly to the newspaper(s) or through any other advertising agency, which may not be on the Institute's panel.

### **24. Performance Security Deposit**

The successful Tenderers will have to deposit Performance Security Deposit of **Rs. 50,000/- (Rupees Fifty thousand only)** in the form of Demand Draft / Bank Guarantee. The Demand Draft may be in favouring of "ICAR Unit, CIFE" payable at Mumbai. The expiry of the Bank Guarantee should be at least 2 months beyond the ARC period awarded. This formality should be completed before the signing of Contract Agreement.

### **25. Payment**

- i. Payment to the agency will be made after of submission of bills (triplicate), accompanied copies of the published advertisements in the respective newspapers.
- ii. The payment will be made strictly as per the DAVP rates, which are applicable to CIFE.
- iii. The service tax will be paid extra at the rate determined by Government of India from time to time. The agency will have to deposit the service tax to the Government and submit documentary evidence of such deposit to CIFE as and when required/demand.

## 26. Penalty

CIFE will have the sole right to impose penalty for deficiency in services on the following grounds:

- i. If the agency fails to complete the work in the scheduled time-frame, CIFE will be at liberty to get the work done from other advertising agencies at the risk and cost of the defaulting agency and may also impose penalty on it.
- ii. The CIFE reserves its right to deduct appropriate amount from the bill in case the work undertaken by the agency on behalf of CIFE is found substandard or unsatisfactory or not as per the specifications given by CIFE.
- iii. In case of default on the part of advertising agency CIFE shall reserve the right to forfeit the security deposit either in part or full, besides any other action(s) as deemed fit.
- iv. If the Service provided by the Agency is found to be unsatisfactory or if at any time it is found that the information provided for empanelment is false, the CIFE reserves the right to remove such agency from the empanelled list along with forfeiture of Security Deposit.
- v. If the service of the advertising agency is not found satisfactory, the office has the right to cancel the contract any time without giving any reasons.

## 27. Jurisdiction

All questions disputes or difference under, out of or in connection with the contract if concluded shall be subject to the exclusive jurisdiction of the Court within the local limits of whose jurisdiction the place which the Acceptance of Tender is issued, is situated i.e. Mumbai.

Sealed proposals may be addressed to **“The Director, Central Institute of Fisheries Education, Mumbai”** Sealed proposal properly superscribed as **“ANNUAL RATE CONTRACT FOR ADVERTISING SERVICES”** with Complete address of the firm on the sealed envelope. Proposal will be opened at **3.00 PM on 23.01.2017** in presence of authorized representatives of the advertisement agency in the CIFE by the Committee constituted for the purpose.

The Director, Central Institute of Fisheries Education, Mumbai reserves the right to accept or reject any or all tenders without assigning any reason(s) thereof.

Dated: \_\_\_\_\_

**(Signature & Seal of Tenderer)**



**ANNEXURE - I**

1. Name & Address of the company with contact No. :
2. Year of Establishment :
3. Whether Limited/ Pvt. Ltd. or Partnership/ Proprietorship firm :
4. Head Office or Branch Office in Mumbai with contact No. :
5. Whether Registered with INS (copy may be enclosed) :
6. Whether the agency were put under ban or INS issued NoD :  
(Notice of disaccreditation ) to the agency in the past :
7. Whether DAVP rates are acceptable to the company :
8. PAN/ TAN & Service Tax No. :
9. Branch office details :
10. List of Clients (as on date) :
11. Last three years turnover alongwith copy of income tax return. :

**Year**

**Turnover (Rs. In lakh)**

2013-14

2014-15

2015-16

12. Maximum time to publish the advertisements in Local / National / Regional News papers :
13. Please indicate name & full address of your Banker with branch code, IFS code, MICR code etc. :
13. Any other information

Dated: \_\_\_\_\_

**(Signature & Seal of Tenderer)**

**ANNEXURE - II**

**TENDERS FOR THE ANNUAL RATE CONTRACT FROM DAVP EMPANNELLED AGENCIES WHO CAN PROVIDE PROFESSIONAL SERVICES FOR PUBLICATION OF ADVERTISEMENTS IN ALL LEADING LOCAL/ NATIONAL/REGIONAL NEWS PAPERS at Central Institute of Fisheries Education (CIFE) at its Yari Road Campus”**

Full Name & Address of the Tenderer in :  
Addition to Post Box No., if any, should  
be quoted in all communications to this office  
Telephone No. :  
Telegraphic Address/FAX/Cullular No. :  
E-Mail address :

From :

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-----

To :

The Assistant Administrative Officer (P)  
Central Institute of Fisheries Education  
(Deemed University), *Indian Council of Agricultural Research*  
Panch Marg, Off Yari Road, Versova  
Andheri (West), Mumbai – 400 061

I/We have read all the particulars regarding the General information and other terms and conditions of the contract for **ANNUAL RATE CONTRACT FROM DAVP EMPANNELLED AGENCIES WHO CAN PROVIDE PROFESSIONAL SERVICES FOR PUBLICATION OF ADVERTISEMENTS IN ALL LEADING LOCAL/ NATIONAL/REGIONAL NEWS PAPERS** at Central Institute of Fisheries Education (CIFE) at its Yari Road Campus and agree to provide the services as detailed in the schedule herein or to such portion thereof as you may specify in the acceptance of the tender at the rates given in Schedule-I to this Tender and I/We agree to hold this offer open till 90 days. The rates quoted will be valid for a period of one year in the event of award of the Contract. I/We shall be bound by a communication acceptance dispatched within the prescribed time.

2. I/We have understood these terms and conditions for the contract and shall provide the best services strictly in accordance with these requirements.

3. The following pages have been added to and form a part of this tender\_\_\_\_\_. The Schedules-I & II to accompany this Tender are at pages \_\_\_\_\_

4. Every page so attached with this Tender bears my signature and the office seal.

5. Pay order / DD No. \_\_\_\_\_ of Rs. .... (Rupees .....  
... ..**only**) drawn in favour of ICAR Unit- CIFE and payable at Mumbai is enclosed as earnest money required.

Yours faithfully,

**Signature & Seal of the Tenderer**

**Witness** \_\_\_\_\_

**Telephone No. Office**

**Address** \_\_\_\_\_

**Resi.**

**Occupation** \_\_\_\_\_

**Mobile**

**Signature of witness to contractor's signature**

**Address :**

**Name & Signature of Witness :**

**Address :**