

# Dr. Ram Manohar Lohiya National Law University, Lucknow



## Short-term tender notice For empanelment of advertising agencies

Proposals are invited from reputed Indian Newspaper Society (INS) accredited advertising agencies for empanelment with Dr. Ram Manohar Lohiya National Law University, Lucknow. Empaneled agency shall be required to issue recruitment notifications, tender notices and display advertisements in print media on the instructions of the University. Objective of empanelment is to select a competent firm on competitive pricing. Annual expenditure of the University on advertising is approximately Rs. 5.00 lacs presently. Interested firms may obtain tender form from the University office on payment of requisite processing fee.

### : Time Schedule for tender process:

<b>DATES OF SALE OF TENDERS</b>	: 09.11.2023
<b>LAST DATE FOR SUBMISSION OF TENDER DOCUMENT</b>	: 25.11.2023
<b>TIME AND DATE FOR OPENING OF THE TENDER (<i>Technical bid</i>)</b>	: 28.11.2023
<b>TIME AND DATE FOR OPENING OF THE FINANCIAL BID</b>	: Date and time of financial bid opening will be informed telephonically
<b>PLACE OF OPENING OF THE TENDER</b>	: Administrative Block of the University.
<b>ADDRESS FOR COMMUNICATION</b>	: Registrar, Dr. Ram Manohar Lohiya National Law University, Lucknow -226012

**Name and Signature of the authorized person of the tendering firm**

**Seal of the Firm**

**Dr. Ram Manohar Lohiya National Law University, Lucknow**

**EMPANELMENT OF ADVERTISING AGENCY  
PROFORMA OF TECHNICAL BID**

<b>S. No.</b>	<b>Particulars</b>	<b>Details</b>
1	Name of the Tendering Firm	
2	Legal Status of the Firm (e.g. company, firm, sole proprietorship, copy of certification of incorporation is required in case of a company)	
3	Year of Establishment/incorporation of the firm	
4	Year in which INS accreditation was given to the firm (Enclose attested copy of the certificate)	
5	Validity period of INS accreditation (Enclose relevant certificate)	
6	Address of the Firm with Phone number and E-mail	
7	PAN number (Enclose copy of the PAN)	
8	GST Registration No. (Enclosed relevant certificate)	
9	Annual Turnover of the last three years (Enclose copies of audited balance sheets)	2020-21..... 2021-22..... 2022-23.....
10	Name of the prominent clients (Attach the list of client institutions/organizations)	
11	Details of enclosed EMD /processing fee (i.e. D.D. No./Bank Name etc.)	
12	Details of-enclosed processing fee (in case of downloaded tender forms only)	

Terms & conditions of the tender given overleaf.

**Name & Signatures of the authorized person of the tendering firm**

**Seal of the Firm**

## **TERMS AND CONDITIONS OF EMPANELMENT**

### **Eligibility Conditions:**

The Advertising Agencies (referred as the Agency hereinafter) meeting the following minimum qualifying criteria are eligible to apply. Proposals of the agency which does not meet the following qualifying criteria will be rejected at the first stage:

1. The agency should have full and continuous accreditation with the Indian Newspaper Society (INS) at least for the last 3 consecutive years and should be valid as on the date of the advertisement. Must submit letter stating accreditation status from INS.
2. The agency should have its office in Lucknow.
3. The agency should have yearly turnover of ₹1 (One) crore and above for each of the last 3 financial years. Copies of audited balance sheet of the relevant years are required to be submitted.
4. The agency must have been in the panel of advertising agencies of at least one Govt. organizations/ PSUs/ autonomous bodies during the year 2023-24.
5. The agency should have a valid PAN number and GST Registration No.
6. The Agency should not have been blacklisted by any Central / State Government / Public Sector Undertaking, Govt. of India.

### **Other Conditions:**

1. The University will enter into the contract initially for a period of three years, extendable to a further period depending on the mutual agreement. The terms and conditions of the contract, during the period of agreement shall remain unchanged. The contract may be terminated at any time in case services are not found satisfactory.
2. The tendering agency is required to enclosed Rs. 50,000/- as EMD by way of Bank Draft in favour of Registrar, Dr. Ram Manohar Lohiya National Law University, Lucknow. This EMD shall be converted in to Security Deposit in case of empaneled agency. EMD of all unsuccessful agencies shall be refunded within 2 weeks of completion of tender process. Security Deposit of the empaneled agency shall be refunded within 30 days after the expiry of the contract period. The security money shall be treated as a collateral guarantee for compliance of terms and contract of empanelment, therefore, liable for forfeiture, adjustment, based on actual assessment of loss, against any breach of contract terms.
3. Tendering firms are required to submit their proposals in two envelopes. Envelope-I shall contain page no. 1 to 3 of the tender document and will be known as technical bid. Envelope-2 shall contain page no. 4 only which shall be known as financial bid. These two envelopes shall be sealed in one big envelope superscripted as 'Proposal for For empanelment of advertising agencies. Financial bids of only those bidders shall be opened who qualify the conditions of the technical bid.
4. The University shall not make any advance payment to the advertising agency for any of the work assigned by the University. The payments shall be released by the University against the bills received from the agency after having completed the job to the satisfaction of the University.
5. The University reserves the right to remove any such agency along with forfeiture of Performance Guarantee, if the service provided by the Agency is found to be unsatisfactory or the agency defaults on account of adherence to the conditions of empanelment.
6. Bidders offering higher discount on the tariffs of the respective news papers will be empaneled by the University. The University may empanel more than one Advertising Agency, if required. However, the act of empanelment shall not prohibit the University of its Right to release advertisement directly without routing them through the empaneled advertising agencies.
7. The University reserves the right to accept or reject any or all the tenders without assigning any reason thereof.
8. The agency will be issued a work order by the University along with specimen advertisement. The agency shall be required to prepare a model advertisement and get it approved from the University before release of the same in the print media. The agency shall be required to follow the dates/timelines as mentioned by the University in the work order. Annual expenditure of the University on advertising is approximately Rs. 5.00 lacs presently.
9. Payment against the service bills of the agency shall be made by the University on receipt of the bills, duly supported with all the copies of the advertisements published in the concerned newspapers.
10. All payments shall be subject to TDS at applicable rates.
11. Any dispute regarding the terms of empanelment will be referred to the sole arbitrator appointed by the University. Decision of such arbitrator shall be final and binding on the both of the parties (i.e. The University and the empaneled agencies).

### **Declaration by the tendering agency**

It is certified that the details given above are correct. I understand that if at any stage any of the detail/declaration is found to be false, the contract shall be liable to be terminated and the University shall be free to take any legal action as per law. I have read the terms and conditions of the tender documents given above and agree to comply those in case of empanelment of my agency. It is also certified that our firm has no history of being blacklisted by any organization in the past.

**Name & Signatures of the authorized person of the tendering firm**  
**Seal of the Firm**

**Dr. Ram Manohar Lohiya National Law University, Lucknow**  
**EMPANELMENT OF ADVERTISING AGENCY**  
**PROFORMA OF TECHNICAL BID**

Name of the tendering agency: .....

<b>S. No.</b>	<b>Item/Newspaper</b>	<b>Display Advt. % of Discount offered on Tariff (in Figures &amp; Words)</b>	<b>Recruitment Advt. % of Discount offered on Tariff (in Figures &amp; Words)</b>	<b>Tender Advt. % of Discount offered on Tariff (in Figures &amp; Words)</b>
1	Lucknow Edition - TOI			
2	All India Edition- TOI			
3	Lucknow Edition - TOI + NBT			
4	All India Edition - TOI + NBT			
5	Lucknow Edition - HT			
6	All India Edition - HT			
7	Lucknow Edition - HH			
8	All India Edition - HH			
9	Lucknow Edition - DJ			
10	All India Edition- DJ			
11	Lucknow Edition - AU			
12	All India Edition - AU			
13	Calcutta Edition - NBT			
14	All India Edition - NBT			
15	Employment News (Hindi, Eng. & Urdu)			
16	Any other Charges to be levied (please specify)			
17	Lucknow Edition - TOI			

**Abbreviations used:** TOI- Times of India, NBT - Navbharat Times, HT- Hindustan Times, HH- Hindustan (Hindi), AU - Amar Ujala, DJ - Dainik Jagran

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**Seal of the Firm**