

GOVERNMENT OF ANDHRA PRADESH
DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS: Vijayawada.

Tender Schedule

Terms and conditions for Empanelment of Print Media Advertising Agencies-2017

Department of Information and Public Relations, Government of Andhra Pradesh invites applications from reputed advertising agencies for empanelment.

Empanelment of agencies will be in the following 2 categories:

- A. To carry out large-scale, multi-media publicity campaigns.
- B. For Display & Classified advertisements.

Category-A: Eligibility Criteria for Empanelment of Ad agencies for carrying out large scale, multimedia publicity campaigns (EMD Rs.5,00,000/-).

1. The Agency should have considerable experience in planning and executing large-scale multi-media campaigns involving TV, print, radio, outdoor and other conventional and non-conventional media vehicles.
2. On being briefed, the agency should be able to generate campaigns within the specified time for various media.
3. Agency should have the expertise to conceptualize and produce TV commercials, audio-visuals, radio jingles and songs in Telugu.
4. Agency should have valid full accreditation with Indian Newspaper Society (INS) and Indian Broadcasting Federation.
5. The agency should have been in this business for more than 3 years.
6. The agency should have office premises in Hyderabad / Vijayawada or shall establish its office set-up at Hyderabad / Vijayawada within 30 days from the date of empanelment.
7. The agency should have achieved an annual turnover of over Rs.25 Crores (Rupees twenty five crores only) every year continuously for the last 3 financial years (2014-15, 2015-16 & 2016-17).
8. The Advertising agency applying for empanelment should not have been blacklisted by any organization/department at any point of time. A declaration to this effect has to be furnished. Any information regarding blacklisting comes to notice after empanelment, their empanelment will be cancelled.
9. Agencies that fulfill all the above criteria shall only apply for empanelment in this category. Agencies that apply in this category cannot apply for empanelment in the Category-B.

Category-B: Eligibility Criteria for Empanelment of Ad agencies for Display & Classified advertisements. (EMD Rs.2,00,000/-).

1. Agency should be one amongst the top reputed advertising agencies. Agency should have fully functional Creative and Media departments.
2. On being briefed, the agency should be able to generate advertisements within the specified time for the print media.

Sd/
Commissioner

3. Agency should have valid full accreditation with Indian Newspaper Society (INS).
4. The agency should have been in this business for more than 3 years.
5. The agency should have achieved an annual turnover of over Rs.5 Crores (Rupees five crores only) every year continuously for the last 3 financial years (2014-15, 2015-16 & 2016-17).
6. The agency should have office premises in Hyderabad / Vijayawada or shall establish its office set-up at Hyderabad / Vijayawada within 30 days from the date of empanelment.
7. The Advertising agency applying for empanelment should not have been blacklisted by any organization/department at any point of time. A declaration to this effect has to be furnished. When any information regarding blacklisting comes to notice after empanelment, their empanelment will be cancelled.
8. Agencies that fulfill all the above criteria shall only apply for empanelment in this category. Agencies that apply in this category cannot apply for empanelment in the other category.

Terms and Conditions :

1. Agencies will be empanelled on the basis of their experience subject to fulfilling of terms and conditions.
2. The empanelled advertising agency is expected to maintain high level professional ethics and will not act in any manner, which is detrimental to the interests of Government / Commissioner, I&PR. Agency will maintain confidentiality on matters / content till proper instruction is issued for publication.
3. Selection of concepts will be entirely at the discretion of Commissioner, I&PR.
4. Applications received after due date and time or without necessary documents will be rejected.
5. Applications received without EMD will be rejected.
6. Commissioner, I&PR reserves the right for rejection of any/ all applications without assigning any reason/s whatsoever. All decisions taken by the Commissioner, I&PR Department would be final and no further representation/correspondence in this regard will be entertained.
7. Commissioner, I&PR Department reserves the right to delist the empanelled agency at anytime of his choice without assigning any reason and no appeal would be entertained in this regard.
8. The completed application in sealed cover along with necessary documents is to be submitted to Sri V.S.N.Murthy, Joint Director (Advt) latest by 3 PM on 18-9-2017.
Applications should be submitted in sealed cover superscribed as “Application for Empanelment of Print Media Advertising Agencies-2017”. No application will be accepted after the said time and date.
9. Short listing of applications will be borne from the advertising agencies satisfying the eligibility criteria. Short-listed advertising agencies will be invited to showcase their credentials and have to submit the required documents at the time of request.

Sd/
Commissioner

10. The Advertising Agency must have a full fledged office functional at Hyderabad for the last two years i.e. from 1st April 2015. In addition, the availability of functional office within the CRDA, limits is preferable.
11. An undertaking that the Ad Agency will provide services on holidays and beyond office hours in case of urgency of the department.
12. Expression of Interest not received in the prescribed format (Annexure I) will be Summarily rejected.
13. The Advertising Agency should select two display advertisements created by them, which it considers as their best, and must attach their copies with the application, along with the date of publication, names of the newspapers/periodicals, and respective release orders of the client. These advertisements must have been issued after 1st January 2015.
14. All bidders shall have to submit prescribed Earnest Money Deposit in the form of a Demand Draft drawn from any Nationalized Bank favouring Accounts officer, I&PR Department payable at Vijayawada.
15. EMD of successful bidder will be released only after the expiry of contract period, without any interest. EMD of the unsuccessful agencies will be returned latest on or before the 30th day after the formation of panel.
16. CIPR reserves the right to remove any such agency from the empanelled list along with forfeiture of EMD, if the service provided by the Agency is found to be unsatisfactory or if the information provided for empanelment is proved to be false.
17. The EMD will be forfeited in the following cases:
- i. When tenderer withdraws or modifies the offer after opening of the tender.
 - ii. When the tenderer fails to comply the work order within the prescribed period.
 - iii. When information / certificates / documents furnished are found false at any stage.
18. The Department shall not make any advance payments to the advertising agency for any of the work assigned. The payments shall be released against the bills received from the agency after having completed the job as per the work order. This is strictly subject to availability of budget and sanction from government.
19. The Department may empanel more than one Advertising Agency and shall be free to release advertisements through any one or more of them. However, the act of empanelment shall not prohibit the Department of its right to release advertisement directly to the newspapers without routing them through the empanelled advertising agencies.
20. The Department also reserves the right to get any Advertisement designed as well as released through any Advertising Agency not borne on the panel, at any time. Such cases arise only if the designs submitted by panel agencies are not upto expected standards.
21. The Department also reserves the right to use the logo, design, layout etc. prepared by any Advtg. Agency for releasing advertisements directly or through any other advertising Agency or any other source as deemed fit by this department without Advtg. Agency's consent, which designed the advertisement.

Sd/
Commissioner

22. For selection of artwork for display / classified advertisement, CIPR will invite concepts from all / selected empanelled agencies and advertisement will be released through the agency whose design/concept is approved. If advertisement is released to more number of newspapers, the agencies participated in preparation of creative will be shared allotment of newspapers. Artwork submitted for evaluation will not be returned.

23. Artwork / creative once selected will be the property of I&PR Department and it can be repeatedly used in different media like print, outdoor, electronic etc. Agency has to provide original soft copy of open file to the I&PR Dept. The agency can't use the concept / artwork for other clients once it is selected.

24. Whenever required, the Advtg. Agency shall have to accept and get advertisement published at a very short margin of time in specified newspapers on a specified date as indicated by the department. It is the responsibility of the Advtg. Agency to ensure that correct and readable advertisement is published.

25. In case there is an error in publication of the advertisements as compared to advertisement's text approved by this office, agency shall arrange to publish the corrigendum immediately, under advice to this office, at its own cost. No bills should be raised and the department will not pay any charges for publication of published corrigendum, what-so-ever the amount may be. Penalty may also be imposed in such cases.

26. All the layouts must be approved by the CIPR or officer authorized by him prior to release including design / text matter of the display advertisements. Translation in newspapers, language and proof reading will be the responsibility of the agency.

27. The agencies blacklisted by other government organizations / autonomous bodies will not be considered for empanelment.

28. Selected firm will be kept in the list of panel for a period of two years from the date of empanelment with this department. This could be extended to a further period with such modifications as may be felt necessary. However, the terms and conditions of the contract, during the period of agreement, will remain unchanged.

29. CIPR reserves right to terminate the panel/empanelment of any of the empanelled Advertising Agency/all the Advertising Agencies empanelled at any time before expiry of the empanelment period without assigning any reason.

30. The Department reserves the rights to add, delete or revise any of these conditions, and also include special conditions as new ones, as and when required.

31. Empanelment does not guarantee that any or all applicants shall be awarded any assignment / release of advertisement as a result of this empanelment.

32. At any time prior to deadline for submission of applications, CIPR may for any reason, modify this document. The amendment shall be binding on all applicants.

33. The Agency should be fully accredited with INS for the last 3 years (2015, 2016, 2017) and no NOD (Notice of Dis-accreditation) should have been issued by the INS during last 3 years. Provisional or conditional accreditation shall not be accepted. A self declaration letter for continuous INS accreditation without break for last 3 years shall be submitted. If it comes to notice at any time during period of empanelment, the agency will be disqualified.

34. Any disputes subject to jurisdiction of Andhra Pradesh High Court only.

Sd/
Commissioner

Government of Andhra Pradesh
Department of Information & Public Relations
2nd Floor, NTR Administrative Complex, RTC Complex, Vijayawada.

Documents to submit

1. Document in support of Full accreditation with INS and IBF.
2. Brief Profile of the Agency (Whether Partnership Firm / Proprietorship Firm or Private Limited/Limited Company etc.)
3. Credentials (Publicity campaigns carried for any reputed organization)
4. Copies of audited balance sheet for last three financial years ie., 2014-15, 2015-16, 2016-17 supported by IT returns and turnover certificate by Chartered Accountant.
5. Copies of Pan Card / Adhar Card / GST registration certificate.
6. Copy of registration/ Trade Certificate.
7. Bank Account number with branch name and IFC Code of the Bank:
8. RTGS/NEFT No. of the bank
9. An undertaking (on the letter head) certifying that their agency has not ever been blacklisted by any of the organization including government/PSUs, etc.; for any reason at any point of time.
10. An undertaking (on the letter head) certifying they are fully accredited agency of INS for the last 3 years and have not been issued any NOD (Notice of Dis-accreditation) over the last 3 years.
11. All the documents submitted shall be self-attested with office seal.

**Empanelment of INS Accredited Print media Advertising Agencies in
I&PR Department, Government of Andhra Pradesh.**

APPLICATION FORM

Note: The relevant information sought for in proforma below may be mentioned in short against the points here only. Detailed documents/certificates etc may be enclosed and flagged)

1. Name of the Advertising Agency:
(In Block Letters)
2. Date of Establishment:
3. Registered Office Address (with telephone no. & e-mail address) :
4. Registration No./ Trade License No. (if any):
5. Website:
6. Address of Head Office (with telephone no. & e-mail address) :
7. Status of the organization :
Proprietary/ Partnership/ Pvt. Ltd./ Public Company
8. Name and Address of Chief Executive/ Proprietor
9. Name of the representative assigned with/ will be assigned for our job (with designation and phone number)
10. Details of infrastructure available at Hyderabad / Vijayawada
11. Name of the cities where company is having branches
12. Annual Business Turnover for last three years
(Year 2014-15, 2015-16, 2016-17 certified from Auditor)
13. Credentials (List out major campaigns handled)
14. INS Full Accreditation Certificate

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

This is to certify that I have understood the terms & conditions, eligibility criteria, provisions of tender document and all the information given by me in tender document is true to the best of my knowledge.

Signature of Tenderer

DECLARATION BY TENDERERS

To
The Commissioner
Department of Information and Public Relations
Government of Andhra Pradesh
Vijayawada.

Sub: Tenders for Empanelment of Print Media Advertising Agencies-2017.

Sir,

With reference to your advertisement published in _____ (name of newspaper) on the above subject, we are interested in being empanelled by the I&PR Department, Govt of AP and are submitting our proposal as follows:

1. I, (Name of the person) am authorized to declare on behalf of the (Name of the agency) hereby declare that the agency have Full-fledged office established in Hyderabad / Vijayawada / with needed manpower.
2. I also declare that all the statements made in this application are true, complete and correct to the best of my knowledge and belief. I understand that if at any stage, it is found that any information given in this application is false/ incorrect or that our agency do not satisfy the eligibility criteria, our candidature/ empanelment is liable to be cancelled/ terminated.
3. I understand that the decisions taken by the Commissioner, I&PR Department, Govt of AP is final in all matters.
4. I hereby agree to work as per the terms and conditions stipulated by I&PR Dept.
5. I understand that the Commissioner, I&PR Department reserves the right to accept or reject and to cancel the empanelment process and reject all expression of interests at any time prior to the award of the contract, without detailing any specified reasons whatsoever.

Signature _____

Place _____

Name _____

Date _____

Designation _____