



SCHOOL OF PLANNING AND ARCHITECTURE, BHOPAL

**TENDER DOCUMENT FOR
EMPANELMENT OF ADVERTISING AGENCY**

No. : SPAB/S&P/Tender/2023-24/01 Dated 26-07-2023

**Neelbad Road, Bhauri, Bhopal– 462 030 (M.P.)
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School of Planning and Architecture, Bhopal

(An Institution of National Importance under Ministry of Education, Government of India)

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1. INTRODUCTION

School of Planning and Architecture, Bhopal an Institute of National Importance under Ministry of Education, Government of India is working towards the promotion and development of education and research in the field of Architecture and Planning. SPAB provides Planning and Architecture, education across the country.

2. NOTICE INVITING TENDER

SPA Bhopal invites tenders under "**TWO BID SYSTEM**" for the empanelment of advertising agency at SPA Bhopal, Campus, from reputed agencies. The contract period will be initially for a period of one year extendable on yearly basis by further 2 years on the basis of satisfactory performance and mutual consent on same terms and conditions.

"TWO BIDS SYSTEM" shall be followed for this tender. Bids received shall be evaluated as per the criteria prescribed in the tender document.

SPA BHOPAL will not entertain any modifications subsequent to opening of bids and bids not conforming to tender conditions shall be liable to be rejected. Therefore, bidders are advised to submit their bids complete in all respects as per requirement of tender document specifying their acceptance to all the clauses of Bid Evaluation Criteria, General terms and conditions and compliance to the Scope of Work etc.

The tender document is not transferable to any other person. The tender document can be downloaded from the SPA Bhopal official website www.spabhupal.ac.in

In case of any clarification required relating to this tender, the same can be sought from the following officer of SPA Bhopal:

Assistant Registrar (S&P),
School of Planning and Architecture,
Neelbad Road, Bhauri, Bhopal -462030

Phone No. 07552526829,842
email id : storespurchase@spabhupal.ac.in.

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3. SUBMISSION OF TENDER

Tender Title	EMPANELMENT OF ADVERTISING AGENCY
Tender Fees	₹ 3,000/- (Three Thousand Only) (non-refundable) RTGS/NEFT Account No.: 2073201002565 Account Name: SPABHOPAL Internal Receipts IFSC code: CNRB0004725 Bank Name: Canara Bank Branch Name: Bhauri Bhopal (Attach RTGS/NEFT Copy otherwise tender not considered)
EMD Amount	RTGS/NEFT of INR ₹ 25,000/- (Twenty five thousand Only) Account No.: 2073201002565 Account Name: SPABHOPAL Internal Receipts IFSC code: CNRB0004725 Bank Name: Canara Bank Branch Name: Bhauri Bhopal (Attach RTGS/NEFT Copy otherwise tender not considered)
Last date & time for Receipt of Tender	18-08-2023 at 4.00 Pm
Date and Time of the opening of Technical Bids	22-08-2023 on 4.00 Pm at Senate Block SPA Bhopal (Interested Firm/Representative may participate)
Date and Time of the opening of Financial Bids	will be notified to the technically qualified bidders
To whom the tender documents can be submitted	The Assistant Registrar, School of Planning and Architecture, Neelbad Road, Bhauri, Bhopal – 462030 (M.P.) Should be put in a Tender Box kept at Estate cum Security Office, Main Gate, SPA Campus, Neelbad Road Bhauri, Bhopal. OR through Speed Post/Courier On OR before 18-08-2023 at 4.00 Pm Be submitted in a sealed cover superscripting “EMPANELMENT OF ADVERTISING AGENCY” Institute is not responsible for any postal delay in receipt of tender document at SPA Bhopal.
Address for Communication	The Assistant Registrar, School of Planning and Architecture, Neelbad Road, Bhauri, Bhopal – 462030 (M.P.) Phone(Direct):0755-2526829, 2526842 E-mail : storespurchase@spabhopal.ac.in

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Technical Bid in the prescribed Format as **Annexure- I** is to be submitted along with original copies of transaction details of Tender Fees and Earnest Money Deposit (EMD) in a sealed cover envelop superscripting “TECHNICAL BID FOR EMPANELMENT OF ADVERTISING AGENCY”

Financial Bid in the prescribed Format as **Annexure- II** is to be submitted in a sealed cover envelop superscripting “TECHNICAL BID FOR EMPANELMENT OF ADVERTISING AGENCY”

Both the sealed envelopes of technical and financial bid should be kept in separate envelop superscripting “BID FOR EMPANELMENT OF ADVERTISING AGENCY”
The above process is mandatory to be followed by Bidder for submission of tender.

Guideline for MSME and Startup firms will be applicable as per Govt. of India rules.

4. GENERAL INSTRUCTIONS:

- i. Interested bidders are advised to read carefully the entire tender document before submitting their tender. The tender documents are to be submitted in the hard copy in prescribed format. The tender submitted incomplete in any respect will be summarily rejected.
- ii. Bidders are required to sign each page of each part of this tender document for acceptance of terms and conditions and submit along with tender.
- iii. The name and address of the tenderer must be clearly written in the space provided and no overwriting, correction, insertion shall be permitted in any part of the tender
- iv. The tender is liable to be rejected if complete information is not given there-in or if the particulars of data (if any) asked for in the Tender document are not filled in.
- v. Tenders received after the specified date and time, due to whatever reason, shall not be considered for bidding.
- vi. All the technical bids will be opened by the Committee authorized for this purpose in the presence of tenderers / authorized person(s) of the tenderers on 22-08-2023 **at 4:00 P.M.**
- vii. Financial Bid of the technically qualified tenderers will be opened later on and the date and time will be informed to the bidders accordingly.

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5. ELIGIBILITY CRITERIA

Tenders are invited from reputed and experienced INS Accredited Advertising Agencies to work as an approved Advertising Agency for releasing the press release/ advertisement of SPA Bhopal. All the advertising jobs given by the Institute are confidential and time bound. Most of the advertisement works are related to Admission, Recruitments, Tenders and Events organized by the Institute. The Agencies applying for selection should preferably have:

- i. Advertising agency should be active for last five years as Fully Accredited by Indian Newspaper Society with corporate office/office in Bhopal. **(Please enclose a copy of proof).**
- ii. The agency should have experience of providing advertising services to minimum two (2) Government Higher Educational Institutes in last two consecutive financial years i.e. 2021-22 and 2022-23 (Enclose a copy of proof).
- iii. Advertising agency should have experience in handling atleast five contracts of press advertisement in print media released in last two consecutive financial years i.e. 2021-22 and 2022-23 (work order duly to be enclosed).
- iv. Advertising agency should have experience of providing its services on DAVP rates to at least two Govt. Higher Educational Institutes average value of Rs 10 lakh in last two consecutive financial years i.e. 2021-22 and 2022-23 **(proof to be enclosed).**
- v. The average annual turnover of Advertising agency should be minimum of Rs 25 lakhs during the two consecutive financial years i.e. 2021-22 and 2022-23 **(CA Certificate to be enclosed).**
- vi. The advertising agency applying for empanelment should not have been blacklisted by any organization. (Self certification on the letter head of the Agency to be enclosed)
- vii. The Advertising Agency should be sincere and prompt at call of the SPA BHOPAL. The execution of job is to be time bound and with all required information so as to avoid the delay or duplication. The Agency shall be required to execute the task even at the shortest notice and on holidays.

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6. TERMS & CONDITIONS

1. The Agency shall keep all the information of the SPA Bhopal CONFIDENTIAL and shall not divulge/ divert the same to any outsider.

2. RATES AND PRICES

All statutory applicable duties and GST may be clearly specified. Price quoted shall be firm and any variation in rates, prices or terms during validity of the offer shall require forfeiture of the EMD.

3. TERMS OF PAYMENT

Payment will be released on monthly basis within a fortnight after receipt of bills and certification by respective department that the service provided by the agency is satisfactory. The agency shall submit an undertaking & proof of advertisement in the News Papers to SPA BHOPAL along with bill for payment process.

4. COMPLIANCE WITH THE LAWS & REGULATION

The Agency will be required to follow professional ethics and regulatory rules/ laws, if any, while dealing with SPA BHOPAL and ensure confidentiality in matters that may become detrimental/ cause loss or damage to the interest/ image of SPA BHOPAL in any manner.

5. LIQUIDATED DAMAGES

SPA BHOPAL reserves the right for termination of the contract at any time by giving one month written notice, if the services are found unsatisfactory, and also has the right to award the contract to any other agency at the cost, risk and responsibilities of bidder and excess expenditure incurred on account of this will be recovered by SPA BHOPAL from Security Deposit or pending bill or by raising a separate claim as the case may be.

6. The EMD of the successful bidder shall be retained towards making of the security deposit for the performance of the contract and shall be discharged after submission of the required security deposit. EMD of unsuccessful bidders shall be discharged after award of work to the successful bidder and signing of contract thereof.

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7. CONCILIATION/ ARBITRATION

- a. If any dispute (s) or difference (s) of any kind whatsoever arise between the Parties, the Parties hereto shall negotiate with a view to its amicable resolution and settlement through a committee appointed by SPA BHOPAL.
- b. In the event no amicable resolution or settlement is reached between the parties within 30 days after receipt of notice by one party, then the disputes or differences are detailed above shall be referred to and settled by the Sole Arbitrator to be appointed by SPA BHOPAL.
- c. Notwithstanding the existence or any dispute or differences and/or reference for the arbitration, the agency shall proceed with and continue without hindrance the performance of the work under the contract with due diligence and expedition in a professional manner and the payment due to the agency shall not be withheld on account of such difference of arbitration proceedings unless such payment is a subject matter of the arbitration.
- d. The venue of the arbitration shall be Bhopal, Madhya Pradesh, India. The fee & other charges of Arbitrator shall be determined by the arbitrator in terms of the Act and shall be shared equally between the parties.

8. APPLICABLE LAW AND JURISDICTION

The jurisdiction of all matters connected with this shall be Bhopal, Madhya Pradesh.

9. SPA BHOPAL reserves the right to cancel the bidding process at any stage prior to award of contract and after award of contract by giving one month notice either side.

7. EMPANELMENT CRITERIA & TENURE

1. The empanelment of the agency will be done on the basis of Discounts offered by the agencies.
2. The agency offering discount below 12% will not be considered for empanelment.
3. One or more agencies offering highest discount will be empanelled for advertisement work.
4. The period of empanelment is 1 year extendable further 2 years on the basis of satisfactory performance on the same terms and conditions.
5. Empanelled agencies will be awarded the work on rotation basis.

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Annexure-I

TECHNICAL BID

1	Particular	Document attached (Yes/No)
2	Name of the Agency	
3	Registered Office	
4	Nature of Agency (Ltd. Co., Partnership etc.) (Attach copy of partnership Deed/Certification of Incorporation)	
5	Year of Establishment as INS	
6	Registration Number, if any/:Trade License No.(Attach photocopy)	
7	Address of Communication	
8	Telephone number of the contact Person (Mobile number if any)	
9	Name of Director/Proprietor/Partners (With address and telephone No.)	
10	Advertising agency should be active for last five years as Fully Accredited by Indian Newspaper Society with corporate office/office in Bhopal. (Please enclose a copy of proof).	
11	The agency should have experience of providing advertising services to minimum two (2) Government Higher Educational Institutes in last two consecutive financial years i.e. 2021-22 and 2022-23 (Enclose a copy of proof).	
12	Advertising agency should have experience in handling at least five contracts of press advertisement in print media released in last two consecutive financial years i.e. 2021-22 and 2022-23 (work order duly to be enclosed).	

13	Advertising agency should have experience of providing its services on DAVP rates to at least two Govt. Higher Educational Institutes average value of Rs 10 lakh in last two consecutive financial years i.e. 2021-22 and 2022-23 (Proof to be enclosed).	
14	The average annual turnover of Advertising agency should be minimum Rupees 25 lakhs during the two consecutive financial years i.e. 2021-22 and 2022-23 (CA Certificate to be enclosed).	
15	The advertising agency applying for empanelment should not have been blacklisted by any organization. (Self certification on the letter head of the Agency to be enclosed)	
16	The Advertising Agency should be sincere and prompt at call of the SPA BHOPAL. The execution of job is to be time bound and with all required information so as to avoid the delay or duplication. The Agency shall be required to execute the task even at the shortest notice and on holidays. (Self certification on the letter head of the Agency to be enclosed)	

Any other information which you would like to add may be given on a separate sheet.

(Supporting Documents to be attached duly signed by the authorized signatory of the organization)

I/We do hereby certify that the information as provided above in the proposal is true in all respects. In case of furnishing of any false information or suppression of any material information, the proposal shall be liable for rejection. Besides initiation of penal proceeding by SPA BHOPAL, if deems proper.

(Signature of the authorized person with seal)

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Annexure - II

FINANCIAL BID

We are offering% (percent) discount on applicable DAVP Card Rate in Single/ all Publications/Editions.

Signature :

Name of the Authorized Signatory :

Name of the Firm with Address :

Company Seal

Date.....

Place.....

(Signature of the authorized person with seal)