



Advertisement No: BHU/PRO/EMP/2019-20/17

Dated: 13-11-2019

BID DOCUMENT

(e - Procurement)

INVITATION TO TENDER FOR EMPANELMENT OF ADVERTISING AGENCY FOR
PUBLISHING ADVERTISEMENT OF THE UNIVERSITY IN NEWSPAPER etc



Issued On:
13-11-2019

INFORMATION & PUBLIC RELATIONS OFFICE
BANARAS HINDU UNIVERSITY
VARANASI-221005, INDIA

INVITING TENDER THROUGH E-PROCUREMENT

INVITATION TO TENDER (TWO BID SYSTEMS) AND INSTRUCTIONS CONTAINING TERMS AND CONDITIONS GOVERNING CONTRACT FOR EMPANELMENT OF ADVERTISING AGENCY FOR PUBLISHING ADVERTISEMENT OF THE UNIVERSITY IN NEWSPAPER, WEBS & ELECTRONIC MEDIA etc.

- 1. EMD Amount** : D.D./B.G drawn/pledged in favour of the Registrar, BHU for an amount of Rs. 05 (Five) lakh only. However, MSEs (Micro and small enterprise) registered with the agencies for the item tendered will be exempted from payment of Earnest Money Deposit (EMD). In this case the MSEs should enclose scan copy of their being MSE registered with any of the agencies mentioned in the notification of Ministry of MSME indicated along with the bid.
- 2. Bid validity** : 120 days
- 3. Last date & time of bid submission: 09-12-2019 at 3 pm.**

Sl. No. 1 must accompany the tender, failing which the tender will be rejected straightway.

E-tenders in two bids system are hereby invited from bonafied, reputed organization/agency for empanelment of Advertising Agency for publishing University advertisement in Newspaper etc.

THE INFORMATION AND SCHEDULE OF DATES ARE AS MENTIONED BELOW:

Mode of Tender	Online only
Bid System	Two Bid
URL/For downloading Tender and related documents/filing of Tender	https://eprocure.gov.in , bhu.ac.in
Cost of the Tender Form	NIL
Earnest Money Deposit (E.M.D.)	Rs. 500000/- to be adjusted in security deposit
Mode of Payment	D.D./F.D.R./B.G.
D.D./F.D.R./B.G. Payable in favour of	Registrar, Banaras Hindu University
Bid validity	120 days
Date and Time for Issue/ Publishing of Tender	14-11-2019
Clarification of Objection End Date	19.11.2019
Pre Bid meeting Place & Date Time	Office of INFORMATION & PUBLIC RELATIONS OFFICE, BHU,Varanasi 21.11.2019 12:00 NOON
Bid Document Download Start Date and Time	23.11.2019 02:00 PM
Bid Document Download End Date and Time	09.12.2019 03:00 PM.
Bid Opening Date, Time and Venue	10.12.2019 3.30 pm.
Last Date of Submission of EMD Amount	Up to 09.12.2019 at 3 pm.
For any clarification and further details contact Telephone No: 0542-2368598, Mobile 9452236225 ,8004923586 Email probhu@gmail.com or contact in person during office hours	

INSTRUCTIONS FOR BIDDERS

1. Online tenders, in two-bid system, are invited for empanelment of advertising agency with related terms and conditions.
2. Bidders /Tenderers would be required to register on the Central Public Procurement Portal at www.eprocure.gov.in, using a valid Digital Signature Certificate (DSC) and valid email address to be able to participate in the bidding process. On registration with the Portal they will be provided with a user id and password by the system through which they can submit their bids online.
3. Digital signature certificate (DSC) may be obtained from any authorized agencies registered with the Certifying Authority (CA), through National Informatics Center (NIC) in India.
4. Bidders/Tenderers can download the bid document from Central Public Procurement Portal website at www.eprocure.gov.in or www.bhu.ac.in. Bidders/Tenderers are required to submit the bid online by scanning and uploading all the relevant documents through www.eprocure.gov.in.
5. Tender document can also be downloaded from the University website www.bhu.ac.in. For further details regarding Amendment/Addendum/Extension please visit website www.eprocure.gov.in or www.bhu.ac.in.
6. While submitting the bids online, the bidder shall read the terms and conditions and may accept the same to proceed further to submit the bid packets.
7. The bidders are advised to submit the bids through online e-tendering system to the Tender Inviting Authority (TIA) well before the bid submission due date and time (as per Server System Clock). The TIA shall not be held responsible for any delay or the difficulties faced during the submission of bids online by the bidders.
8. After the bid submission (i.e. after Clicking "Freeze Bid Submission" in the portal), the acknowledgement number indicated by the system should be printed by the bidder and kept as a record of evidence for online submission of bid for the particular tender and also be used as entry pass to participate in the bid opening.
9. The time settings fixed in the server side and displayed at the top of the tender site, shall remain valid for all actions of requesting, bid submission, bid opening etc., in the e-Tender system. The bidders should follow such time during bid submission.
10. All the data being entered by the bidders would be encrypted using Public Key Infrastructure (PKI) encryption techniques to ensure the secrecy of the data. The data entered is not retrievable by unauthorized persons during the bid submission and until the time of bid opening by any person.



11. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
12. The confidentiality of the bids is maintained with the use of Secured Socket Layer (SSL) 128 bit encryption technology. Data storage encryption of sensitive fields is done.

The bidder should logout of the tendering system using the normal logout option available at the top right hand corner and not by selecting the (X) exit option in the browser.

TERMS AND CONDITIONS FOR EMPANELMENT

1. ELIGIBILITY CRITERIA FOR QUALIFYING THE TECHNICAL ASPECTS AND FOR OPENING THE FINANCIAL BID:

- (i) Advertising Agency must have full accreditation with Indian Newspaper Society (INS) for not less than five (5) years without any breaks and INS accreditation certificates must be submitted. Accreditation must be full and should be valid at the time of submission of the document. Provisional accreditation will not be accepted. Franchise is not permitted and application submitted by franchise will not be entertained.
- (ii) The Agency should have Annual Turnover of Rs. 5 (five) Crores during each of the last three financial years i.e. 2016-17, 2017-18 and 2018-19. Copy of audited Balance Sheet and P&L accounts along with ITR for the above financial years, duly certified by the Chartered Accountants, should be submitted along with the technical bid. Further, a certificate regarding annual turnover duly signed and sealed by the Chartered Accountants should also be attached.
- (iii) Letter of empanelment along with satisfactory completion certificates from at least two Govt. Dept./PSUs/Autonomous Bodies/reputed commercial organizations towards providing similar services during last five years from the last date of submission of bid.
- (iv) The Agency should submit acceptance letter on its letter head stating that it will provide their services on 24 hour basis and the firm should publish the advertisement within 24 hours with atleast two months credit facility.
- (v) PAN and GST Registration Certificate.

2. Mandatory documents to be uploaded online along with the Technical Bid:

- i) Scan Copy of Memorandum and Articles of Association/ Partnership Deed / Proprietorship Deed /Certificate of Incorporation (in case of company) etc.
- ii) Scan copy of valid INS Accreditation certificate indicating full accreditation by INS.
- iii) Scan copy of Goods and Service Tax (GST) Number.
- iv) Scan copy of PAN Card.
- v) Scan certified copy of Income Tax Return (ITR) of the last three financial years i.e. 2016-17, 2017-18 and 2018-19.

- vi) Scan copy of P & L Account and Balance sheet of last three Financial years 2016-17, 2017 - 18 and 2018- 19. Scan copy of a certificate regarding annual turnover duly signed and sealed by the Chartered Accountants.
- vii) Scan copy of letter of empanelment and satisfactory completion certificates from atleast two Govt. Dept./PSUs/Autonomous Bodies/reputed commercial organizations towards providing similar services during last 5 years from the last date of submission of bid.
- viii) Acceptance letter on letter head stating to provide services on 24-hours basis, and should publish the advertisement within 24 hours with at least two months credit facility.
- ix) Scan copy of D.D./B.G drawn/pledged in favour of the Registrar, BHU for an amount of Rs. 05 (Five) lakh only as the proof of remittance of Earnest Money Deposit (EMD). However, MSEs (Micro and small enterprise) registered with the agencies for the item tendered will be exempted from payment of Earnest Money Deposit (EMD). In this case the MSEs should enclose scan copy of their being MSE registered with any of the agencies mentioned in the notification of Ministry of MSME indicated along with the bid.
- x) Scan copy of bank details (**Annexure-I**).
- xi) Scan copy of Tender Acceptances Letter (**Annexure-II**).
- xii) Scan copy of certificate about Non Black Listing (**Annexure-III**).
- xiii) List of 5 major clients from Govt./PSU/Higher Education Institution/Central University/IIT/IIM/NIT etc.
- xiv) Power of attorney/Authorization Letter, if bid is submitted by the authorized representative of the agency (on the letter head of the bidder).
- xv) Duly signed and stamped of the entire bid document along with its addendum/corrigendum, if any.
- xvi) All other documents, as required in terms of the tender, to claim eligibility.

Hard copies of the aforesaid documents should be submitted within time.

3. The rates should be quoted as per the BoQ in excel sheet (**Format as per Annexure – IV**) uploaded on eprocurement portal of GoI, Taxes/GST, if any, should be indicated separately. The bidder is advised to download this BoQ.xls as it is and quote their rates and % of discount in the permitted column and upload the same as the Financial Bid. The Bidder shall not temper/modify downloaded financial bid. The Bidder shall not temper/modify downloaded financial bid template in any manner. In case if the same is found to be tempered/modified in any manner, tender will be completely, rejected and EMD would be forfeited.

4. Price bid of all the bidders whose offers/bids are techno-commercially suitable/acceptable as per the qualification requirements shall be opened electronically.
5. Bid Validity: The Bid shall remain valid for a period of 120 days from the bid opening date.

6. Award of Work:

- i) Work will be awarded to the agency who will quote maximum discount quoted in each 'Advertisement Category' in Print media, website, electronic media. However, the University reserves the right to empanel one or more agencies for each 'Advertisement Category' in Print media, website, electronic media. For this maximum discount quoted in each 'Advertisement Category' will be offered to technically responsive agencies upto the first five discount quoting firms and those who will give their acceptance for providing services on the maximum discounted rates will be empannled.
- ii) The agency/iess should accept the offer within 20 days from the date of receipt of "Letter of offer", failing which the offer will be cancelled.
- iii) The empanelment will be initially for a period of 03 (three) years which can be extended for further period of 02 (two) years if University think so. However, the University reserves the right to reduce the period of emapnellment at any point of time without assigning any reason whatsoever.

7. Agreement:

The successful bidder/s will have to execute an agreement on a non-judicial stamp paper worth Rs. 100/- The cost of the stamp for the execution of the agreement will be born by the agency/ies.

8. Performance Security:

- (i) The Successful bidder/bidders shall within three weeks from the date of issuance of Work Order, shall submit an irrevocable Bank Guarantee (BG) equal of Rs. 10,00,000/- (Rupees Ten Lacs only) on a non-judicial stamp paper, as "Security Deposit" towards satisfactory execution and performance of the Contract. The Bank Guarantee shall remain valid till the expiry of (60) sixty days from the completion of the event under this Contract. If need arises, the Contractor shall extend the validity of the Bank Guarantee for suitable period at his expenses. If desires by the successful bidder(s) the EMD submitted may be converted to performance Security

- and accordingly the bidder(s) shall extend the validity of the Bank Guarantee for suitable period at own expenses.
- (ii) In case of breach of contract, performance security shall be forfeited and the agency shall be blacklisted for such period decided by the competent authority in addition to termination of the empanelment.
 - (iii) Performance Security shall be returned to the empanelled agency/ies without any interest, whatsoever, after completion of empanelment period.
9. **Period of Empanelment:** The empanelment will be initially for a period of 03 (three) years which can be extended for further period of 02 (two) years if the University think so. However, the University reserves the right to reduce the period of empanelment at any point of time without assigning any reason whatsoever.
10. The empaneled agency shall arrange for publication of University advertisement from time to time according to the specific instructions such as name of the newspaper(s), number of insertion(s), specific column(s) date of publication etc. These instructions will communicate in writing by the competent authority of the University from time to time.
11. The agency shall provide the service on 24 hours notice basis to design, translate and release the advertisement. The agency must ensure that the matter of advertisement given is correctly reproduce in the advertisement appearing in the newspaper.
12. Text of advertisement will be provided by the University in electronic format and the designing/creative options/artwork should be done by the agency to the satisfaction of the University without any extra cost.
13. Release of the advertisement by the advertising agency shall be after approval of advertisement design/artwork only on the dates and in the newspaper(s), category and position communicated by the University.
14. It shall be the responsibility of the agency to ensure that all advertisement of the University would be placed prominently and appear in an impressive manner while occupying minimum space without any extra cost.
15. In case the text matter or portion of the text matter for advertisement is not clear, the agency shall obtain clarification(s) from the university authority to ensure publication of correct text manner on the specified date without any delay.

16. In case of any error in publication as compared to Advertisement text given by the University, agency shall arrange for publication of corrigendum at their own cost.
17. Agency shall release the Advertisement only to the publication indicated by University, in a conspicuous and impressive manner with minimum space.
18. After publication, they will have to arrange for payment of advertisement charges to the dailies and then submit the bills to us as per agreed terms for making payment 60 days after necessary pre-receipt bill.
19. The bid should be clear and without any condition. Conditional bids shall be summarily rejected.
20. The Technical bid will be first opened and evaluated in the primary screening; technical bid of only those who satisfy the eligibility criteria will be evaluated. The financial bid of only those bidders whose technical bid is found to be technically responsive by the Committee will be opened.
21. The tender duly signed on all pages submitted along with the Technical bid & Price bid shall only be considered.
22. TDS/Income Tax etc. are to be deducted at source from the bills of service provider as per rule.
23. The rate should be in sq. cm. inclusive of all taxes, other incidental charges, etc. during the contract period.
24. As BHU is registered with DAVP, the agency may offer services at DAVP rate, if applicable, for our Advertisement or otherwise shall indicate percentage of Discount to be offered on rate card as applicable to dailies. The empanelled agency will be required to submit list of Newspapers along with their duly certified current rate card.
25. The bidder offering highest discount on the rate card of the newspapers will be empaneled by BHU. The agency, who will quote DAVP rate with maximum discount, if any, would be given first preference for empanelment.

26. In case the large number of agency becoming eligible as per given criteria. BHU reserves the right to restrict the number of agency to be empaneled as per its requirements based on any related criteria.

27. BHU shall have discretion to give any work to any empaneled agency selected through tendering process and the other agency will not have to claim for the work.

28. In case of delay in publishing the advertisement beyond, 24 hrs. from the schedule time given, the agency would be liable to pay Rs.1,000/- per day per advertisement which may entail cancellation of the order and termination of the empanelment at the sole discretion of the University.

29. The agency should be able to execute all kinds of advertising assignments.

30. The agency will arrange to get it published in the desired newspaper on desired date.

31. The BHU does not guarantee any minimum business or assignment which will depend on the requirement, financial resources available and agency performance.

32. No advance payment will be made to the empaneled agency under any circumstances.

33. The Agency will furnish the following documents along with the bill for speedy clearance of the bill:

- i) Pre receipted agency bill
- ii) Duly certified Rate card of the newspaper. However, as per need the University at any time can demand Publication/media original bill.
- iii) Two set of tear sheet/log sheet/photocopy of the advertisement as proof.
- iv) Copy of the Release Order

34. If the Services of the agency are not found satisfactory, the University shall have the right to cancel the empanelment at any time without assigning any reason and without any financial compensation to the agency.

35. In case of execution of the work during the period of contract, the decision of the University shall be binding and final and agreeable in full by both the parties. Any legal disputes shall be subject to Varanasi jurisdiction.

**DECLARATION REGARDING CLEAN TRACK BY BIDDER
(On Company's/Firm's letterhead)**

Public Relations Officer
Banaras Hindu University
Varanasi-221005

**Re. : Tender Enquiry No. PRO/Empanelment of BHU/PRO/EMP/2019-20/17
dated 13.11.2019 for empanelment of Advertising Agency.**

Sir,

I/we carefully gone through the Terms & Conditions contained in the above referred Tender Document I/we hereby declare that my company/firm is not currently debarred/blacklisted or no legal case pending by any Government/Semi Government Organizations/Institutions in India or abroad. In addition to this there is no vigilance/CBI/FEMA case pending against the firm/company. I/we further certify that I'm competent officer in my company/firm to make this declaration.

Or

I/we declare the following

No.	Country in which the company is debarred/blacklisted/case is pending	Black listed/debarred by Government/ Semi Government Organizations/Institutions	Vigilance/CBI/FEMA case pending	Reason	Since when and for how long

(NOTE : In case the Company/firm was blacklisted previously, please provide the details regarding Period for which the company/firm was blacklisted and the reason/s for the same)

Yours faithfully

(Signature of the Bidder)
Printed Name
Designation
Seal

FORMAT OF TECHNICAL BID

Tender No. : BHU/PRO/EMP/2019-20/17 dated 13.11.2019

Name of the Bidder

Address

Contract No.

Email.

(Self-attested photocopies of all supporting documents must be uploaded on
bhu.ac.in & www.eprocure.gov.in)

Sl. No.	Particulars	Submitted	If submitted, mention Page No. of PDF File	Remarks
1.	Status of Agency- Propriety/Partnership/ Pvt. Ltd. (attach proof in support)			
2.	EMD Details (Scan copy of DD)			
3.	Valid INS Accreditation certificate indicating full accreditation by INS			
4.	Audit Balance Sheet and P & L Accounts along with ITR during the last three financial years i.e. 2016-17, 2017-18 and 2018-19 in support of average Annual Turnover of Rs. 5 crore			
5.	Acceptance letter on letter head stating to provide services on 24 hour basis and should publish the advertisement within 24 hours with at least two-month credit facility.			
6.	Letter of Empanelment along with satisfactory completion certificate from at least two Govt. Depts./ PSUs/ Autonomous Bodies/reputed commercial organizations towards providing similar services during last 5			

	years from the last date of submission of bid.			
7.	List of 5 major clients from Govt./PSU/Higher Education Institutions/Central University/IIT/IIM /NIT etc.			
8.	Permanent Account Number (PAN)			
9.	GST Registration Certificate			
10.	Bank Details as per format at Annexure-I			
11.	Tender Acceptance Letter as per format at Annexure-II			
12.	Certificate about Non Black Listing as per format at Annexure-III			
13.	Power of attorney/Authorization Letter, if bid is submitted by the authorized representative of the agency (on the letter head of the bidder).			
14.	Duly signed and stamped of the entire bid document along with its addendum/corrigendum, if any.			

Declaration:

I/We(Name of Proprietor/ Partners) do hereby declare that the entries made here are true to the best of my/our knowledge. I/We hereby agree to abide by all terms and conditions laid down in tender documents.

Place :

Date :

Signature with stamp of the bidder

Name, Address of the bidder

Tel/Mob. No. :

Annexure-I

MANDATE FORM

Electronic Clearing Service (Credit Clearing) /Real Time Gross Settlement (RTGS)
Facility for receiving payments

A. Details of Accounts Holders:

Name of Account Holder	
Complete Contact Address	
Telephone Number/Fax/E-mail	

B. Bank Account Details:

Bank Name	
Branch Name with Complete Address, Telephone No. and E-mail	
Whether the branch is computerized?	
Whether the branch is RTGS enabled? If yes then what is the Branch's IFSC Code	
Is the branch also NEFT enabled?	
Type of Bank Account (SB/Current/Cash Credit)	
Complete Bank Account No. (Latest)	
MICR Code of Bank	

Date of effect:-

I hereby declare that the particulars given above are correct and complete. If the transaction is delayed or not effected at all for reasons of incomplete or incorrect information I would not hold the use Institution responsible. I have read the option invitation letter and agree to discharge responsibility expected of me as a participant under the Scheme.

Signature of Customer

Date

Certified that the particulars furnished above are correct as per our records.

(Bank's Stamp)

Date:

Signature of Customer

1. Please attach a photocopy of cheque along with the verification obtained from bank.

In case your Bank Branch is presently not "RTGS enabled", then upon its up gradation to "RTGS enabled" branch, please submit the information again in the above proforma to the Department at earliest.



Annexure-II

TO BE SUBMITTED ON COMPANY'S LETTERHEAD

DECLARATION FOR GENUINENESS OF DOCUMENTS

I, (_____) hereby declare that the documents submitted / enclosed are true and correct. In case any document at any stage found fake / incorrect, my EMD may be forfeited and action as deemed fit by BHU can be taken against me.

Place:

Date:

Signature

Authorised Signatory of the Contractor / Firm



SELF DECLARATION FORM

Name of the Firm: -----

Tender Notice No: -----

Sir,

1. I/we, the undersigned do hereby declare that, I / we have never ever been blacklisted and/or there were no debaring actions against us for any default in supply of material/equipments/providing service or in the performance of the contract entrusted to us by any Government/Pvt. organisation.
2. In the event of any such information pertaining to the aforesaid matter found at any given point of time either during the course of the contract or at the bidding stage, my bid/contract shall be liable for truncation/cancellation/termination without any notice at the sole discretion of the Institute.

Place-

Date-

Yours faithfully,

Signature of the bidder With seal

INVITATION FOR BIDS
Notice Inviting Tender (NIT)

BANARAS HINDU UNIVERSITY
INFORMATION & PUBLIC RELATIONS OFFICE
VARANASI-221005

e-Procurement Notice**Ref: BHU/PRO/EMP/2019-20/17****Dated: 13-11-2019**

Online tenders are hereby invited in **two cover system** from reputed **manufacturer/ authorized representative of a manufacture/whole sale dealer/importer** for :-

- **INVITATION TO TENDER FOR EMPANELMENT OF ADVERTISING AGENCY FOR PUBLISHING ADVERTISEMENT OF THE UNIVERSITY IN NEWSPAPER etc**

Bidders can download complete set of bidding documents from e- procurement Platform <http://eprocare.gov.in/eprocare/app> from 14-11-2019 onwards. Bidders need to submit the bids online for the interested items by uploading all the required documents through <http://eprocare.gov.in/eprocare/app>.

Last Date/ Time for receipt of bids through e-procurement is: 09-12-2019 upto 03:00PM. (Server time). Late bids shall not be accepted.

For further details regarding Tender Notification & Specifications please visit website: <http://eprocare.gov.in/eprocare/app> and www.bhu.ac.in.

CRITICAL DATE SHEET

Published Date	14-11-2019 (02:00 PM)
Bid Document Download Start Date	14-11-2019 (02:00 PM)
Clarification Start Date	14-11-2019 (02:00 PM)
Clarification End Date	19-11-2019 (04:00 PM)
Pre bid meeting	21-11-2019 (12:00 NOON)
Bid Submission Start Date	23-11-2019 (02:00 PM)
Bid Document Download End Date	09-12-2019 (03:00 PM)
Bid Submission End Date	09-12-2019 (03:00 PM)
Bid Opening Date	10-12-2019 (03:30 PM)

sd/-
Registrar