



No.F. NIDH/ADM/02/05A/20-21

Date: 20.10.2020

To,

Subject: RFP for Advertising Services at NID Haryana-reg.

Sir,

National Institute of Design Haryana has been established on November 15, 2016 as an autonomous Institute under Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India, to emerge as a global leader in Design education and research. The Institute aims at becoming the torchbearer for innovative design directions in the industry, commerce, and development sectors. It is currently being run in its transit campus at Govt. Polytechnic Building at Umri, Kurukshetra, Haryana.

NID Haryana's multi-disciplinary environment consisting of diverse design domains helps in creating an innovative and holistic ecosystem for design learning and delivering solutions focusing on the emerging needs of people integrated with digital and cutting-edge technologies. NID Haryana currently offers full-time four year Bachelor of Design (B.Des.) with specialisation streams of INDUSTRIAL DESIGN, COMMUNICATION DESIGN and TEXTILE & APPAREL DESIGN.

National Institute of Design Haryana intends to engage reputed Advertising Agencies for publishing its various advertisements in National, local Newspapers and Employment News as per actual requirement. The institute is registered under DAVP. The proposal may be submitted to the National Institute of Design Haryana, Govt. Polytechnic Building at Umri, Kurukshetra-136131, Haryana on or before **28.10.2020 by 03.00 P.M.**

The Institute reserves the right to accept or reject any or all the offers at any stage of the process without assigning any reason thereof and no claim/ dispute on this aspect shall be entertained.

Yours sincerely,

Chief Administrative Officer

INSTRUCTIONS TO THE APPLICANT

1. SCOPE OF WORK

Being an autonomous organization fully funded by the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India, the institute is registered with the Directorate of Advertising & Visual Publicity (DAVP), the nodal agency to undertake multi-media advertising and publicity for various Ministries and Departments of Government of India.

The National Institute of Design Haryana therefore invites proposal from experienced reputed Advertising Agencies to submit their bid for publishing various advertisements in National, local Newspapers and Employment News as per actual requirement.

2. DESCRIPTION OF WORK

Various advertisements are required to be published in National, local Newspapers and Employment News as per actual requirement.

3. APPLICANT STATUS

The applicant should be an experienced reputed Advertising Agency already empanelled/ accredited with concerned authorized Agencies (Documentary evidence and details to be provided to support the experience.)

4. AUTHORIZED SIGNATORY

The "Applicant" mentioned in the RFP document shall mean the person who has signed the RFP document forms. The applicant should be the duly Authorized Representative. All certificates and documents (including any clarifications sought and any subsequent correspondence) received, shall, as far as possible, be furnished and signed by the Authorized Representative.

5. AMENDMENT TO RFP

At any time prior to the last date for receipt of proposals, NID Haryana may for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the RFP document by an amendment. In order to provide prospective applicants reasonable time in which to take the amendment into account in preparing their proposals, the Institute may, at its discretion, extend the last date for the receipt of proposals and/ or make other changes in the requirement set out in the RFP.

6. INSTRUCTION TO BIDDERS

- (i) The contract will be initially for a period of one year from the date of awarding the same. However, the contract may be extended on mutual agreement basis.
- (ii) The selected agencies shall implement the assignment in coordination with the Institute.

- (iii) The selected agency should have the adequate experience, good infrastructure, and resource personnel to execute the work.
- (iv) To effectively utilize the strength of an agency in a particular medium, the Institute reserves the right to split the engagement for development of creative media/ publicity content and release of creatives between two or more shortlisted agencies in different mediums.
- (v) The agency assigned to do the creatives would provide the same in the final release (open) format to the selected agency/agencies for release. The Institute reserves the right to release the advertisement through DAVP or any other Govt. agency.

7. ELIGIBILITY

The bids will be screened on the basis of the following essential eligibility criteria: -

- a) The Advertising Agency firm should have minimum 03 years of experience dealing with similar type of work with Govt. organizations
- b) Should have technically qualified and experienced in house resources (Partners, paid assistant, article assistant, other staff).
- c) The Advertising Agency should be on the panel of concerned authority.
- d) Should have valid contract with two or more Government organization for similar type of work for last three years.
- e) The applicant should furnish an undertaking to the effect that the individual/Advertisement Agency has not been blacklisted in India or abroad on issues related to Audit or Tax Compliance.
- f) Technical bid will be opened first and those who qualify in technical bid will be called for participating in financial bid.

8. EVALUATION OF OFFERS

The issuance of RFP document is merely an invitation to offer and must not be construed as any agreement or contract or arrangement nor would it be construed as any investigation or review carried out by a Recipient. The Recipient unconditionally acknowledges by submitting its response to this RFP document that it has not relied on any idea, information, statement, representation, or warranty given in this RFP document.

9. ACCEPTANCE OF SELECTION PROCESS

Each Recipient / Respondent having responded to this RFP acknowledges to have read, understood, and accepts the selection & evaluation process mentioned in this RFP document. The Recipient / Respondent ceases to have any option to object against any of these processes at any stage subsequent to submission of its responses to this RFP.

10. ERRORS AND OMISSIONS

Each Recipient should notify the Institute of any error, fault, omission, or discrepancy found in this RFP document but not later than twelve business days prior to the due date for lodgement of Response to RFP.

11. ACCEPTANCE OF TERMS

Recipient will, by responding to NID Haryana for RFP, be deemed to have accepted the terms as stated in this RFP.

12. SUBMISSION OF PROPOSAL

- a) The proposal complete in all respects shall be submitted in sealed Envelope super scribed as “Engagement of Advertising Agency” at main gate National Institute

13. DOCUMENTS TO ACCOMPANY RFD

- a) The applicants shall be accompanied with the following documents:
- Expression of Interest.
 - Details of professional fee and other charges as per work to be provided in Annexure-II (Financial bid) in separate sealed envelope with superscribing “**FINANCIAL BID**”
 - Complete Details with supportive documents as per **Annexure-I- Technical bid** to be submitted in separate envelop with super scribing "**TECHNICAL BID FOR Advertising Agency**".
 - **Both the envelope of Technical & Financial bid requires to be contained in a separate sealed envelope with superscribing “RFP for engagement of Advertising Agency”**

14. PRE-QUALIFICATION CRITERIA (Technical Bid)

PRELIMINARY EXAMINATION FOR THE APLLICATIONS

- a) The Institute shall examine the applications to determine whether they are complete, whether the documents have been signed as indicated in this document, whether all Forms as asked have been filled in properly, whether applications are generally in order and all information as indicated under various clauses have been furnished.
- b) The Institute reserves the right to waive minor deviations in the proposal application if they do not materially affect the capability of the bidder to perform the assignment.
- c) Prior to detailed evaluation formalities, the Institute shall determine the Substantial responsiveness of each application to the Invitation documents. A substantially responsive proposal is one which conforms to all the terms and conditions of the Invitation document without any material deviation. A material deviation is one which limits in any way responsibilities and liabilities of the bidder or any right of the employer as required in this document. The Institute may waive any minor infirmity or non-conformity in an application which does not constitute material deviation. Non- responsiveness shall run the risk of rejection.
- d) The evaluation shall be carried out on the basis of data available in the application documents received from the Advertising Agency in the first instance. No account will be taken of any further documents or clarifications or any such additional information furnished subsequently by the individual/ firm. However, the Institute reserves the right to call for such clarifications confined in scope to the contents of the application, should such a clarification become necessary for proper judgment in evaluation.

15. Evaluation criteria for Financial Bids:

- (a) The bids should be unconditional. Conditional bids would be summarily rejected.
- (b) Financial bids shall be opened only after due scrutiny of Technical Bids in respect of the technically eligible bidders only.
- (c) Evaluations of bids shall be done on the basis of rates quoted in the price bid.

- (d) If some discrepancies are found between the rates given in words and figures the rate as quoted in words shall be adopted.
- (e) If any tie in price bids received from different bidders, then it shall be at the discretion of the Director, National Institute of Design Haryana to select the suitable bidder.

16. DETAILED TERMS & CONDITIONS

- a) The job is to be taken up immediately.
- b) The empanelled firm appointed by National Institute of Design Haryana **must not Sub-contract the work.**
- c) If process/ performance of the Advertising Agency is not found satisfactory, the management reserves the right to terminate the empanelment of the firm at any time.
- d) Shifting of office file out of the office premise shall not be allowed without permission of the Institute.
- e) **Payment Terms:** No advance shall be payable under any circumstances and payment shall be remitted through RTGS as per the bank details mentioned on bill. TDS shall be deducted as per income Tax Act, 1961 and the relevant prevailing rules at the time of release of payment, only after the completion of job, subject to satisfactory performance.
- f) If the work assigned by the Institute does not complete within specified time limit as per the statutory provision, the empanelment may be considered for cancellation.
- g) If any penalty imposed on the Institute due to delay in filing of statutory compliance, levy of penal interest shall be borne by the empanelled firm.
- h) **Validity and Termination Clause:** The engagement will be initially for a period of 01 (One) from the date of signing contract. The engagement may be terminated with 30-days' prior notice by either party. Further extension of agreement may be decided on mutual consent.
- i) **Governing Law:** The engagement shall be governed by any law construed in accordance with the laws of India without regard to its conflict of laws provision.
- j) **Arbitration (Dispute resolution mechanism):** In case of any dispute between the both the parties, it would be amicably settled by mutual discussions. In case of any dispute remaining unresolved it would be referred to the Arbitrator appointed with the mutual consent of both the parties. The venue of the Arbitration proceeding shall be mutually decided, and language of Arbitration shall be in English. The Arbitration proceeding shall be conducted in terms of Arbitration & Conciliation Act, 1996 or any statutory modification of re- enactment thereof. The expenses of the Arbitration proceeding shall be borne equally by the Parties or as may be decided by the Arbitrator.

17. REJECTION OF RFP

The application is liable to be rejected if:

- a) The application is not covered in proper sealed cover with superscription as indicated in Para 13 above.
- b) Not in prescribed form and not containing all required details.
- c) Not properly signed.
- d) Received after the expiry of due date and time.
- e) Offer is received by fax, telegram, or e-mail.

18. RIGHTS OF NATIONAL INSTITUTE OF DESIGN HARYANA: -

The Institute shall have right to engage another Advertising Agency/ firms if required.

19. Disclaimer

15.1 The Institute shall not be responsible for any late receipt for any reason whatsoever. The applications received late will not be considered.

15.2 The Institute reserves the right to reject any / all applications without assigning any reasons thereof. To relax or waive any of the conditions stipulated in this document as deemed Necessary in the best interest of the Institute without assigning any reasons thereof. To include any other item in the Scope of work at any time after consultation with applicants or otherwise

**Format for submission of Technical Bid for Empanelment of Advertising Agency in
National Institute of Design Haryana**

(On the letter head of the Bidder)

1. Name of the Advertising Agency: _____

2. Registration Number of the Advertising Agency: _____

3. Date of Registration of the Firm: _____

4. Particulars of the Firm: -

- i. Address of the Head office / Branch of the firm as registered with the concerned Deptt.
- ii. (a) Telephone Number with STD code:

(b) Mobile Nos. of the partners
- iii. Email address of the firm
- iv. Website of the firm, if any
- v. PAN No. of the Firm (Self-certified with sealed copy to be enclosed)
- vi. GST No of the firm (Self-certified with sealed copy to be enclosed).
- vii. Name of the Firm in Bank A/c, A/C Number, Name of the Branch, IFSC code

5. Self-certified and stamped documents only

S. No	Particular
1	Copy of firm's Registration certificate
2	The document showing empanelment number for registration with authorized Agencies.
3	Self-declaration Certificate as per Sub-Annexure A-1 to show that the firm is not blacklisted.

We hereby confirm the acceptance of all provisions and terms & conditions of the invitation without any deviation.

Place:

Date:

Authorized Signatory

With Official Stamp

Self- Declaration – No Blacklisting
(On the letter head of the Firm)

To,
The Director
National Institute of Design Haryana
Government Polytechnic Building at Umri,
Kurukshetra-136131
Haryana

Madam,

In response to the Bid for empanelment of Advertising Agency for National Institute of Design Haryana, I/ We hereby declare that presently agency_____ is having unblemished record and is not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any state/Central Government / PSU/Autonomous Body.

We Further declare that presently our agency _____ is not blacklisted and not declared in eligible for reasons including corrupt & fraudulent practices by any State/ Central Government/ PSU / Autonomous Body on the date of Bid Submission.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, the empanelment if any to the extent accepted may be cancelled.

Thanking you,

Yours faithfully,

Signatures _____
Name _____
Seal of the agency _____

Place _____
Date _____

Detail of Advertising Agency's Experience of Similar Services as per details of Bid Document

S. No	Name of the assignment	Date of Assignment		Name of the Organization	Annual Budget of the Audited Firm for preceding three financial years each	Nature of Assignments (Please specify the work involved as detailed in scope of work)	Details of supporting Documents provided
		Start Date	End Date				
1					2017-18: 2018-19: 2019-20:		
2					2017-18: 2018-19: 2019-20:		
3					2017-18: 2018-19: 2019-20:		

Furnish the copy of the documentary evidence in support of the information provided above.
Please attach additional sheets, if required

Date:

Signature:
Name:
Designation:
(With Official Stamp)

Date:
OFFICE SEAL

Financial Bid in respect of Empanelment of Advertising Agency for National Institute of Design, Haryana

(To be filled by the bidder)

Name of Firm:

Address & Contact Detail:

S. No.	Particular	Rate
1	For publishing in National Newspapers	
2	For publishing in local	
3	and Employment News	
7	Any other fee (please specify)	

The rates quoted above may clearly indicate the percentage discount on DAVP rates.

Signature:

Name:

Designation:

(With Official Stamp)

Date: