



EXPRESSION OF INTEREST

FOR

EMPANELMENT OF ADVERTISING AGENCY

Shri Mata Vaishno Devi University

SMVDU Campus, Kakryal -182320, Katra, Distt. Reasi, J&K

01991-285535, 285634, Extn. 2108, 2115

Fax: 01991-285573, 285687

Last Date for Submission of Tender Document:

6th February, 2018

EXPRESSION OF INTEREST FOR EMPANELMENT OF ADVERTISING AGENCY

Interested Bidders may visit

www.smvdu.ac.in

For details please contact:

Registrar

Shri Mata Vaishno Devi University

SMVDU Campus, Sub Post Office -182320, Katra, Distt. Reasi, J&K

01991-285535, 285634, Extn. 2122 /2108

Fax: 01991-285573, 285687

Opening Date of Eoi	25 January 2018
Last date for submission of Eoi	6 February 2018, 3:00 PM
Date of Opening of Tenders	6 February 2018, 4:00 PM
Performance Bank Guarantee	Rs.15,000/- in the form of FDR or Bank Guarantee

No.:- SMVDU/S&P/2018/893 dated 25/01/2018

GENERAL

About University:

Shri Mata Vaishno Devi University was established through an Act of J&K Legislature in 1999 as an autonomous, fully residential and technical University of excellence. The University gets grant and continuing support from Shri Mata Vaishno Devi Shrine Board, Katra besides University Grants Commission and J&K State Government.

The University is recognized under section 2(f) and 12(B) of University Grants Commission, Govt. of India. The University has witnessed a remarkable growth and has transformed 370 acres of area in the lap of Trikuta hills, the abode of Shri Mata Vaishno Devi, into a magnificent “Temple of Learning”. The University has the unique distinction of being inaugurated in 2004 by Dr. A.P.J. Abdul Kalam (the then President of India). Outgoing students of the University have been privileged to be addressed by Dr. Manmohan Singh (the then Prime Minister of India), Dr. Narayan Murthy (Chairman Infosys), Mrs. Pratibha Devisingh Patil (the then President of India), Mr. Hamid Ansari (Hon'ble Vice-President of India) Mr. Narendra Damodardas Modi (Hon'ble Prime Minister of India) in the convocations held in 2008, 2009, 2011, 2014 & 2016 respectively.

The University has five Faculties consisting of 12 Departments, which offer 05 Undergraduate, 11 Postgraduate and 01 Integrated Programs besides Ph.D and Post-Doctoral Research. The Academic System, Syllabi and Evaluation procedure has been adopted from Indian Institutes of Technology which promotes vigorous learning and transparent evaluation mechanism. The University has signed Memorandum of Understanding with various National and International Academic, Professional and Research institutes as well as industry to augment the learning process and to develop research and development infrastructure.

More than a hundred highly qualified faculty members, from various parts of the country, are devoted to inspiring and guiding the students towards higher learning and research. The focus of the University is on

building highly-qualified man-power with abundance of integrity and humanness. The admission to various programs are made based on performance in competitive exams like JEE Main / CMAT / MAT / grueling written test, interview and group discussions. Students from over 29 different states of the country epitomize a healthy amalgamation of different cultures, religions and languages on the campus. The campus is a classic example of a mini Cultural India with students from far off places including South, West, north-East etc. The University has recently opened its doors for NRI/Foreign Sponsored candidates also. Presently, there are over 1500 students admitted to various programs in the University.

The Institute is interested to empanel Advertising agencies for undertaking design, printing and display of advertising content on hoardings in various cities of the country including Jammu, Srinagar, Katra, Chandigarh, Delhi, NOIDA, Gurgaon Jaipur, Kota, Lucknow, Allahabad, Varanasi, Chennai, Hyderabad, Vijaywada, Patna, Ranchi and others. Securing the usage of the hoarding, depending upon the desired locations as indicated by the university in various cities, is included as the task to be done by the agency. The purposes of thiEol is to short list and empanel the Advertising Agencies, based on parameters specified below, to create panel of High Quality Advertising Agencies that can execute the jobs on tight schedules as and when required.

1. Scope of Work:

Design, Printing & Display of hoardings as detailed in above Paragraph. (Above scope is indicative only.)

2. Eligibility Criteria:

The Agency:

- a) Must have at least 2 years of experience in the field of Out of Home Media advertising. In this regard copy of the registration certificate need to be enclosed.
- b) Must have an annual turnover of at least Rs.20 Lakh in each of the last three audited financial years i.e. 2014-15, 2015-16 and 2016-17. In this regard the Agency should produce a certificate from their Audit Firm.
- c) Should preferably be registered with appropriate authorities.
- d) Must have valid TIN Number for registration under VAT / GST

- e) Must have PAN for Income Tax purposes.
- f) Must have owned / tied-up in-house state of the art facilities for color printing in off set, system work and all other auxiliary facilities.

3. Guidelines for Submission of Offer

The offer should be submitted in a sealed cover containing the following documents:

- a) Documents as proof in respect of criteria above i.e. 2(a) to (f).
- b) Profile and track record of the Agency
- c) Variety of Samples of Publicity Material printed in the last 2 (two) years including photographs of past hoardings in the cities mentioned, at prime locations in those cities.
- d) Copy of authenticated annual accounts for the years mentioned above.
- e) List of hoarding sites in the various cities, including cities mentioned earlier
- f) The envelope should be sealed and superscribed **“EOI for Empanelment of Printers in favour of “Registrar, SMVDU” payable at Jammu** and addressed to:

The Registrar
Shri Mata Vaishno Devi University,
Kakryal, Katra (J&K).
Pin Code-182320

It should also contain the name of the Agency, address, telephone number, e-mail address etc. The sealed packet should be submitted on or before **6 February, 2018 by 3:00PM**. SMVDU will not be responsible for any courier/ postal delays/ non-receipt for any reason. The EOI will be opened on the same day in the presence of the present firms at **4:00PM**.

4. Selection Process

Assessment of the EOI will be carried out by a Committee constituted by the university. Those agencies, having submitted all necessary enclosures and fulfill eligibility criteria; their profile track record, details of hoardings and hoarding sites etc. will be evaluated by the Committee and their offer will be short listed for empanelment. The empanelment will be for a period of one year extendable on yearly basis for a maximum period of three years.

The Panel of Advertising Agency empaneled through this EOI shall be eligible for award of work as per lowest quote, as per requirements of the university from time to time. The agency would be required to develop a specimen/ artwork of the required advertisement material before going for final printing and display on hoarding.

5. Other Important Information

- a. Applications / offers in a consortium would not be permitted.

- b. SMVDU, KATRA reserves the right to reject any offer, wholly or partially, without assigning any reason whatsoever.
- c. The EoI should be completed in all respect. Conditional / incomplete EoIs are liable to be rejected.
- d. The Empanelment is valid for a period of one year extendable on yearly basis for a maximum period of three years only. However, SMVDU, Kakryal, Katra reserves its right to annul the empanelment at any time without assigning any reason and call for a fresh empanelment.
- e. The Advertising Agency will be required to deposit Rs.15000/- as performance Guarantee (PG) in the form of Fixed Deposit in favour of Registrar SMVDU or bank guarantee. The amount is meant for safeguarding SMVDU, KATRA's interest against any eventuality during the period of contract. The guarantee should remain valid for a period of 60 days beyond the contract period. The same will be returned (without any interest) to the Printer on expiry of the contract and on satisfactory performance by the Agencies.
- f. SMVDU, KATRA will periodically review the performance of the empaneled Advertising Agencies and will take action as deemed fit in case of underperformance. If required, their PG will be forfeited
- g. To ensure that there is adequate response to the EoI called by SMVDU, KATRA, from time to time, SMVDU, KATRA reserves the right to de-empanel the Advertising Agency who abstain from submitting their offers regularly.
- h. **Terms of Payment:** No request for advance payment will be considered. However advance can be considered, if the agency submits Bank Guarantee of equal amount as required. Payment for work awarded will be made to agency, after completion of work to the satisfaction of SMVDU, KATRA. The Empanelled Advertising Agency who have been awarded production job will submit pre-receipted bills in triplicate for settlement.
- k. SMVDU, KATRA is not bound to accept the lowest or any other offer(s) received from the empaneled agencies or to assign any reason for non-acceptance. SMVDU, KATRA reserves its right to accept the offer either in full or in part. Conditional offer(s) will be rejected outright.
- l. SMVDU, KATRA will review the performance of the selected empaneled agencies periodically and reserves its right to withdraw their empanelment at any time without assigning any reasons.
- m. **Penalty Clause:** Details of penalty in case of undue delay in execution of work allotted and under performance will attract the following percentage of deduction from the total cost of the job/work:-
 - (i) For delay up to one week - 05%
 - (ii) For delay up to two weeks - 10%
 - (iii) For delay beyond two weeks - 15%.
 - (iv) In case of under-performance or delay beyond one month, SMVDU, KATRA reserves the right to cancel the contract and blacklist the Agency

- n. **Proof before final printing:** The Agency will have to work in coordination with the representative of the SMVDU, KATRA for a particular assignment. Proof of the design will be first shown for approval.
- o. **Termination by Default:** SMVDU, KATRA reserves its right to terminate the contract of any agency / agencies in case of change in the Government procedures or unsatisfactory services.
- p. **Force Majeure:** Neither party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. The party affected by an event of Force Majeure will immediately notify the other party of such an event and will also notify the unaffected party on cessation of disability resulting from such Force Majeure act.
- q. **Jurisdiction:**
The court at Jammu District alone will have the jurisdiction to try any matter, dispute or reference between parties arising out of empanelment. It is specifically agreed that no court outside and other than the Jammu District shall have jurisdiction in the matter.

In the event of any doubt or dispute arising between the Agency and SMVDU in respect of any of their duties, claims, rights, obligations or liabilities during the continuance of empanelment or thereafter with respect to terms and condition of this EOI, the same shall be referred to the arbitration by sole arbitrator to be appointed by Hon'ble Vice Chancellor, SMVDU whose decision will be final and binding on both parties. The arbitration would be conducted and governed by and under the provision of J&K Arbitration and Conciliation Act, 1997.

