

**Notice Inviting Tender for**  
**“Empanelment of Advertisement Agency”**

**At**

**All India Institute of Medical Sciences, Raipur**

No	DME Stage	Particular
1.	NIT No.	Store/Tender/ Empanelment of Advertisement Agency /1/2015
2.	NIT issue date	26-05-2015
3.	Pre Bid Meeting	10-06-2015 at 03:00 PM <b>Venue:</b> Committee Hall, 1 <sup>st</sup> Floor, Gate no.-5, G.E. Road, Tatibandh, Raipur-492099
4.	Last Date of submission	24-06-2015 at 03:00 PM
5.	Date & time of opening of tender	24-06-2015 at 03:30 PM <b>Venue:</b> Store Officer, 2 <sup>nd</sup> floor, AIIMS, Gate no.-5, G.E. Road, Tatibandh, Raipur-492099
6.	Tender Document Cost	<b>₹ 1,140/-</b> (Tender Cost ₹1,000 + Vat @ 14% ₹140) (One thousand one hundred forty only)



**All India Institute of Medical Sciences, Raipur**

G.E. Road, Tatibandh, Raipur – 492099, Chhattisgarh

Tele: 0771- 2971307, email: [store@aiimsraipur.edu.in](mailto:store@aiimsraipur.edu.in)

Website: [www.aiimsraipur.edu.in](http://www.aiimsraipur.edu.in)

**All India Institute of Medical Sciences Raipur**

Tatibandh, GE Road, Raipur – 492 099

**EXPRESSION OF INTEREST**

All India Institute of Medical Sciences Raipur, an autonomous body, under the Ministry of Health and Family Welfare, Government of India having its office at Tatibandh, G E Road, Raipur – 492 099 placed its Expression of Interest (EOI) for empanelment of Advertising Agencies for releasing advertisements, tenders, notices, recruitments etc. in Local/National/International newspapers, magazines, journals for AIIMS Raipur.

Interested Creative Advertising Agencies with INS Accreditation may please visit our website: [www.aiimsraipur.edu.in](http://www.aiimsraipur.edu.in) for details. Agencies meeting the eligibility criteria and those who are interested in submitting their EOI, need to write to Store Officer, All India Institute of Medical Sciences Raipur, Tatibandh, G E Road, Raipur – 492 099, in the prescribed Form available at our Website.

Agencies, should apply along with a non-refundable application fee of Rs.1140/- (Rupees one thousand one hundred forty only), payable in the form of a Demand Draft/Pay Order from any commercial Bank in favour of “AIIMS Raipur”, payable at Raipur. Filled-in applications with all credentials & other related documents must be submitted within 21 days from the date of publication.

Incomplete applications received after the last date of submission mentioned above will not be considered for short listing/empanelment.

Store Officer  
All India Institute of Medical Sciences  
Raipur

**1. ELIGIBILITY CRITERIA:**

The following are the eligibility criteria for empanelment of Advertising Agencies. The Advertising Agency should have –

- a. Accreditation of Indian Newspaper Society (INS) for Press Advertisement (updated documentary evidence to this effect should be enclosed),
- b. The Agency should have office in Raipur and with state-of-art infrastructure and manpower/creative personnel/department (enclose organizational structure)
- c. Resources to handle full-fledged multi-lingual publicity campaigns with high standard of Creativity in advertising befitting the expectations of a premier professional Institute.
- d. Proficiency and proof reading facilities in Hindi & English.
- e. Minimum 3 (three) years experience in advertising with experience of work undertaken for Government/Public Sector Undertaking/Autonomous Body and professional Educational Institutes. (Documentary evidence to this effect from at least 3 organizations should be enclosed).
- f. Average annual turnover should be around Rs. 20 lakh (CA Audited Annual Accounts / Balance sheet of the last three financial years of 2012-13, 2013-14 and 2014-15 to this effect) should be enclosed.
- g. The Advertising Agency applying for empanelment will not have been blacklisted by any organization at any point of time. (An undertaking in this regard should be submitted duly signed by the authorized person of the Organization).
- h. The Agency should have Service Tax registration (documentary evidence to be submitted).

**2. SCOPE OF WORK**

Institute's advertising work ranges from classified advertisements, tender advertisements to full-fledged advertisements for student's admissions, recruitment, tender etc. They are expected to be released in major newspapers, magazines and Journals all over the country and abroad at short notice.

To cater such requirements, Advertising Agency is required to have good infrastructure and have adequate experience in the field. These should include creation of artwork, concept, design, editing & release of advertisements in Newspapers, Magazines & Journals etc.

**3. TERMS AND CONDITIONS:**

- a) Agency will be empanelled for a period of one year which may be extended for another year with mutual agreement.
- b) The Institute will have the right to drop any Agency from the empanelled list without assigning any reason whatsoever.
- c) The empanelled Advertising Agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to Institute's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication, AIIMS Raipur reserves the right to impose penalty in case of any violation of the above, provision.
- d) The Agency should be able to execute all kinds of Advertising Assignments.
- e) AIIMS Raipur reserves the right to make necessary modification to the selected art work, concept etc and the concerned Advertising Agency will be required to carry out the modifications suggested in the artwork.
- f) It shall be the responsibility of the Agency to release all the Advertisements in the minimum possible space in the newspapers.
- g) All the Advertisements concerning the Institute shall be issued with the prior approval of the AIIMS Raipur.
- h) The representative(s) of the Agency will collect the matter personally from the Store Department of AIIMS Raipur and the Agency will arrange to get it published in the desired media, on desired date(s) and on the defined page(s) time band.
- i) If the Advertisement is misprinted or published differently from the approved one, the Agency will publish corrigendum/correct Advertisement etc. thereof at their own cost at the earliest (within a week)
- j) Translation of the Advertisement matter whenever required will be done by the Agency free of cost and the Agency will be responsible for the same.
- k) Payment shall be made within 30 days after receipt of the final bill, duly supported by all the newspaper clippings (in original).

- l) No extra payment shall be made for conceptualization, creation, designing and development of
- a. Advertisements issued through  
Newspapers/Magazines/Journals.
- m) The Institute shall have the discretion to give work to any empanelled Agency selected through tendering process and the Agency will have no right or claim for getting the job.
- n) The performance of the Agency shall be regularly reviewed on the key parameters of creativity, initiative, competency and response time. In the event that your Agency fails to meet our requirements, we shall be constrained to terminate the empanelment with due notice of one month.
- o) AIIMS Raipur reserves the right to empanel any other Advertising Agency or cancel your empanelment without assigning any reason with due notice thereof even before expiry of the period of empanelment.
- p) Empanelled Agency will not be allowed to engage any other Sub-agency to execute the assigned work/job.
- q) The Institute does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and your performance.
- r) In case of any dispute arising out of the terms and conditions of contract or assignment, the matter shall be referred to the Arbitration Tribunal Raipur and the award of the Arbitrator will be binding on both the parties to this agreement. Any legal dispute arising out of any breach of contract pertaining to this tender shall be settled in the court of competent jurisdiction located within the local limits of Raipur, Chhattisgarh.
- s) AIIMS Raipur being a Premier Educational Institute many of the requirements could be of emergency nature. The Advertising Agency has to respond to such requirements at short Notice despite holidays/beyond office hours.
- t) It is clearly understood by the parties that no financial liability of any type is created by issuance of the letter of empanelment.
- u) Applications received after due date & time or without necessary documents will be rejected.

**Note:** The decision of Competent Authority, AIIMS Raipur will be final in all matters relating to the empanelment and decision thereof.

**4. LIST OF DOCUMENTS TO BE SUBMITTED WITH THE APPLICATION**

1. Brief Profile of the Advertising Agency and experience in the advertising field. (At least 03 years of experience).
2. Agency Structure (whether partnership firm/sole proprietor/a limited company etc.)
3. Certificate of their Accreditation with Indian Newspaper Society (INS) along with the date of accreditation (Full Accreditation) which must be valid.
4. Details of members with other professional organizations/associations and international alignments, if any.
5. Details of experience in dealing with Govt. Institutions, Government of India Undertaking, Autonomous Bodies and professional Institutes etc.
6. List of Clients.
7. Samples of creative work undertaken for major organization in the previous years.
8. Average annual turnover (minimum Rs. 20 lakh in the last three financial years) of the Agency duly certified by a Chartered Accountant.
9. Solvency certificate from its banker with latest Income Tax, Sales Tax, Service Tax, Registration Certificate and its Permanent Account Number.
10. Copy of Registration/Trade Certificate
11. Non- refundable application fees of Rs. 1000/- (Rupees one thousand only) in the form of Demand Draft/Pay Order in favour of AIIMS, Raipur payable at Raipur from any commercial bank. In case of renewal / extension for another year, fresh empanelment fees of Rs. 1000/- will be payable to AIIMS Raipur.
12. Name of the Chief Executive / authorized signatory of the firm with his present address and telephone no.
13. Any other information that the Agency may like to provide.

Please note that inability of submitting any of the documents (duly signed by the authorized signatory of the

Agency) listed above may disqualify the Agency from short listing/ empanelment.

## 5. SUBMISSION OF APPLICATION:

The complete application in sealed cover superscribed, as **“Application for Empanelment of Advertising Agencies”** along with necessary documents to be submitted

To

Store Officer

All India Institute of Medical Sciences

Raipur Tatibandh, G E Road

Raipur – 492 099

Agencies applying for empanelment may please note that the non-refundable application fee is Rs.1000/- (Rupees one thousand only) is to be enclosed with application in the form of Pay Order or Demand Draft in favour of “AIIMS Raipur” payable at Raipur.

Application is liable to be rejected if:

1. The documents submitted are incomplete
2. It is received after the expiry of due date and time stipulated for application submission
3. Application fee has not been paid.

**6. BRIEF PROFILE OF ADVERTISING AGENCY**

1. Name of the Advertising Agency :: (In Block Letters)
2. Date of Establishment ::
3. Registered Office Address (with telephone no. & email address)
4. Registration No./Trade License No. (If any) ::
5. Web site if any
6. Address of Office (with telephone no. & email address)
7. Status of the Organization : Proprietary/Partnership/Pvt. Ltd/Public Ltd Company)
8. Name of the Directors/Partner/Proprietor
  - a.
  - b.
9. Name & address of Chief Executive / Proprietor / Authorized Signatory
10. Name of the Representative(s) indicating Designation who would be calling on us and attending to our jobs. (designation, email id and mobile phone number)
11. Details of Infrastructure Available at Raipur, if any
12. Name of the cities where company is having branches
13. Total number of employees: Creative \_\_\_\_\_ - other \_\_\_\_
14. Annual Business Turnover for last three years:  
(Yr 2012-13, 2013-14 and 2014-15 duly certified by CA)
15. Name of the Banker with full address, for doing RTGS.
16. Name of the large corporate clients (Banks/PSUs/Autonomous Org./Govt. Org./reputed companies)
17. Details of Experience
18. Credentials (list out major campaigns handled)
19. Whether the Agency faced any litigation with any organization earlier, if yes kindly furnish the same with name of the company and brief details of litigation.
20. Any other information:



## **7. SELECTION PROCESS FOR EMPANELMENT OF ADVERTISING AGENCIES:**

The selection of Agencies will be a two-stage process:

**First, AIIMS Raipur will short list the Agencies on the basis of their meeting the eligibility criteria**

**Short-listed Agencies will, in the second stage, be required to make presentations focusing on Company's profile, turnover, Clients, creative team & infrastructure and Agency's published work during last 3 years if necessary.**

Agency will be required to submit soft copy of the presentation if necessary.

Agencies short-listed on the basis of presentation will be called for one to one discussion/interaction for finalization of Empanelment with the Institute official.

All India Institute of Medical Sciences Raipur (AIIMS Raipur) reserves the right to reject any application without assigning any reason.

### **Declaration**

I/We do hereby certify that the information as provided above is correct and true in all respect. In case of furnishing any false information or suppression of any material information, the application shall be liable for rejection, besides penalty can be imposed, if deemed fit.

Date:

Authorized Signature

Place:

Designation

Seal