

**National Highways & Infrastructure Development Corporation
Ltd.**

3rd Floor, PTI Building, New Delhi-110001

Request for Proposal [RFP]

**Empanelment of Advertising Agencies
for**

**National Highways & Infrastructure Development
Corporation Ltd.**

2019

1.	Name of Work	Empanelment of Advertising Agencies for managing print media advertisements of National Highways & Infrastructure Development Corporation Limited in National and other dailies at DAVP or lesser rates.
2.	Earnest Money	Rs. 50,000/- (Rs. Fifty thousand only) in the form of Demand Draft (DD) from Scheduled/ Nationalized Banks in favor of National Highways & Infrastructure Development Corporation Limited to be enclosed with Technical Bid
3.	Period of contract	Two years from the date of issue of award letter. Extendable by another one year depending on the performance of the Advertising Agencies.
4.	Last date & time of submission of Bids	11.00 A.M. on 04.01.2020
5.	Date & time of opening of Technical bids	11.00 A.M. on 06.01.2020
6.	Date & time of opening of Financial bids	Shall be notified separately

National Highways & Infrastructure Development Corporation Limited

(A Public Sector Undertaking under the Ministry of Road Transport & Highways, Govt. of India)

3rd Floor, PTI Building,

4- Parliament Street

New Delhi-110001

Dated:

TENDER NOTICE

National Highways & Infrastructure Development Corporation Limited is a Public Sector Undertaking fully owned by the Ministry of Road Transport and Highways, Government of India. NHIDCL proposes to empanel the advertising agencies which can manage issue of recruitment and similar other advertisements in National dailies and other newspapers, including regional language Newspapers. National Highways & Infrastructure Development Corporation Ltd. is mandated to promote, survey, establish, design, build, operate, maintain and upgrade National Highways and Strategic Roads including interconnecting roads in parts of the Country which share international boundaries with neighboring countries. Further details about NHIDCL are available on NHIDCL website www.nhidcl.com.

2. The complete Tender Document can be downloaded from the website of NHIDCL www.nhidcl.com.
3. The tenders are invited under two bid system i.e. Technical Bid and Financial Bid. **The technical bids** are to be submitted by both ways i.e. **Online on CPPP portal as well as a physical copy on** or before 04.01.2020 (by 11.00 A.M.). The physical sealed bid super scribed “**Technical bid for empanelment of Advertising Agencies in NHIDCL HQ**” should be dropped in the Tender Box kept for the purpose at reception of NHIDCL at 3rd Floor PTI Building, 4 Parliament Street, New Delhi-110001 on or before the prescribed time and date.
4. **The Financial Bid for empanelment of Advertising Agencies in NHIDCL HQ. should be submitted only through online process at <https://eprocure.gov.in>** In case of assistance in this regard please contact Sh. Ravi Bharadwaj on his mobile number # 9953090169.
5. Interested Companies/ Firms/ Agencies may submit their bids complete in all respect along with Earnest Money Deposit (EMD) of Rs. 50,000/- (Rupees Fifty Thousand only) and other requisite documents on or before 04.01.2020 (by 11.00 A.M.) to the GM (HR), National Highways & Infrastructure Development Corporation Limited, 3rd Floor, PTI Building, 4-Parliament Street, New Delhi-110001. **No bid shall be entertained after this deadline under any circumstance, whatsoever.** *The Technical Bids will be opened at 11:00 AM on 06.01.2020 and Financial Bids of only technically qualified bidders will be opened on a date to be notified later on, in the presence of authorized*

representative of the Bidders who wish to be present.

6. NHIDCL reserves the right to amend or withdraw any of the terms & conditions contained in the Tender Document or to reject any or all bids without giving any notice or without assigning any reason thereof. The decision of the National Highways & Infrastructure Development Corporation Limited in this regard shall be final and binding on all the bidders.
7. Any corrigendum/addendum relating to this tender shall be notified only on the website of NHIDCL and CPP Portal.

DGM (A)

Copy to:

1. PS to MD & Director (A&F), NHIDCL
2. IT Cell - for display in NHIDCL and CPPP website.

A. GENERAL INSTRUCTIONS FOR TENDERERS

1. The National Highways & Infrastructure Development Corporation Limited situated at 3rd Floor, 4-Parliament Street, New Delhi-110001 requires services of reputed, experienced and financially sound Advertisement Agency (henceforth called Agency) for providing services of publishing of advertisements of NHIDCL in print media as per requirement during the 2019 and 2020 and in future at DAVP or lesser rates.
2. The scope of work for empanelment of agencies is defined under Annexure-I. Any other work related to corporate publicity, media campaign etc. will also form part of the scope of work, which may be decided from time to time by NHIDCL.
3. The contract will be for a period of Two years from the date of award of the contract. The period of contract may be further extended for a period of one year on the same terms and conditions or curtailed/ terminated at any time before expiry of two year contract period depending upon requirement of NHIDCL.
4. The Earnest Money Deposit (EMD) of Rs. 50,000/- (Rupees Fifty Thousand Only), refundable (without interest) should be necessarily kept in the sealed cover containing Technical Bid of the Agency in the form of Demand Draft/ Pay Order drawn separately in favour of “National Highways & Infrastructure Development Corporation Limited, New Delhi, payable at New Delhi”, failing which the tender shall be rejected summarily.
5. The various crucial dates/ time related to “Empanelment of Advertisement Agency” are as under:

(a)	Date of issue of tender on CPP portal	5.00 PM on 13.12.2019
(b)	Pre-Bid Conference	3:00 PM on 20.12.2019
(c)	Clarification on the Pre-Bid Conference (to be posted on www.nhidcl.com)	By 5:00 PM on 24.12.2019
(d)	Last date and time for submission of Tender documents	11:00 AM on 04.01.2020
(e)	Date and time for opening of Technical Tender documents	11:00 AM on 06.01.2020
(f)	Date and time for opening of Financial Bids of Tender documents	To be notified later on

6. The tenders are invited under two bid system i.e. Technical Bid and Financial Bid. The technical bids are to be submitted by both ways i.e. Online as well as physically on or before 04.01.2020 (11.00 A.M.). The physical sealed bid super scribed “Technical bid for empanelment of advertisement agency in NHIDCL HQ” should be dropped in the Tender Box at reception of NHIDCL at 3rd Floor PTI Building, 4 Parliament Street, New Delhi-110001 on or before the prescribed time and date.

7. The Financial Bid for empanelment of advertising agency in NHIDCL should be submitted only through online process at <https://eprocure.gov.in>. Similarly, the Technical Bid should also be submitted through online process at <https://eprocure.gov.in>. In case of assistance in this regard please contact Sh. Ravi Bharadwaj on his mobile number #9953090169.

8. The exemption of Tender fee and EMD to NSIC registration certificates issued by MSME will be allowed as per the Govt. policy.

9. Successful bidder will have to deposit Performance Security of Rs.1,00,000/- **within seven (7) days** from the date of issue of LOA, in the form of Fixed Deposit Receipt (FDR) made in the name of the Agency but hypothecated to the **Managing Director, National Highways & Infrastructure Development Corporation Limited, New Delhi** or Bank Guarantee issued in favour of **Managing Director, National Highways & Infrastructure Development Corporation Limited, New Delhi** covering two months in addition to the initial period of contract. On subsequent renewal/ extension of the contract, the FDR/ BG shall accordingly be renewed by the successful bidder for two months in addition to the extended contract period.

10. In case of breach of any of the terms and conditions attached to this contract, the Performance Security Deposit of the Agency will be liable to be forfeited by the National Highways & Infrastructure Development Corporation Limited besides annulment of the contract and the agency become liable for blacklisting.

11. Conditional bids shall **not** be considered and will be summarily rejected in the very first instance.

12. A Pre-Bid conference would be held on 20.12.2019 at 03:00 PM. Interested Bidders seeking any clarification about any aspect of the tender, may participate in this conference. The written reply if any, to these clarifications shall be posted on the Company website www.nhidcl.com by 5 PM of 24.12.2019. No communication/request for clarification in this respect shall be entertained after 20.12.2019.

13. The Technical Bid of tenders shall be opened at 11:00 A.M. on **06.01.2020** and Financial Bids of technically qualified bidders shall be opened on the date to be notified later on at **3rd Floor, PTI Building, 4 - Parliament Street, New Delhi - 110001** in the presence of the authorized representative of the Bidder (if any), who are present on the spot at that time.

14. The **Competent Authority** of the National Highways & Infrastructure Development Corporation Limited reserves the right to cancel any or all the bids without assigning any reason.

15. All entries in the tender form should be legible and filled clearly. If the space for furnishing the information is insufficient, a separate sheet duly signed by the authorized signatory may be attached. Non-adherence to this stipulation shall render the bid as non-responsive.

16. Technical Bid must be Indexed and page numbered.

17. All the pages of the tender document must be signed and duly affixed with the rubber-stamp of the firm as an acceptance of all the terms & conditions contained therein, by an authorized signatory.

18. In case the signatures are made by a person other than Proprietor or designated Official of the firm, an authority letter in his/her name must be attached in original.

19. INSTRUCTIONS FOR ONLINE BID SUBMISSION

The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The Instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.

More information useful for submitting online bids on the CPP Portal may be obtained at: <https://eprocure.gov.in/eprocure/app>

REGISTRATION

Bidders are required to enrol on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link “Online bidder Enrolment” on the CPP Portal which is free of charge.

As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.

Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.

Upon enrolment, the bidders will be required to register their valid Digital Signature Certificates (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify/nCode/eMudhra etc.), with their profile.

Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse. Bidder then logs in to the site through the secured log-in by entering their user ID/ Password and the password of the DSC/eToken.

SEARCHING FOR TENDER DOCUMENTS

There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.

Once the bidders have selected the tenders they are interested in, they may download the required documents/tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate the bidders through SMS/e-mail in case there is any corrigendum issued to the tender document.

The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification /help from the Helpdesk.

PREPARATION OF BIDS

Bidder should take into account any corrigendum published on the tender document before submitting their bids.

Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents- including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.

Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document/ schedule and generally they can be in PDF/XLS/RAR/DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option, which helps in reducing size of the scanned document.

To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents(e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" as available.

SUBMISSION OF BIDS

Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues. The bidder has to digitally sign and upload the required bid document one by one as indicated in the tender document.

Bidder has to select the payment option as "Offline" to pay the tender fee/EMD as applicable and enter the details of the instrument.

Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BoQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders.

Bidders are required to download the BoQ file, open it and complete the colored (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BoQ file is found to be modified by the bidder, the bid will be rejected.

The server time (which is displayed on the bidder's dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidder should follow this time during bid submission.

All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is

maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to asymmetric encryption using buyers/ bid opener's public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.

Upon the successful and timely submission of bids (i.e. after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.

The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

ASSISTANCE TO BIDDERS

1. Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.

2. Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24X7 CPP Portal Helpdesk. OR Toll Free Number 1800-3070-2232 and Sh. Ravi Bharadwaj on his mobile number # 9953090169.

B. Qualifying / Eligibility Criteria:

1. An agency, not meeting any one of the following criteria shall be summarily rejected and shall not be considered for evaluation. Documentary evidence in this regard and a certificate duly signed by Chartered Accountant shall be given for correctness of the information. Canvassing in any form will attract disqualification.
 - i) Agency must be in the business for the having total cumulative turnover not less than Rs.01 (One) crore, during the financial year 2016-17, 2017-18 and 2018-19 (audited figures) duly signed by the Chartered Accountant.
 - ii) The Agency should be fully accredited with INS for the last 3 consecutive years. A certificate issued by INS is required to be submitted, otherwise bid shall not be considered.
 - iii) The Company's Corporate Office/ Head Office should be in NCR. A certificate duly signed by Chartered Accountant shall be attached.
 - iv) The agency shall be registered with the Competent Authority for GST etc. A certificate shall be attached.
 - v) The agency shall have clients profile with Government organizations/PSUs with national presence. A list of clients duly attested by the Chartered Accountant shall be attached.
 - vi) The agency shall submit an affidavit of self declaration stating that it has not been black listed by any Central/State Govt. Ministry/Deptt. or PSU during the last three years.
2. Availability of complete infrastructure for editing and graphical presentation (including art work and designing) of advertising material at short notice at the HQ of the Agency, details to be furnished as part of the Data Sheet for evaluation as given in the tender document.
3. Proven Experience in Advertising and other PR assignments i.e. release of Advertisements in Print Media, particularly the National dailies.

C. Evaluation criteria: The process of Empanelment shall be as follows:

1. All the applications will be scrutinized to assess their eligibility based on the “Eligibility Criteria” as mentioned at para-B above. The offers not meeting the said criteria shall be summarily rejected.

2. All the eligible applications will be evaluated based on the ‘Parameters’ as per the format given below:

A minimum score for Technical Bid (Tn) of 70 (out of 100) is required for qualifying in technical bid evaluation based on the following criteria:-

Sl. No.	Parameters	Marks
(i)	Length of experience of providing similar service of releasing advertisements in Newspapers. Relevant proof documents must be attached	Maximum 20 marks as follows: i. 3 - 4 years = 05 marks ii. Above 4 - 5 years = 10 marks iii. Above 5 - 6 years = 15 marks iv. Above 6 years = 20 marks
(ii)	Client profile – Number of Government organizations/PSUs serving (list of clients to be enclosed with the technical bid) Work award letters to be submitted in support	5 marks for each client subject to maximum 20 marks
(iii)	Client profile – Number of private organizations presently serving (list of clients to be enclosed with the technical bid). Work award letters to be submitted in support	2 marks for each client subject to maximum 10 marks
(iv)	Available infrastructure for providing service (details of websites/links for the purpose to be provided with supporting documents).	10 marks (that is 2.5 marks for each category) i. Own Physical infrastructure ii. Own Editing and graphical expertise iii. Own Artwork and designing iv. electronic mail and other modern communication systems
(v)	Level of client satisfaction (certificate from client organization to be attached)	5 marks for each client certificate with outstanding/

		<p>excellent, 4 marks for very good and 3 marks for good/ satisfactory service. (4 best certificate will be taken into consideration subject to maximum 20 marks)</p>
(vi)	<p>Sound financial standing of the tendering firm in terms of annual turnover, during the last three years i.e. 2016-17, 2017-18, 2018-19 (relevant certificate from CA must be appended.</p>	<p>Maximum 20 Marks</p> <p>i. Rs.1-3 cr = 05 marks</p> <p>ii. Above Rs.3-5 cr = 10 marks</p> <p>iii. Above Rs.5-7 cr = 15 marks</p> <p>iv. Above Rs.7 cr = 20 marks</p>

D. Financial Bid is to be submitted in Form-III

1. Financial bids of only the technically qualified and eligible bidders would be considered for financial evaluation. Financial Bid for Empanelment shall be based on the discount offered by the bidder in terms of percentage over and above the DAVP rates. The DAVP rates for this purpose will be taken as the Net rate+agency charges (to be notified by DAVP from time to time).
2. **Final selection shall be based on the highest discount offered on DAVP rates. The discount should be indicated in % (percentage) of total DAVP rate and it could be in plus (+) or minus (-). For example, if the DAVP rate is 100, then @ 5% discount, the price bid will reflect net price =95 and additional charge over DAVP rates will reflect figure above 100, i.e. 10% additional charge will show net price as 110.**
2. Financial proposals will finally be ranked according to discounts offered on DAVP rates, the highest discount at top and thereafter in descending order.
3. **NHIDCL shall draw a panel of three agencies based on the highest discounts. The highest three offers will be shortlisted for award of work, provided all shortlisted bidder(s) agree to match the discounts offered by the H1 bidder, in case the discount offered by them is less than H1 bidder. In case any agency out of H2 or H3 do not agree to match the discount of H1 (only in case where the discount offered by H1 is higher) then NHIDCL reserves the right to move to next highest scorers i.e. H4, H5 and so on.**
5. **The work shall be awarded to the entire three short listed agencies on rotation basis for which NHIDCL will maintain a roster/ register.**

E. Submission of 'Tender'

- 1 The agency shall submit following documents along with the 'Tender'
 - i) Proposal for empanelment - Form I
 - ii) Particulars required for empanelment of Advertising Agencies (Technical Bid) - Form II.
 - iii) Certificate duly signed by the Chartered Accountant & Authorized Signatory incorporating all the parameters mentioned in the tender document at various clauses. The format for Certificate is attached to Form-1 as attachment.
2. All the documents shall be complete in all respect, duly supported by the relevant attachments mentioned therein and shall be cross referenced for the relevant criteria in the tender document.

F. Job Allocation/Mode of Release of Payment/Bills & Payments by NHIDCL and other terms and conditions are as follows:

- 1 The empanelled agencies will be required to offer services for routine advertisement releases and other PR jobs at NHIDCL, HQ New Delhi. In the event of specific launch of a media campaign or other such jobs, NHIDCL may contact any or all empanelled agencies for creative options and distribute the creative so developed amongst one or more agencies for further release of the same in the Print/Electronic Media. The designs/creatives developed by the agencies shall be the property of NHIDCL and no separate payment in this regard will be made by NHIDCL.
- 2 Bills raised for advertisement releases should invariably be supported by the media bills, voucher copies and other relevant documents in duplicate. Payment in each case will be made after verifying these documents.
3. The Agency will not be paid for developing creative options, translation of material from English to Hindi or into any other Indian language. The creative developed for advertisement, brochures etc. will be the property of NHIDCL and Agency will provide soft copy in open format for any use by NHIDCL.
4. The Agency shall meet all the expenses, including payment to Newspapers for publication of Advt. etc. and shall submit the bill to NHIDCL for payment alongwith copies of Newspapers carrying the published Advts.
5. NHIDCL shall clear payment of bills within 30 days from the date of submission/rectification of deficiency, if any, in the bills.

Within 30 days of the release order, the agency will present computerized bills along with two tear Sheets of newspapers containing published advertisements; estimate approved by NHIDCL, two copies of Release Order issued by this Office, text material provided by this office and copies of DAVP Rates/Rate Cards as applicable. The Bank A/C No., name of Bank with complete address, IFSC code of the bank through which payment of bills will be arranged, should be indicated on each bill. All bills shall be submitted in triplicate, duly marked as original, duplicate and extra copy.

Bills in all respect and a certificate to the effect as mentioned below will have to be endorsed on all the bills; further the agency shall ensure that:-

- i) All the bills received from the newspapers have thoroughly been checked and found correct in all respect.
- ii) The amount charged by the newspapers has been checked in respect of rates approved by the DAVP in vogue/Approved Rate/Card Rate and found correct and also in accordance with the estimate approved by NHIDCL .
- iii) The advertisement published by the newspapers has been checked and found correct.
- iv) The advertisement against respective Release Order has been published in that very insertion / edition of the newspapers as specified in the Release Order and media plan issued by GM (HR)'s office.
- v) Once the Advertising Agency's bill in question has thoroughly been checked and found correct in all respect, even if, later any discrepancy is detected the agency will undertake corrective measures, including reimbursement of excess charges to NHIDCL immediately. Agency will also certify that these charges have not been claimed earlier and will not be claimed in future also.

- 6. The bill must be raised for the complete release order. Bills not accompanied with tear sheets of the newspapers containing published advertisements will not be considered.
- 7. The NHIDCL its reserves right to disallow a part or full payment against any bill, if any of the general or special condition is violated.
- 8. If the rates are enhanced by DAVP after payment of original bills, no supplementary bill will be accepted, and the Agency will have to clarify this to the publication on their own, and no liability will be accepted on this account by NHIDCL.
- 9. NHIDCL reserve the right to deduct taxes / surcharges imposed by the Govt. of India /State Govt. /Municipal Govt. etc as well as and penalties imposed by NHIDCL. which becomes due, directly from the bills submitted by the agency.

G. Other Terms and Conditions:

- 1 The NHIDCL management reserves the right to select or reject any application without assigning any reason thereof.
- 2 NHIDCL reserves the right to terminate the services of the agency at any time without assigning any reason, whatsoever. Such decision shall be binding on empanelled agencies.
- 3 **The agencies are required to submit an undertaking certifying that their agency has not ever been blacklisted by any of the organization including government/PSUs, etc. for any reason at any point of time.**
- 4 Software and creative elements used by the Agency must be original and bills/license can be checked by the NHIDCL at any point of time.
- 5 The list of professionals, on roll, at each office of the Agency should be submitted. This statement shall be attested by the Chartered Accountant & the authorized signatory and NHIDCL can get it checked for correctness at any point of time.

H. Mode of Release of Advertisement:

- 1 Agency shall release the advertisement only to the publications as indicated in the Release Orders issued by Admin Department of NHIDCL.
- 2 Agency shall ensure that NHIDCL's advertisements appear in the specified newspapers on a prominent position in a conspicuous and impressive manner while occupying minimum space as approved by NHIDCL.
- 3 Agency shall undertake designing, typesetting, art work, preparation of block and matrix as well as art work with multiple options of media (at least three) estimates required for release of advertisement, free of cost, without any charges payable by NHIDCL, irrespective of size of advertisement, or number of newspapers to which display advertisement is to be released.
- 4 No incidental charges of any nature will be payable by NHIDCL to cover any such cost incurred by the Agency during the process of execution of release orders issued by the HR Department of NHIDCL.
- 5 Agency shall also ensure that advertisements are published within stipulated time. It will be the discretion of the GM (HR) to impose a penalty of Rs. 2000/- for delay of each day and / or disallow partial / total payment.
- 6 The agency will ensure timely delivery of advertisements material and release order to the newspapers.

7 In case there is an error in publication of the advertisements as compared to the advertisement text / material provided by NHIDCL, agency shall arrange to publish the corrigendum immediately, under intimation to GM (HR) NHIDCL, at its own cost. No bills shall be raised to NHIDCL and NHIDCL will not pay any charges for publication of the published corrigendum, whatsoever. If considered necessary, GM (HR) may ask the Agency to publish correct advertisement again for which no payment shall be made by the NHIDCL. If the agency fails to release and publish the advertisement within the specified time limit as stipulated by NHIDCL or the advertisement in question is published on a later date in such cases, a penalty of Rs. 2000/- for delay of each day may also be imposed by Director (A&F)/GM (HR), in addition to adverse entry/entries in the performance record of the Agency.

8 The Agency will ensure that the language of advertisements published in the newspapers of other languages should be same, as the language of the newspapers in English, until and unless specially instructed by HR Department on the Release Order.

9 Translation of material for various newspapers and in various languages and proof reading will be the responsibility of the Agency.

10 All the display advertisements, layouts and classified advertisements as designed by the Advertising Agency will be subject to approval by NHIDCL, prior to release to the newspaper. Size of advertisements should be got approved from Director (A&F)/GM (HR) or his representative and bills should be claimed strictly in accordance.

11 Agency shall charge the current approved rates as to be decided by this tender.

12 Agency shall render free service to NHIDCL's HR Department in regard to collection of advertisement materials from GM (HR) office, dispatch of designs and layouts to newspapers, copy of published advertisements in newspapers etc., deputing its staff as frequently as required.

13 NHIDCL also reserves the right to design as well as release any advertisement, directly to the newspapers or through any other media or agency.

14 NHIDCL also reserves the right for release of any advertisement from any agency on the panel. It may also draw a plan deciding the turn of agencies for convenience of day to day working; however it would not be binding upon NHIDCL to give all advertisement according to plan drawn.

15 Whenever required, the Advertising Agency shall have to accept and get advertisement published at a very short margin of time in specified newspapers on a specified date, as indicated by the office of NHIDCL.

16 Advertisement material taken, after typesetting / designing, should be submitted in duplicate on the same day for approval of NHIDCL.

17 Release Order will ordinarily be issued after approval of the typeset matter.

18 NHIDCL reserves the right to use the logo, design, layout creative etc. prepared by the Advertising Agency, for releasing advertisements directly by NHIDCL or through any other Advertising Agency or any other sources as deemed fit by NHIDCL without agency's consent, who designed the advertisement.

I. Termination of the Contract/Agreement:

1 The NHIDCL and the agencies shall have the right to terminate the contract with a prior written notice of 30 (thirty) days. Such notices shall be served by the registered post or email or by hand at the respective address.

2 In case it is observed by NHIDCL that the work performed by the agency is not as per the required standard or specified quality, the agency will be served with a written notice to that effect, calling upon to improve his performance within stipulated time, not beyond 90 days from the date of written notice is sent. If the agency's performance still found not satisfactory, a penalty for the first default @ 5% of the bill amount and @ 10% of the bill amount for the second default and lastly 15% of the bill amount for third default may be leviable and may be recovered from the security deposit. After the third default, if the agency commits further default, there shall be no excuse and pardon and NHIDCL will have the right to terminate the award of contract/de-panel.

J. Arbitration:

Except where otherwise provided for in the contract, all questions and disputes, claims, rights, matters or things whatsoever in any way arising out of or relating to the contract thereof shall be referred to the 'Dispute Resolution Committee' to be appointed by the Director (A&F), NHIDCL before taking recourse for resolution of dispute through Arbitration.

In case dispute is not resolved at Dispute Resolution Committee level and still persists, the same shall be referred to the Sole Arbitrator to be appointed by Director (A&F)/MD, NHIDCL, by consent. The arbitrator to whom the matter is originally referred being transferred or vacating his office or being unable to act for any reason, the appointing authority for arbitrator, as aforesaid at the time of such transfer, vacation of office or inability to act, shall appoint another person to act as arbitrator in accordance with the terms of the contract.

Provision of the Arbitration and Conciliation Act, 1996, as amended or any statutory modification or re-enactment thereof and the rules made there under and for the time being in force shall apply to the arbitration proceeding under this clause.

It is a term of the contract that the party invoking arbitration shall specify the dispute or disputes to be referred to arbitration under this clause together with the amount or amounts claimed in respect of each such dispute.

ACCEPTANCE LETTER (to be put in the cover)

The General Manager (HR),
NHIDCL,
3rd floor, PTI Building.
4-Parliament street
New Delhi - 110 001

ACCEPTANCE OF NHIDCL'S TENDER DOCUMENT - Empanelment of Advertising Agency

Sir,

1. The tender document for the work for **Empanelment of Advertising Agency** for National Highways & Infrastructure Development have been downloaded from NHIDCL website and I/We hereby certify that I/We have understood the entire terms and conditions of the tender document. I/We shall abide by the conditions/clauses contained therein.

2. I, Son/ Daughter/ Wife of Shri..... Authorised signatory of the company/ agency/ firm mentioned above, is competent to sign this declaration and execute this tender document.

3. My Company/ Agency/ Firm has not been blacklisted/ debarred from participating in tender of any Ministry/ Department/ PSU of Govt. of India in the last 3 years.

4. I/We hereby unconditionally accept the tender conditions of NHIDCL 's tender documents in its entirety for the above work.

5. The contents of clauses of the tender documents have been noted wherein it is clarified that after unconditionally accepting the tender conditions in its entirety, it is not permissible to put any remarks/conditions (except unconditional rebate on quoted rates, if any) in the tender and the same has been followed in the present case. In case, this provision of the tender is found violated after opening the cover, I /We agree that the tender shall be rejected and NHIDCL shall, without prejudice to any other right or remedy, be at liberty to forfeit the earnest money absolutely,

6. That I/We declare that I/We have not paid and will not pay any bribe to any officer of NHIDCL for awarding this contract at any stage during its execution or at the time of payment of bills and further if any officer of NHIDCL asks for bribe/gratification, I/We will immediately report it to the Appropriate Authority in NHIDCL '.

7. The information/ documents furnished along with the above application are true and authentic to the best of my knowledge and belief. I/we, am/are well aware of the fact that furnishing of any false information/fabricated document would lead to rejection of my tender at any stages, besides forfeiture of Earnest Money/ Security Deposit and liabilities towards prosecution under appropriate law.

8. The required earnest money amounting to Rs..... by way of Demand draft No.....Drawn onpayable atis enclosed here with.

Yours faithfully,

(Signature of Tenderer with
Date: Seal/rubber stamp)

ANNEXURE -I

SCOPE OF WORK FOR EMPANELLED AGENCIES

1. Design & release of advertisements in Newspapers etc. for various publicity requirement of National Highways & Infrastructure Development Corporation Limited including, but not limited to, the following items:
 - Recruitment Advertisement etc.
 - Promotional Campaign /Advertisement
 - Event Organisation Advertisements
 - To provide inputs such as circulation figures, cost etc. for various newspapers to plan and decide media plan.
 - To liaise with the newspapers and arrange for release of advertisement and Press Release of NHIDCL at a short notice on desired dates by deputing a dedicated person.
2. To assist in developing and strengthening coordination of NHIDCL with Print media for better and regular publicity.
3. Arranging publication of articles in leading news dailies / magazines
4. Any other work related to publicity and corporate communication of NHIDCL.

PROPOSAL FOR EMPANELMENT

FROM:

TO:

Sir,

SUB : Empanelment of Advertising Agencies for NHIDCL.

I/We.....agency herewith enclose our proposal for selection of my /our firm for empanelment. We request NHIDCL to accept information mentioned herein, as attachment to this letter, on certification basis duly signed by the Chartered Accountant. NHIDCL may, however, verify the facts given by us, with any authority, if required. If it is found at any point of time that the information furnished by us is inaccurate, NHIDCL may initiate any action as it deems fit.

Yours faithfully,

Signature.....
Full Name.....

Designation.....
Address.....

(Authorised Representative)
Company Seal

Sample of the Certificate to be signed by the Chartered Accountant

This is to certify that our Agency is in the business of providing the services of issue of Advertisement in Print Media during the last 3 years, as on 1st December, 2019 and the total cumulative turnover for the financial years 2016-17, 2017-18 and 2018-19 is not less than Rs.01 (one) crore. The Agency is fully accredited in INS for the last 3 years.

The Agency has its corporate office at New Delhi/NCR. The list of Officers at various offices, financial details and INS Registration Number are enclosed.

This is to certify that we meet all the terms and conditions mentioned in the tender document and in case any deficiency is noticed at a later date, our application can be summarily rejected without any further consideration in this regard.

Ours is not a Franchise Company.

Signature.....
Full Name.....

Designation.....
Address.....

(Authorized Representative)
Company Seal

NOTE : This is only an indicative sample of the certificate. Agency shall include all the items as mentioned in the Tender Document, including the above mentioned items.

National Highways & Infrastructure Development Corporation Ltd.

3rd Floor, PTI Building, New Delhi-110001

Technical Bid for Empanelment of Advertising Agency

Sl. No	Particulars	Details to be filled by the Agency	Ref Page No.
1.	Name of the Firm/ Agency		
2.	Registered office/business address of the Agency		
3.	Name of Contact Person		
4.	Address with telephone, Fax numbers, Email and name(s)		
5.	Year of Incorporation/Constitution of the Firm/Agency		
6.	Income Tax - PAN No. (Attach copy of PAN)		
7.	GST. (Attach copy of GST No.)		
8.	Whether registered with Registrar of Companies. Date of Registration (Attach copy of Registration Certificate)		
9.	Length of Experience of providing similar services. (Attach copy of orders/any other documentary proof)		
10.	Whether the agency is providing services to Central Government/State Government/ any PSU etc. Give names of institutions \agencies empanelled/providing such services. (Attach copy of Orders / proof)		
11.	Whether the agency is providing services to reputed private organizations etc. Give names of		

	institutions \agencies empanelled/providing such services. (Attach copy of Orders / proof)		
12	Names, address & telephone numbers of minimum four Govt. corporate clients may be provided for obtaining necessary confirmation regarding the standard of service and other relevant detail regarding client satisfaction.		
13	Whether registered with INS? Date of Registration (Attach copy of Registration Certificate)		
14	Whether the agency has achieved total cumulative turnover of Rs. 01 (One) crore during the last three financial years i.e. FY 2016-17/ 2017-18/2018-19 (Audited figures) duly signed by CA.	YES/NO Turnover for :- FY 2016-17 RsCr FY 2017-18 Rs Cr FY 2018-19 Rs Cr	
14	Whether the agency is equipped with the requisite infrastructure for editing and graphical presentation (including artwork and designing) of advertising material at short notices through electronic mail and other modern communication systems.	YES/NO 1. Own Physical infrastructure 2. Own Editing and graphical expertise 3. Own Artwork and designing 4. Own electronic mail and other modern communication systems (attach documentary proof)	
15	Whether the agency is prepared to provide the services on Sundays/Holidays besides normal working days.	YES/NO	
16	Please indicate whether the agency is prepared to offer 30 days credit.	Yes/No	
17	Level of client satisfaction (certificate from client organization to be attached)		

17. Details of key personnel of the agency

Sl.No.	Name of personnel	Designation	Years with Agency	Contact number	Any information

18. Details of EMD

Demand Draft No.....Date of issue.....Name of issuing bank.....

19. Verification – It is certified that all the details furnished in the application are true and correct to the best of my knowledge and in case any information is found false/ incorrect or if any material information has been found to be suppressed, the application shall be liable for rejection, besides initiation of penal proceedings by NHIDCL as it deems fit.

Date:

Place:

Signature of authorized signatory
(with Full Name and Seal)

Financial Bid for Empanelment of AD Agency

Name and address of tendering Service Provider Company / Firm / Agency

Sl.No	Particulars	Details to be filled by the Agency
1.	Please indicate the discount offered in terms of percentage over the Agreed DAVP rates for the respective Newspapers notified by DAVP from time to time	Offer in percentage. _____% (in words _____)

Final selection shall be based on the highest discount offered on DAVP rates. The discount should be indicated in % (percentage) of total DAVP rate and it could be in plus (+) or minus (-). For example, if the DAVP rate is 100, then @ 5% discount, the price bid will reflect net price =95 and additional charge over DAVP rates will reflect figure above 100, i.e. 10% additional charge will show net price as 110.

Date:

Place:

Signature of Authorized Signatory

Full Name

Seal