

EXPRESSION OF INTEREST

(BIDDING TERMS)

FOR

EMPANELMENT OF ADVERTISING AGENCIES



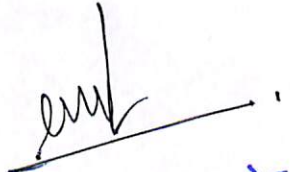
GHAZIABAD DEVELOPMENT AUTHORITY,
VIKAS PATH, GHAZIABAD

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चन्द्रमौलि पाण्डेय
अवर अभियन्ता

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प्रशान्त गौतम
सहायक अभियन्ता

Empanelment Fee Rs. 5,00,000/- (Non Refundable) shall now be deposited in Bank of Baroda, Navyug Market, Ghaziabad

BANK NAME	BANK OF BARODA
BRANCH NAME	NAVYUG MARKET
ACCOUNT NUMBER	77210100003446
IFSC CODE	BARB0VJGHAZ
BENEFICIARY	VC, GDA


चन्द्रमौलि पाण्डेय
अवर अभियन्ता


प्रशान्त गौतम
सहायक अभियन्ता

EXPRESSION OF INTERSET (EOI)

FOR EMPANELMENT OF ADVERTISING AGENCIES

Instructions to Bidders

Ghaziabad Development Authority Intends to empanel reputed and professionally managed Advertising Agencies for undertaking various publicity/ printing jobs. The agency must have a good track record with full accreditation by the Indian Newspaper Society (INS) since last 10 years without any break and have minimum 10 years of experience to work with Govt./Semi Govt. Department. Accreditation must be full and should be valid at the time of submission of the document. Provisional accreditation will not be accepted. Agency must own their office in Delhi/NCR, Noida, Ghaziabad and have a turnover of Rs. 20 Crore on average or above each year during last 3 years.

Detailed EOI document along with Terms & Conditions of Empanelment may be obtained from Vijay Bank, G.D.A. Extension Counter, Ghaziabad, during working days from 27.10.2020 to 09.11.2020 between 10:00 Am to 5:00 PM after payment of Rs 3,000/- (Rs. Three Thousand only) or can be downloaded from the website: www.gdaghaziabad.com. In case downloaded tender document is being used, the cost of EOI document in the form of D.D of Rs. 3,000/- in favour of V.C., G.D.A. payable at Ghaziabad must be submitted along with EOI Document.

The last date for submission of EOI Document along with all supporting documents is 11.11.2020 up to 17:00 Hrs in the tender box kept in the office of In charge Advertisement Department, Ghaziabad Development Authority, Vikas Path, Ghaziabad.

VICE CHAIRPERSON

GHAZIABAD DEVELOPMENT AUTHORITY

- 1 Name of Advertising Agency
- 2 Owner/ Director's Name Address
- 3 Registered office address & Telephone No.
- 4 Corporate Office Address & Telephone No.
- 5 Agency's Delhi/NCR, Noida, Ghaziabad office Address & Telephone No.
- 6 Fax No.
- 7 Email ID
- 8 Annual Turnover & Balance Sheet of last Three year's (Audited Report) 2017-18 2018-19 2019-20
- 9 List of Govt. Semi. Govt/Public Sector Units where Agency is Working at present
- 10 Detail of Agency's Infrastructure
- 11 Detail of Agency's Employee
 - Creative Director
 - Copy Writer
 - Visualizer
 - Marketing Persons
 - Media Persons
 - Computer Operator's
- 12 Contact Person's Name Address & Telephone No
- 13 Soft/Hard copies of Advertisement released in last Year



3



- 14 Minimum/ Maximum Time for Releasing Advertisement
- 15 PAN No.
- 16 I.N.S Accreditations full Details
 - Enclose Proof
 - Year of Accreditations
- 17 Circulation Details for the last Three years
- 18 Registration in DAVP (if any)
- 19 Any Other Information, You feel Necessary.

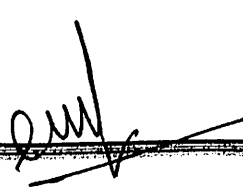
List of Enclosures:-

Date

Seal & Signature of

Authorized Signatory

Agency's Name & Address



Important Note:

1. The serial number should be compulsorily inscribed on all the documents attached along with the application form.
2. Submit all documents in the form of spiral-bound book. Loose paper will not be accepted.
3. Submit subject wise details of the attached items along with the application form with their respective pages number in the index at the beginning of the spiral-bound book.
4. With application form, the required documents should be clearly presented with complete information (Supporting documents with list, work and amount according to financial year followed by final total, work experience etc.)
5. In accordance with para number 3.0 of the terms and conditions mentioned, submit the supporting documents with list in a symmetric manner along with the application.
6. Documents related to eligibility and evaluation, according to para number 2.0 and 4.2 respectively of the terms and conditions mentioned in the terms and conditions document (Which are not included in para no 3.0) should also necessarily be submitted along with the supporting documents with their list.
7. Apart from above the applying agency shall quote rates for different services which GDA wants from the agency and rates of different publication for various newspapers as per the list in a sealed envelope.

Empanelment of Advertising Agencies in Ghaziabad Development Authority

1.0 Terms and conditions of empanelment

1.1 General

Ghaziabad Development Authority to empanel experienced reputed and INS accredited advertising agency to meet requirements of producing creative artwork, release of display advertisement and release of tender notice in appropriate manner and economy of space, to various newspaper/publications having DAVP rates, mainly within the jurisdiction of Ghaziabad Development Authority and also in other important cities in India.

1.2 Duration of contract

The duration of the contract will be for a period of one and half year, from the date 01.10.2020 to 31.03.2022. The successful applicant shall be required to execute an agreement on non-judicial stamp paper worth Rs. 100/- attested by notary/public oath commissioner/ first class magistrate. The cost of the stamp duties for the execution of the agreement will be borne by the advertising agency.

1.3 Right to Accept proposal

GDA reserves the right to accept or reject any proposal and to annul the proposal process or to reject all proposals at any time prior to award of contract, without assigning any reason or without incurring any liability to the affected Respondent (s) or any obligation to inform the affected Respondent (s) of the grounds for such decision. GDA reserves right to seek performance report from other clients of the advertising agency.

1.4 Application procedure

Application on the prescribed form downloaded from the Ghaziabad Development Authority website (www.gdaghaziabad.com) or purchased by Vijaya Bank GDA Extension Counter, shall be submitted in a sealed envelope addressed to Advertisement Incharge, Ghaziabad Development Authority, Vikas Path, Ghaziabad. In case the date fixed is declared as holiday, the application should be submitted on the next working day up to5:00 P.M.. without any

further notice by GDA. Application received after the stipulated date and time will not be considered. Applicant must also submit, along with the application form, a demand draft Rs. 3,000/- payable at Ghaziabad.

2.0 Eligibility criteria

- 2.1 The agency must have carried out communication for Government Ministry/ Department/PSU and/or Multilateral institutions such as UNICEF, WHO, UNDP etc of minimum value of Rs.15 crores (including release value and agency commission) in the last financial year.
- 2.3 The agency shall be of sound financial status with accumulative turnover of Rs. 20 crore per year or more each year during the last 3 financial years.
- 2.4 The agency should be accredited with Indian Newspaper society. Agency must have full accreditation by the Indian Newspaper society, provisional or conditional accreditation shall not be accepted. **(Franchises is not permitted and application submitted by franchise will not be entertained)**
- 2.5 The agency shall employ and provide professionally qualified and experienced personnel as may be required to perform the services under the specific work assigned by the Ghaziabad Development Authority and it is expected that the agency shall deploy personnel, who have adequate experience in the domain related with the work. The agency must have technically qualified and competent designers, content writers, High speed internet, proofreaders and in-house/ contractual English & Hindi translators.

3.0 List of Documents to be submitted

Following documents should be attached with the application:-

- 3.1 Duly filled application form including complete address.
- 3.2 Details of offices located in cities with address, phone-both fixed and mobile, fax no's and e-mail ID etc.
- 3.3 The firm/company having any office in the Ghaziabad, Noida & Delhi NCR a self declaration must be provided.
- 3.4 Details of ownership and organization structure of the agency. Copy of the Memorandum of Articles of Association/Partnership Deed /Certificate or

incorporation (in case of company) etc. **(Franchises is not permitted and application submitted by franchise will not be entertained)**

- 3.5 INS accreditation certificates or self attested certificate regarding full accreditation status of agency with INS valid during empanelment period.
- 3.6 List of important clients including GDA/Other government Ministry/ department PSUs/ Institutions etc. Since last 10 years for which media campaigns etc. were carried out by the agency.
- Details of media campaigns carried with duration and value (in Rs.)
 - Details of all display Ads with Value (in Rs.) published for Government of India (central/state/PSUs) in the last 10 financial years.
 - Details. If any, of production of software such as video/radio/ spots/ serial etc.
 - Self attested copies of various work orders to be submitted.
- 3.7 Annual turnover duly certified by the chartered accountant of the agency with proper seal and signature along with financial details like certified copies of Audited Balance sheets of preceding 3 year (Certification by Chartered Accountant Auditor is mandatory)
- 3.8 Print media Turnover duly certified by the Chartered Accountant of the agency with proper seal and signature along with financial details like certified copies of Audited Balance sheets for the last financial year.
- 3.9 Copies of Income Tax Returns filled for the last 3 years and GST, PAN Registration Certificate.
- 3.10 Authorised person on behalf of the agency must affix seal and sign on each and every page of the application, terms and conditions and all documents submitted (this is an addition to required verification/ attestation) If information in any of the document submitted is incorrect or agency has not fulfilled the proposed requirement then the empanelment of the agency will be cancelled and the next agency in the list will be empanelled.

3.11 It is necessary to submit survey of national / state level / district level newspapers along with the application form by the applying agency.

4.0 Selection procedure

4.1 No addition alternation or modification to the documents once submitted shall be permitted. However, GDA may at their discretion seek clarification from the parties concerned. Technical & Financial evaluation criteria is mentioned below.

Technical Evaluation :- Offers of only those firms, which are responsive and meet the eligibility criteria based on the documents submitted by the firms, shall be evaluated. The offers shall be evaluated as per following parameters:-

S.No	Parameter	Score	Max. Score
01	Minimum turnover for Each Financial year must be Rs. 20 Crore	25	30
	> 20 Crore < 30 Crore	26	
	> 30 Crores and < 40 Crore	27	
	> 40 Crore and < 50 Crore	28	
	> 50 Crore and above	30	
02	Must be clients of important department including GDA/Other Government Ministry/Department PSUs/Multimedia institutions etc. for minimum last 10 years for which media campaigns etc. were carried out by the agency (attach list)	24	30
	> 10 years and < 12 years	25	
	> 12 years and < 14 years	26	
	> 14 years and < 16 years	27	
	> 16 years and < 18 years	28	
	> 18 years and above	30	
03	Number of display Ads Published for Government of India (Central/State/P&U)		10
	05 Projects to 09 Projects	07	
	10 Projects to 14 Projects	08	
	15 projects to 19 Projects	09	
	20 or more projects	10	
04	During the process of empanelment, all agencies applying for empanelment shall make a presentation about agencies profile, customer base, quality of work, past achievements, work procedure followed, office automation etc. on nominated date, time and place as fixed by the committee.		30

In addition to the above the agencies will quote financial bids for various services that the GDA wants to provide. Lowest rate of each item/service for publication of different advertisement in various newspapers, shall be accepted by the remaining eligible agencies.

In case of refusal to lowest rates of various services, the agencies doing so shall not be considered for empanelment. The quoted costs of various items as per Annexure-E(i) & E(ii) shall be submitted by the applicant agencies in a separate envelop which will be opened at a later stage after technical evaluation.

Financial bids of agencies achieving atleast 75% marks in technical evaluation shall be opened only.

Award of contract

5.0 GDA award the contract and enter into an agreement with the agency finalized after the due process is completed. After signing of the contract agreement, no variation in or modification of the term of the contract shall be made except by written amendment signed by the parties.

6.0 Disqualification

6.1 Canvassing or recommendations or putting pressure from any source to influence the process of empanelment of advertising agencies by GDA lead to disqualification and applications will be summarily rejected will not be considered.

6.2 GDA may its sole discretion and it any time during the evaluation of proposal, disqualify any applicant has indulged in any unfair practice or not followed the professional ethics, made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements, exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, in accordingly delaying completion or financial failure, etc. In any project in the preceding three years, submitted a proposal that is not accompanied by required documentation or nonresponsive, failed to provide clarifications related thereto, when sought, declared ineligible by the Government of India for corrupt and fraudulent practices or blacklisted.

6.3 GDA may terminate the contract of any agency at any time for not fulfilling any of the terms and conditions after giving prior notice.

6.4 GDA reserves all rights not to consider any particular application without giving any reason.

6.5 GDA also reserve the right to accept or reject application or all applications. Incomplete and conditional applications will be summarily rejected.

7.0 Process of Service Delivery

- 7.1 For Display advertisements brief will be given to the agency at GDA office regarding content and size, based on which agency will required to prepare a good quality artwork within the specified time. The copywriting, translation (if any), designing, typesetting, artwork, preparation of block and matrix as well as art pulls required for release of advertisement, will be agency's own cost. The agency is required to make available the photographs/materials required for the preparation of display advertisement. However, the agency will be assisted by the GDA office with the statistics and information. GDA reserves the right to select the design work as per requirement.
- 7.2 For classified advertisements material collected from GDA, should be submitted back for approval on the same day after typesetting/ designing. Release order (RO) will be issued after approval of the typeset material/ design. Advertising agency shall release the advertisement/tender notice only to the publication as indicated in specific release order (RO) issued by GDA.
- 7.3 Advertising agency shall ensure that advertisement appear in the specified newspapers on a nominated date in a conspicuous and impressive manner while occupying minimum space. The agency will ensure that the language of advertisements published in the newspaper should be the same as the language of newspapers until & unless specially mentioned on release order. In case of late publication after stipulated period/date, it will be the discretion of the GDA to impose penalty and/ or disallow partial/total payment. Performance of agencies will be monitored on this account also.
- 7.4 GST as applicable rates as notified by Government form time to time shall be charged by empanelled agency from GDA. GSTIN of GDA shall be indicated by advertising agency and GST shall be shown separately in tax invoice.
- 7.5 The advertising agency will be bound to obtain acknowledgement from the newspapers the time of delivery of advertisement material and release order, photocopy of the acknowledgements should be kept in record as proof so that it

could be ascertained that the agency has efficiently arranged to deliver the advertisement material/RO to all newspapers in time in case dispute.

7.6 In case there is an error in publication of the advertisements as compared to advertisements text approved by the GDA the advertising agency shall arrange to publish the corrigendum immediately at its own cost. No bill shall be raised or paid to the agency for publication of such corrigendum.

8.1 At the month end, agency will submit a summary of released advertisement and computerized bills in duplicate along with tear sheets of newspapers containing published advertisements and will be solely responsible for raising correct advertising bills in all respect and a certificate to the effect as mentioned below will have to be endorsed on all the bills.

“All the bills from the newspapers have thoroughly been checked and found correct in all respect”.

8.2 It is responsibility of the agency to ensure that correct and readable advertisement is published. Bills for incorrect or illegible advertisement published in the newspapers should not be accepted by the agency and should be sent back to newspaper citing reasons for not accepting the bill. Copy of letter should also be sent to the GDA office for information.

8.3 The Advertising Agency will also maintain all the records of timely/delayed receipt of the advertisement bills from the newspapers and payments received from the GDA so that in case of any complaint received from newspapers it may be examined thoroughly by GDA office.

8.4 The GDA office reserves right to disallow a part or full payment against any bill, if any of the general or special conditions is violated.

8.5 After publication of the advertisement the agency will have to arrange payment of advertising bills of the newspapers pertaining to publication of the advertisement regularly as per INS rules failing which empanelment of advertising agency may be cancelled and security money forfeited.

8.6 The GDA office also reserves the right to release any advertisement through any advertising agency on the panel.

- 8.9 The GDA office also reserves the right to use the logo design layout etc. Prepared by any advertising agency for releasing advertising directly for GDA through any other advertising agency or any other source as deemed fit by the GDA without advertising agency's consent, which has designed the advertisement.
- 8.10 The agency will have to ensure compliance with copyright, cyber laws, patents and other intellectual property laws in all materials including art of work/design supplied by them. The advertising agency will be completely liable in all such cases, and no liability shall lie with the GDA.
- 8.11 Whenever required the agency shall have to accept and get an advertisement published at a very short notice in specified newspapers on a specified date as indicated by the GDA.
- 8.12 The GDA office reserves the right to add, delete or revise any of these conditions, and also include special conditions as new ones as and when required.
- 8.13 The GDA reserves the right to impose a suitable penalty for any defect in service delivery and also deduct any outstanding dues decreed by any court of law or otherwise from the security deposit or the running bill, for deduction of GDA from empanelled agency's security amount.
- 8.14 The empanelled agencies shall top up or reimburse the security deposit to the extent of deduction as fine within 15 days failing it will be considered and treated as breach of the agreement.
- 8.15 The advertising agency should supply the press Tear sheets in which the Tender Notice, Public Notice/Display Advt. Is published to concerned department directly or bearer or by post.
- 8.16 Each empanelled agency, on their nominated day, shall collect and ensure immediately dispatch of press release either through e-mail or in person to all media offices. Apart from newspaper, these media may include TV channels, FM radio stations, All India Radio, News Agencies etc. No additional payment will be made for this to the agency.
- 8.17 All payments to the agency shall be made through NEFT/RTGS.

- 8.18 When desired, soft copy of any work will be provided by the agency to the GDA office.
- 8.19 The agencies will be required to work on Saturdays on regular basis and may even required to provide service on Sundays and other public holidays if warranted, also beyond office hours in case of urgency.
- 8.20 Performance of the each empanelled agency will be monitored and will be kept on record for appropriate action in future.
- 8.21 Disputes, if any in future shall be resolved and governed by the provision of general conditions of contract as applicable to the GDA and jurisdiction shall lie at Ghaziabad.
- 8.22 GDA at its discretion may impose penalty as deemed fit, on any agency for poor performance/service during the period of empanelment.
- 8.23 The final selected agency will have to deposit the fee fixed by the Authority Rs. 5.0 lakhs as empanelment fee non refundable within 24 hours in Vijay Bank Navyug Market Ghaziabad (A/c. No. 711301011003105, IFSC VIJB0007113).
- 8.24 Amicable settlement performance of the agreement is governed by the terms and condition of the agreement as stated in 8.21. In case of arbitration the Vice Chairperson will be the sole arbitrator and his/her decision will be final and binding on both the parties.



**COST OF VARIOUS SERVICES TO BE PROVIDED BY ADVERTISING AGENCIES TO
GHAZIABAD DEVELOPMENT AUTHORITY FOR PUBLIC RELATIONS ACTIVITIES**

S. No.	Description	Qty.	Unit	Rate with GST
1	फ्लैक्स (Black Media)	1	sqft.	
2	हॉर्डिंग्स (आइरन फ्रेम)			
a)	size 6'x3'	1	No.	
b)	size 8'x4'	1	No.	
c)	size 10'x8'	1	No.	
d)	size 12'x8'	1	No.	
e)	size 15'x8'	1	No.	
3	हॉर्डिंग्स (गुडेन फ्रेम)			
a)	size 6'x3'	1	No.	
b)	size 8'x4'	1	No.	
c)	size 10'x8'	1	No.	
d)	size 12'x8'	1	No.	
e)	size 15'x8'	1	No.	
4	बैनर फ्लैक्स			
a)	size 6'x3'	1	No.	
b)	size 8'x4'	1	No.	
5	पोस्टर (ब्लैक एण्ड व्हाइट) on 120/135 GSM maplitho white paper			
a)	size 12"x18"	1	No.	
b)	size 18"x23"	1	No.	
6	पोस्टर (कलर) on 120/135 GSM maplitho white paper			
a)	size 12"x18"	1	No.	
b)	size 18"x23"	1	No.	
7	हैण्डबिल्स (ब्लैक एण्ड व्हाइट एक तरफ ऑफसेट प्रिंटिंग) on 135 GSM Art paper			
a)	size 7"x9"	1	No.	
b)	size 9"x11"	1	No.	
8	हैण्डबिल्स (ब्लैक एण्ड व्हाइट दोनों तरफ ऑफसेट प्रिंटिंग) on 135 GSM Art paper			
a)	size 7"x9"	1	No.	
b)	size 9"x11"	1	No.	
9	हैण्डबिल्स (ब्लैक एण्ड व्हाइट एक तरफ डिजिटल प्रिंटिंग) on 135 GSM Art paper			
a)	size 7"x9"	1	No.	
b)	size 9"x11"	1	No.	

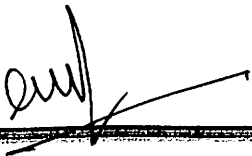
S. No.	Description	Qty.	Unit	Rate with GST
10	हैण्डबिल्स (ब्लैक एण्ड व्हाइट दोनों तरफ डिजिटल प्रिंटिंग) on 135 GSM Art paper			
a)	size 7"x9"	1	No.	
b)	size 9"x11"	1	No.	
11	हैण्डबिल्स (कलर एक तरफ ऑफसेट प्रिंटिंग) on 135 GSM Art paper			
a)	size 7"x9"	1	No.	
b)	size 9"x11"	1	No.	
12	हैण्डबिल्स (कलर दोनों तरफ ऑफसेट प्रिंटिंग) on 135 GSM Art paper			
a)	size 7"x9"	1	No.	
b)	size 9"x11"	1	No.	
13	हैण्डबिल्स (कलर एक तरफ डिजिटल प्रिंटिंग) on 135 GSM Art paper			
a)	size 7"x9"	1	No.	
b)	size 9"x11"	1	No.	
14	हैण्डबिल्स (कलर दोनों तरफ डिजिटल प्रिंटिंग) on 135 GSM Art paper			
a)	size 7"x9"	1	No.	
b)	size 9"x11"	1	No.	
15	पंजीकरण पुस्तिका/ब्रोशर फोर कलर ऑफसेट प्रिंटिंग (A4)	1	No.	
16	पंजीकरण पुस्तिका/ब्रोशर फोर कलर डिजिटल प्रिंटिंग (A4)	1	No.	
17	पंजीकरण पुस्तिका/ब्रोशर फोर कलर कवर पेज एवं ब्लैक एण्ड व्हाइट इन पेज डिजिटल प्रिंटिंग (A4)	1	No.	
18	स्टैडी विद एल्युमिनियम फेम (6'x3')	1	No.	

Date

Seal & Signature of

Authorized Signatory

Agency's Name & Address





RATES TO BE QUOTED BY APPLYING AGENCY FOR PUBLICATION OF DIFFERENT TYPES OF ADVERTISEMENT.

S.N.	Name of Newspaper	Publication Types	Unit (sqcm)	Rate with GST
1.	AMAR UJALA			
2.	DAINIK BHASKAR			
3.	DAINIK JAGRAN			
4.	HINDUSTAN			
5.	TIMES OF INDIA			
6.	AAJ			
7.	NAVBHARAT TIMES			
8.	HINDUSTAN TIMES			
9.	ROYAL BULLETIN			
10.	AAJ SAMAJ			
11.	MILLENNIUM POST			
12.	MAIL TODAY			
13.	TOP STORY			
14.	PIONEER			
15.	DABANG DUNIYA			
16.	SACH KAHON			
17.	RASHTRIYA SAHARA			
18.	UDAY BHOOMI			
19.	DESHBANDHU			
20.	NAVODAYA TIMES			
21.	YUG KARVAT			
22.	HINDI AATMA			
23.	RASHTRIYA PAHAL			
24.	SHAH TIMES			
25.	VIDHAYAN KESARI			
26.	DAINIK AAJ			
27.	NARAD VANI			
28.	DANIK HINT			

In addition to the above, the agency will have quote the rates for publication of different advertisement in newspaper other's being published from Delhi NCR, Hapur, Noida etc. if so

Date

Seal & Signature of

Authorized Signatory

Agency's Name & Address

[Handwritten Signature]
चन्द्रमालि पाण्डे
 अवर अभियन्ता

[Handwritten Signature]
प्रशान्त गौतम
 सहायक अभियन्ता