



THE INSTITUTE OF COST ACCOUNTANTS OF INDIA
(STATUTORY BODY UNDER AN ACT OF PARLIAMENT)
CMA BHAWAN, 12, SUDDER STREET, KOLKATA – 700 016



TENDER NOTICE

ADMN-ADVERTISE-AGENCY-2023-25

September 28,2023

NOTICE INVITING APPLICATIONS FOR EMPANELMENT OF ADVERTISING AGENCIES

The Institute of Cost Accountants of India intends to engage/empanel experienced, reputed and leading Advertising Agencies to offer services for publishing advertisement in newspapers time to time.

1.	Type of work	Empanelment of Advertisement agencies.
2.	Last date for submission of Tender	October 28, 2023 by 16:00 hrs
3.	Address of Submission	Tender Box labelled as “Limited Tender Box”, Ground Floor, CMA Bhawan, 12, Sudder Street, Kolkata – 700 016.
4.	Mode of Submission	By hand or through post/courier so as to reach before the due date and time. The EOI submitted through courier must mention on the main envelope `Empanelment of Advertising Agency.
5.	Process of submission of bids	The bid shall be submitted in two separate sealed envelopes, namely Technical Bid and Financial Bid. a. Technical Bid in separate sealed envelope should be super-scribed with “Technical Bid”. b. Financial Bid in separate sealed envelope should be super-scribed with “Financial Bid”. c. All documents as per checklist and the sealed envelopes for Technical Bid and Financial Bid should be placed in separate sealed envelope (main envelope) super-scribed with “Empanelment for Advertising Agency.”
6.	Contact Person	Shri Abhishek Das, Senior Officer – Admin. Landline: 033 - 22521602, Monday to Friday during office hours.

Convener
Limited Tender Committee
(from Rs. 2.5 Lakhs upto Rs. 25 Lakhs)



1. IMPORTANT NOTES:

Unless the context otherwise requires, the term 'Institute' or 'INSTITUTE' wherever used in this document, shall mean 'The Institute of Cost Accountants of India'.

- 1.1. Empanelment of advertisement agencies for The Institute of Cost Accountants of India.
- 1.2. Intending applicants are required to submit in duplicate their full bio-data giving details about their organization, experience, technical personnel in their organization, spare capacity, proven competence to handle major works, etc. in the enclosed Formats.
- 1.3. Applications containing false and/or incomplete information are liable for rejection. The Institute shall obtain the Confidential Reports from the clients of the applicants and inspect the works to verify the various details and the credentials.
- 1.4. Decision of the Institute in regard to selection of the panel of contractors shall be final. The Institute is not bound to assign any reasons therefore.

2. THE AGENCIES SHOULD PROVIDE / SCOPE OF WORK:

- 2.1. Conceptualization of creatives, designing and media management including release of advertisements in Newspapers, Commercials on TV / Radio etc. for the Institute publicity.
- 2.2. Printing and Production of Publicity Material such as :
 - 2.2.1 Annual Reports
 - 2.2.2 Journals (English / Hindi)
 - 2.2.3 Newsletters
 - 2.2.4 Exhibitions/Posters/Display materials.
- 2.3. Design & release of advertisements in print media for :
 - 2.3.1. Institute
 - 2.3.2. President's / Vice Presidents/CCMs other dignitaries Speech
 - 2.3.3. Recruitment / Other notices etc.
 - 2.3.4. Classified Ads, Tenders etc.
- 2.4. To provide inputs such as circulation figures, cost etc. for various newspapers to plan and decide media plan.
- 2.5. To liaise with the newspapers and arrange for release of advertisement and Press Release of the Institute at a short notice on desired dates by deputing a dedicated person.
- 2.6. Any other work related to publicity and corporate communication of the Institute.
- 2.7. The Institute reserves the right to award work to any agency, not necessarily empaneled with the Institute.
- 2.8. Other advertising works ranges from classified advertisements, tender advertisements to full-fledged advertisements for student's admissions, recruitment, notifications etc.
- 2.9. These should include creation of artwork, concept, design, editing & release of advertisements in Newspapers, Magazines & Journals etc.



3. FUNDAMENTAL CLAUSE –

- 3.1. PROCEDURE FOR AWARD OF WORK.
- 3.2. The Institute will empanel more than one Agencies to perform the work case-and-quotation-wise.
- 3.3. For award of work whenever successful bidders will be required to perform any job mentioned in Scope or Work (except 2.3.4.), case-wise quotations will be asked from all empaneled vendors and the vendor who will quote the lowest rate amongst them will be eligible for award of work.
- 3.4. Institute may not ask quotations from all empaneled vendor for petty orders.
- 3.5. Upon being selected as an empaneled vendor, the bidder will be required to reply to every query, consecutive three ignorance of which will lead to termination of service and Institute may withheld the payment due if any.
- 3.6. For the Scope of Work 2.3.4. Institute will fix a rate for publishing advertisement in –
 - 3.6.1. Time of India – All Editions and Ei Samay (5 x 3 sqcm)
 - 3.6.2. Times of India – All Editions and Anada Bazar Patrika (5 x 3 sqcm)
- 3.7. **Rate quoted in the Financial bid to perform the job of above para (3.6.) will be fixed at the lowest rate quoted amongst all the successful bidders i.e. every empaneled bidder will have to publish advertisement mentioned in above para at the lowest rate amongst the successful bidder till period of contract.**
- 3.8. Revision in rates will only be applicable on producing the supporting document provided by the respective Print Media House.

4. GENERAL TERMS & CONDITIONS :

- 4.1. At any time prior to the date of submission of tender, the Tender Inviting Authority may, for any reason, whether on his own initiative or in response to a clarification requested by a prospective Bidder, modify the tender document by an amendment. All prospective bidders who have received the tender document will be notified of the amendment and that will be binding on them. In order to provide reasonable time to take the amendment into account in preparing their bid, Tender Inviting Authority may at its discretion, extend the date and time for submission of tenders.
- 4.2. Interested eligible bidders may obtain further information from the Institute.
- 4.3. The bidder will be responsible for compliance with all Central and State laws as per rules/regulations / byelaws and order of the local authorities and Statutory Bodies as may be in force from time to time during the contract period.
- 4.4. The Institute will have the right to drop any Agency from the empaneled list without assigning any reason whatsoever. Institute also reserves the right to modify the Terms and Conditions for empaneled Agencies.
- 4.5. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. Institute reserves the right to impose penalty in case of any violation of the above.
- 4.6. The Institute shall have the discretion to give work to any empaneled Agency selected



through tendering process and the Agency will have no right or claim for getting the work.

- 4.7. The Institute reserves the right to empanel any other Advertising Agency or cancel empanelment of any agency without assigning any reason by serving one month's notice even before expiry of the period of empanelment.
- 4.8. Through this empanelment, The Institute does not guarantee any minimum business or assignment.
- 4.9. It is clearly understood by the parties that no financial liability of any type is created by issuance of the letter of empanelment.
- 4.10. No further discussion/ interface will be granted to bidders whose bids have been disqualified. Institute reserves the right to accept or reject in part or full any or all the offers without assigning any reason whatsoever.

5. OTHER TERMS & CONDITIONS:

- 5.1. Bidder, who do not fulfill all or any of the conditions as mentioned earlier or are incomplete in any respect, is liable to summary rejection without assigning any reason.
- 5.2. Application Format incorporating additional conditions are liable to be rejected.
- 5.3. Canvassing in any form in connection with the contract is strictly prohibited and the Application Format submitted by the Bidder who resorts to such canvassing are liable to rejection on this ground alone.
- 5.4. The Bidder shall not sub-contract the mentioned work to any organization, person, firm or its franchise without the prior approval of the Institute.
- 5.5. Any information furnished by the applicant is found to be incorrect at a later stage, the contractor is liable to be debarred from tendering / taking up any future work in the Institute. The Institute reserves the right to verify the particulars furnished by the applicant independently.
- 5.6. In case of large number of agencies becoming eligible as per the given criteria, the Institute reserves the right to restrict the number of agencies to be empaneled as per its requirements based on any related criteria.

6. ELIGIBILITY CRITERIA:

- 6.1. The Bidder must have an office at Kolkata or Delhi, fully equipped with necessary infrastructure.
- 6.2. The Bidder must have a minimum experience of five years in this field or similar type of services. Necessary documents must be produced.
- 6.3. The Bidder must furnish Income Tax Return for the last three years along with their Application Format.
- 6.4. The Bidder must have following valid statutory registrations wherever applicable:
 - 6.4.1. Trade License (Updated)
 - 6.4.2. Registration of Goods & Service Tax



6.4.3. PAN

- 6.5. The bidder must have experienced with Central, State, PSUs, Statutory Bodies, Autonomous Bodies or similar Institutions.
- 6.6. The bidder must have certification of Indian Newspaper Society (INS) for Press Advertisement.
- 6.7. The agency must necessarily have current and past experience of handling education promotion work of State / Central government.
- 6.8. Must have proficiency and proof reading facilities in major Indian languages.
- 6.9. The Advertising Agency should have adequate infrastructure for timely publication.
- 6.10. No Dues Certificate in respect of any major media house shall be provided as part of the documents.

7. RELEASE OF ADVERTISEMENT:

- 7.1. Agency shall release the advertisement only to the publications as indicated in the Release Orders issued by the Institute.
- 7.2. Agency shall ensure that the Institutes' advertisements appear in the specified newspapers on a prominent position in a conspicuous and impressive manner while occupying minimum space as approved by the Institute.
- 7.3. Agency shall undertake designing, type setting, art work, preparation of block and matrix as well as art work required for release of advertisement, free of cost, without any charges payable by the Institute, irrespective of size of advertisement, or number of newspapers to which display advertisement is to be released.
- 7.4. The Institute reserves the right to make necessary modification to the selected artwork, concept etc. and the concerned Advertising Agency will be required to carry out the modifications suggested in the artwork.
- 7.5. No incidental charges of any nature will be payable by the Institute to cover any such cost incurred by the Agency during the process of execution of release orders issued by the Institute.
- 7.6. Agency shall also ensure that advertisements are published in time, as stipulated in the Institute's Release Orders. It should be published in the newspapers immediately without loss of time at any stage. Any deviation may attract adverse entries in the performance of the agency. It should be properly positioned and correctly reproduced as per INSTITUTE's Release order copy. In case of late publication of the advertisements after stipulated period / date, it will be the discretion of the Institute to impose a penalty of Rs. 1000/- for each lapse and / or disallow partial / total payment.
- 7.7. In case any portion of the advertisement matter as contained in the Release Order is not clearly understood, the agency shall immediately obtain a clarification, ensuring that there is no mistake, and this process should not delay the publication of the advertisement.
- 7.8. The Agency will release the advertisement in multiple language as will be advised by the Institute.



- 7.9. Translation of material for various newspapers and in various languages and proof reading will be the responsibility of the Agency.
- 7.10. All the display advertisements, layouts and classified advertisements as designed by the Advertising Agency will be subject to approval by the Institute, prior to release to the newspaper. Size of advertisements should be got approved by the Institute, and bills should be claimed strictly in accordance.
- 7.11. The Institute also reserves the right to design as well as release any advertisement, directly to the newspapers or through any other media or agency.
- 7.12. The Institute also reserves the right for release of any advertisement from any agency on the panel. The Institute may also draw a plan deciding the turn of agencies for convenience of day to day working; however, it would not be binding upon him to give all advertisement according to plan drawn.
- 7.13. 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 Institute.
- 7.14. Advertisement material taken, after type setting / designing should be submitted in duplicate on the same day for approval of the Institute.
- 7.15. No extra payment shall be made for conceptualization, creation, designing and development of Advertisement issued through Newspapers/Magazines/Journals.
- 7.16. Release Order will ordinarily be issued after approval of the typeset matter.
- 7.17. It is the responsibility of the agency to ensure that correct and readable advertisement is published in the newspaper. If correct advertisement is not published or is not legible, INSTITUTE may refuse to release payment for such advertisement.
- 7.18. The Institute reserves the right to use the logo, design, layout creatives etc. prepared by the Advertising Agency, for releasing advertisements directly by the Institute or through any other Advertising Agency or any other sources as deem fit by the Institute without agency's consent, who designed the advertisement.
- 7.19. In case there is an error in publication of the advertisements as compared to advertisements text material provided by this office, agency shall arrange to publish the corrigendum immediately, under advice to the Institute, at its own cost. No bills shall be raised to the Institute and the Institute will not pay any charges for publication of the published corrigendum, whatsoever.
- 7.20. If considered necessary, the Institute may ask the Agency to publish correct advertisement again for which no payment shall be made by the Institute. If the agency fails to release and publish the advertisement within the specified time limit as stipulated by the Institute or the advertisement in question is published on a later date; in such cases, a penalty of Rs. 1000/- for each lapse amount may also be imposed by the Institute, in addition to adverse entry/entries in the performance record of the Agency.

8. MODE OF PAYMENT:

- 8.1. No payment shall be made in advance; all payments shall be made on submission of bills.
- 8.2. Necessary taxes as applicable will be deducted from the bill.



- 8.3. The Institute shall be at liberty to withhold any of the payments in full or in part subject to recovery of penalties mentioned in preceding para.
- 8.4. Payments, subject to Tax Deduction at Source (TDS) shall be processed within 30 days of the submission of the complete documents.
- 8.5. The bill must be raised for the complete release order. Bills not accompanied with tear sheets or paper/e-paper cutting of the newspapers containing published advertisements will not be considered.
- 8.6. 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 the Institute.

9. PERIOD OF CONTRACT:

- 9.1. The contract will be valid for two years from the date of empanelment and can be extended for one year by mutual consent of the parties on same terms & conditions. No request of hike in approved rates will be entertained during the period of contact for any reason what so ever.
- 9.2. In case of unsatisfactory performance by the vendor, Institute may terminate the contract having served one month's notice. Institute even reserves the right to blacklist the vendor if it so decides. On the other hand, if the vendor decides to discontinue its services, three months' advance notice must be served to Institute.
- 9.3. The Bidder can be terminated by the Institute at any time without notice in the event of gross security risk or gross damage to the Institute's property due to Service Provider's failure or persistent failures of the Bidder in providing satisfactory service to the Institute and the decision of the Institute in this regard shall be final and binding on the Service Provider.

10. EVALUATION OF BIDS

- 10.1. Incomplete applications and applications not accompanied with necessary documents are liable to be rejected.

Evaluation Criteria (Bidder has to fulfill the minimum requirement)	
Attributes	Points
Experience	Minimum 5 years – 30 points
	For Every additional year - 2 up to 15 points
Experience with Central/State/PSU/Statutory /Autonomous Bodies or Similar Institutions	Minimum 2 entities – 10 points
	For Every additional entity - 1 up to 5 points
Turnover (Average)	Minimum annual average 10 lakhs – 30 points
	For Every additional 10 lakhs - 2 up to 10 points
** Minimum eligibility marks are 70 (seventy)	



INFORMATION SHEET cum Technical Bid TO BE FILLED BY BIDDER

1	Name of the Bidder										
2	Address of Kolkata Office										
3	Contact person & Designation										
4	E-mail Address										
5	Contact Number										
6	Year of Incorporation/Establishment										
7	Turnover (in Rs.)	F.Y. 2020 – 21									
		F.Y. 2021 – 22									
		F.Y. 2022 – 23									
8	Empaneled as service provider during last 5 years in Central / State Govt. / PSUs / Autonomous Body / Statutory Body (in numbers / count)	Central Govt.									
		State Govt.									
		PSUs									
		Autonomous Body									
		Statutory Body									

Declaration –

I/We on behalf of organization have understood the job involved and agree to all the terms and conditions as indicated in this EOI/Tender Notice.

I/We on behalf of organization are not debarred and / or / blacklisted by Central State Govt. / PSUs / Autonomous Body / Statutory Body or by the Institute.

I/We on behalf of organization declare that all the facts stated and documents submitted are true to the best of our knowledge and belief.

I/We on behalf of organization undertake that in case the above is found false/fake the tender may be summarily rejected without assigning any reason.

Seal of the organisation

Signature :

Name :

Designation :

Date :



CHECK LIST OF DOCUMENTS TO BE SUBMITTED

Please write YES or NO		
1.	Proof of Establishment, Commencement & Continuity of Business and Annual IT Return for each year business	
2.	GST Registration	
3.	P/L Accounts & Balance Sheets	
4.	Work Orders / Performance Certificates	
5.	Detailed profile of the organization, management, manpower, specialization of staff, variety of services etc.	
6.	Sealed Envelope containing Technical Bid	
7.	Sealed Envelope containing Financial Bid	
8.	Any additional information, please add separate sheet(s)	

Seal of the organisation

Signature :

Name :

Designation :

Date :



FINANCIAL BIDS

Sl . no.	Particulars	Offered rate Consolidated
	Scope of work Point 2.4.4. Classified Ads, Tenders etc	
1	Advertisement to be published in Times of India (All Editions) & Ei Samay (5 x 3 sqcm)	Rs.
2	Advertisement to be published in Times of India (All Editions) & Anada Bazar Patrika (5 x 3 sqcm)	Rs.

Taxes as applicable will be extra.

Note: - Suitable documentary evidence are required to be enclosed.

Signature :

Name :

Designation :

Name of the Organisation :

SEAL AND SIGNATURE OF THE TENDERER