

## **VIGYAN PRASAR**

(An autonomous organization under the Department of Science and Technology)

A-50, Institutional Area, Sector-62, Noida-201 309 (U.P.)

Tel.: 0120-2404430/35

### **Expression of Interest from Advertising Agencies Accredited by INS**

Vigyan Prasar is a dynamic national institute for science and technology communication engaged in developing communication material and strategies for science and technology.

In the course of its activities the Institute is required to publish advertisement, related to recruitment, tender notice etc in various leading newspapers of the Country. To meet this requirement, the Institute invites Expression of Interest (EOI) from INS accredited agencies as per the General Terms and Conditions contained in Annexure-I and in the Application Form at Annexure-II.

The sealed EOI, in the manner prescribed and superscripted as "EOI for Advertisement Agency" may be sent to the undersigned latest by 13.08.2012. The EOI can also be downloaded from Vigyan Prasar website at [www.vigyanprasar.gov.in](http://www.vigyanprasar.gov.in).

Any form of canvassing, from any source whatsoever, shall invite immediate disqualification.

Registrar  
Vigyan Prasar

## **ANNEXURE-I GENERAL TERMS AND CONDITIONS**

### **A Qualifying Criteria for Agencies:**

The Advertising Agencies (referred as the Agency hereinafter) meeting the following minimum qualifying criteria are eligible to apply. Agency which does not meet the following qualifying criteria will be rejected at the first stage:

1. The Turnover of the Agency for last 3 years (2008-09, 2009-10 and 2010 -11). (Attach Chartered Accountant's Certificate/ Copies of Audited Balance Sheet, P&L Accounts and IT Return Statement of each year).
2. The Agency should submit a list of Govt. clients, Dept of ST & other institution be an empanelled advertising agency currently for at least two public /private sector company/organization.
3. The Agency should have Indian Newspaper Society (INS) accreditation (Attached copy of proof).
4. The Agency should have empanelment with DAVP (Attached copy of proof).
5. The Agency should be Delhi/NCR based.
6. The Agency should not have been be blacklisted by any Central /State Government / Public Sector Undertaking, Govt. of India. In this regard a self certification needs to be submitted.
7. The Agency should not be involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this expression of interest and in the execution of this contract. Self Certification may be submitted.

*Mere fulfilling minimum eligibility criteria do not confer the right on the agency for empanelment. The empanelment of the agency/agencies shall be at the sole discretion of the Institute. The decision of the Institute in this regard shall be final and binding.*

### **B. Payment Terms and Conditions**

1. Payment to agency shall be made on monthly basis on submission of the bill, duly supported with all copies of the advertisements released in selected newspapers on DAVP rates.
2. All payments shall be subject to TDS, at the rates as applicable from time to time.

### **C. Terms and Conditions**

1. Release of advertisement shall precede art work. The advertising agency shall release advertisements as per approved art work only on the dates and in the newspaper(s) & category communicated by the Institute.
2. The empanelment of the agency shall not mean that Institute cannot release advertisement directly / through other empanelled agency without routing through the advertising agency.
3. The agency empanelled will have to deposit a Performance Guarantee of Rs.80,000/- in the form of Demand Draft of any Nationalized Bank in favor of Vigyan Prasar, revocable at the end of the contract period.
4. The Institute reserves the right to reject any or all EOIs without assigning any reason whatsoever.
5. Any dispute that may arise shall be subject to the jurisdiction of courts in Delhi only.

**ANNEXURE II  
APPLICATION FOR EMPANELMENT**

Sl. No.	Particulars	
1.	Name of the Agency	
2.	Address with telephone, fax numbers, E-mail & the name(s) of the contact person(s)	
3.	Year of Establishment / incorporation (Certificate to be attached)	
4.	Income Tax PAN/TAN	
5.	ST/CST No.	
6.	Registration details	
7.	Customer Profile: a) List of Govt. Organizations b) List of DST Departments	Attach separate sheet
8.	Infrastructure details	Attach separate sheet
9.	Verification - The application for empanelment should be signed by the authorized signatory verifying that all the details furnished in the application are true and correct to the best of his/her knowledge. In case of furnishing of any false information, the application shall be liable for outright rejection. Further the Institute may initiate action against such agencies as it deems fit.	
10.	Turnover in last three years	Attach audited Balance Sheet for 2008-09, 2009-10 and 2010 -11
11.	List of Major Corporate Clients Served : (Give details of Corporate Clients having annual billing with your Agency of Rs.1.50 Crore and above)	S.No, Name of the Client, Billings for 2008-09, Billings for 2009-10, Billings for 2010-11
12.	Sample copies of 04 advertisement (different sizes) in the last one year	
13.	List of enclosures	

Date :  
Place :

(Authorized Signatory)  
Name :  
Designation: