



Guru Gobind Singh Indraprastha University

(A State University Established by Govt. of NCT of Delhi)

Sector 16 C, Dwarka, New Delhi-110 078

Website: www.ipu.ac.in



Dated: 08.07.2025

TENDER No. 01/PRO/GGSIPU/2025-26

E-TENDER (NIT) FOR EMPANELMENT OF ADVERTISING AGENCY/AGENCIES

Registrar, Guru Gobind Singh Indraprastha University invites e-tenders from empanelled advertising agencies of Directorate of Information & Publicity (DIP), GNCTD /Directorate of Advertising and Visual Publicity (DAVP), Govt. of India, having registered office in Delhi, under two- bid system (Technical & Financial) for publication/broadcast of various advertisements of the University in the newspapers/ FM radio channels on maximum discounted rates on DAVP rates/offered commercial rates of leading daily publications and FM radio channels.

The tender will be initially for a period of Two years and extendable for another one year on the mutual agreement and approval of Competent Authority.

The University reserves the right to curtail or to extend the validity of contract at the same rates and terms & conditions for such period as may be agreed to.

For participation in e-tender, the interested advertising agencies are required to submit their proof of empanelment to DIP/DAVP and to quote the maximum discount in percentage at DAVP/offered commercial rates.

Tender document can also be downloaded from Delhi govt. e-procurement website www.govtprocurement.delhi.gov.in The details of Tender document can also be viewed on the University website <http://www.ipu.ac.in>.

1.	Name of work	Empanelment of advertising agency/agencies for publication/broadcast of various advertisements of the University in the newspapers/ FM radio channels on maximum discounted rates on DAVP rates/offered commercial rates of leading daily publications and FM radio channels
2.	The last date and time of uploading Technical and Financial bid on E-procurement website	30.07.2025 up to 03.00 PM
3.	Pre-bid meeting date & time	15.07.2025 at 11:00 AM
4.	Date and time for opening of Technical bid	30.07.2025 at 03.30 PM
5.	Estimated Cost of Tender	Rs 3,00,00,000/- (inclusive of GST)

6.	Amount Details of EMD	Rs 9,00,000/- i.e. 3% of the estimated cost
7.	<p>The bids shall be submitted in two stages viz.(i) <i>Technical bid</i> (ii) <i>Financial bid</i>. The Technical & Financial bid should be uploaded on e-procurement website www.govtprocurement.delhi.gov.in (No documents need to be submitted in hard copy)</p> <p>All the pages of the Technical bid shall be numbered and indexed by the bidder failing which the Tender Evaluation Committee reserves the right to reject the bid.</p>	
8.	<p>Financial bid shall be opened after evaluation of Technical bid and after pre-inspection of the products of the initially qualified bidder. The date & time will be notified, thereafter on e-procurement website www.govtprocurement.delhi.gov.in</p>	

REGISTRAR



TENDER DOCUMENT

FOR

Empanelment of advertising agency/ agencies for publication/broadcast of various advertisements of the University in the newspapers/ FM radio channels on maximum discounted rates on DAVP rates/offered commercial rates of leading daily publications and FM radio channels

*In – charge(Media & PR)
Public Relations Department,
GGSIPU, Sector 16 C, Dwarka, New Delhi 110078
Contact No.011- 25302171
E-mail: pro@ipu.ac.in*

INDEX

S. No.	Description	Page No.
1.	Notice Inviting Tender	4
2.	Detailed Scope of Work	5
3.	Section-I(Instructions to bidders)	6-8
4.	Eligibility criteria for Technical bid	9-10
5.	Opening of Technical bids & evaluation	11-15
6.	Section-II(Information regarding Technical eligibility) (Annexure A to H)	16-36



DETAILED SCOPE OF WORK

1.0 Scope & Work

The work consists of:

- 1.1 Publication/broadcast of various advertisements of the University in the newspapers/ FM radio channels on maximum discounted rates on DAVP rates/offered commercial rates of leading daily publications and FM radio channels as per requirements of the University (an estimated expenditure of advertisements in the newspapers that are offering DAVP rates to the University is around 20 lakh, estimated cost of advertisements in the newspapers that are offering discounted commercial rates is around Rs 2.40 crore and estimated cost of broadcasting radio spots on FM radio channels is around Rs 40 lakh in two years)
- 1.2 The selected agency will be required to design, translate, type the content of the advertisement to be published and submit the same for approval of GGSIPU Authority.
- 1.3 To provide necessary services for publishing/broadcasting the contents approved by GGSIPU authorities in National dailies/ FM radio channels
- 1.4 To perform all tasks necessary including but not limited to designing of the matter of the advertisements, producing radio spots, its translation, typing work, etc. to achieve the objective of the University
- 1.5 To ensure that the advertisement is published on the day & date provide by the GGSIP University in the publications mentioned in the work order
- 1.6 The university will provide the approved content of the advertisement through email only and office of PRO shall be the nodal office for such activities.
- 1.7 The design of the advertisement to be published/broadcast along with estimate must be submitted to the University in the stipulated time line.
- 1.8 After approval of the design/content of the advertisement & estimate, the University authorities will issue work order. The advertisement should be published/broadcast on the very next day or as per the date given in the work order.
- 1.9 The University reserves the right, without being liable for any damages or obligation to inform the bidder, to:
 - (a) Amend the scope and value of contract to the bidder
 - (b) Reject any or all the applications without assigning any reason
- 1.10 Any effort on the part of the bidder or his agent to exercise influence or to pressurize the University would result in rejection of his bid. Canvassing to any kind is prohibited.

SECTION-I

INSTRUCTIONS TO BIDDERS

2. Definitions:

- 2.1 **GGSIPIU** means Guru Gobind Singh Indraprastha University, Delhi
- 2.2 **University** means Guru Gobind Singh Indraprastha University, Delhi
- 2.3 **Employer** means the Registrar, GGSIPIU and his successor
- 2.4 **Bidder** means advertising agencies authorized by Directorate of Information & Publicity (DIP), GNCTD/ Directorate of Advertising and Visual Publicity (DAVP), Govt. of India. The tenderers must enclose adequate documents to provide their authorization claims.
- 2.5 **“Year”** means “Financial year” unless stated otherwise.
- 2.6 Partial bids shall be summarily rejected. All the bidders must apply for complete scope of work.

3.0 Who can apply:

- 3.1 If the bidder is a proprietary firm, the application shall be signed by the proprietor with his full typewritten name and the full name of his firm with its current address, contact details, etc.
- 3.2 If the bidder is a firm in partnership, the application shall be signed by all partners of the firm with their full typewritten names and current addresses, or alternatively, by a partner holding power of attorney for the firm. In the latter case a certified copy of the power of attorney should accompany the application. In both cases, a certified copy of partnership deed and current address of all the partners of the firm should accompany the application.
- 3.3 If the bidder is a limited company or a corporation, the application shall be signed by a duly authorized person holding power of attorney for signing the application accompanied by a certified copy of the power of attorney. The bidder should also furnish a certified copy of the Memorandum and Articles of Association duly attested by a Public Notary.
- 3.4 **Joint Venture/ Consortiums are not accepted.**

4.0 Sealing and Marking of Bids

- 4.1 Technical bid must be submitted on e-procurement website along with d-Securing Declaration form for EMD.

5.0 Bid Submission:

- 5.1 The document comprise of the Technical bid along with Bid-Securing Declaration Form should be uploaded on e-procurement website www.govtprocurement.delhi.gov.in **only (Not to be submitted in hard copy).**

- 5.2 Technical bid must be uploaded on e-procurement website and EMD (with validity of 180 days i.e. bid validity period +45 days) in FDR/DD/online only should be submitted in the office.
- 5.3 (i) The prospective bidder may submit the EMD in the form of NEFT/RTGS/FDR/DD along with the prescribed format (Annexure-I) and upload the copy of the same along with Technical bid documents.
- (ii) The bidder shall submit “**Earnest Money Deposit**” along with covering letter in original (No other documents need to be submitted in hard copy) in an envelope addressed to In – charge(media & PR), Public Relations Office, Guru Gobind Singh Indraprastha University, Sector 16 C, Dwarka, New Delhi-110078 only in case of EMD is in shape of FDR/ DD. The envelope should be superscribed “EMD for Tender of Empanelment of Advertising Agency/Agencies”.
- (iii) EMD can also be deposited in online mode in the University Bank Account as per details given below:-

RTGS/ECS Details		
1.	Accounts Holder Name	Registrar, Guru Gobind Singh Indraprastha University
2.	Account No.	927860555
3.	IFSC Code	IDIB000G082
4.	Bank Name	Indian Bank
5.	MICR Code	110019071
6.	Account type	SB (Saving)
7.	CBS Code/ Branch Code	02029
8.	Branch Name & Address	GGSIU, Sector - 16 C, Dwarka, New Delhi - 110078
9.	Banker’s Phone No.	011-28035244

(iv) EMD EXEMPTION:

- The bidder seeking EMD exemption, must submit the valid supporting document.
 - Under MSE category, only manufacturers for Goods and Service Providers for Services are eligible for exemption from EMD. Traders are excluded from the purview of this Policy.
 - For start – ups, no relaxation in the turnover criteria or experience criteria shall be given.
- 5.4 The envelope containing EMD shall indicate the name and address of the bidder to enable the bid to be returned unopened in case it is declared late or is declared non-responsive.
- 5.5 In case of submission of EMD Online (RTGS/ NEFT), there is no requirement of physical submission. A Declaration should be submitted with details of RTGS/ NEFT.
- 5.6 A **pre-bid meeting** shall be held on **15.07.2025 at 11:00 AM** in the Public Relations Office, GGSIU University with the interested and prospective bidders to resolve their queries and issues clarification (if any).
- 5.7 The “**Financial bid**” shall comprise of the price bids uploaded on e-tender website www.govtprocurement.delhi.gov.in
- 5.8 Each page of the Technical bid, Tender document must be signed by the authorized signatory of the bidder and shall be indexed properly. Incomplete tender bid or bids

without proper undergoing are subject to be rejected as Technically Disqualified. No claim or requests shall be entertained later.

- 5.9 Conditions other than those laid down in the Tender document will not be entertained.

6.0 ELIGIBILITY CRITERIA FOR TECHNICAL BID

The formats/Annexure for the documents to be submitted, with Technical bids are placed at (**Annexure– A, A1, A2 to Annexure H**):

6.1	Letter of Transmittal	Annexure – A
	Declaration by Bidder	Annexure – A1
	Compliance to Bid Requirement	Annexure – A2
	Organizational Structure: - Legal status of the company/ organization with legal proof along with certified copies.	Annexure - B
6.2	Income Tax Registration (PAN No.)	Attach certified copies
	GST Registration Number	
6.3	Experience Criteria: The bidder should have regularly associated with the similar work of advertising with Central / State Govt Organization / PSU / Public Listed Company for 05 years before the bid opening date. Copies of relevant contracts to be submitted along with Completion Certificate during each of the year.	Attach certified copies
6.4	Average financial turnover of Rs 5,00,00,000/- during the immediate last three consecutive financial years ending 31.03.2024, duly audited, signed & stamped by a Chartered Accountant. The bidder should not have incurred losses in more than two years in the last 3 consecutive financial years along with copies of audited profit and loss account of last three years ending 31.03.2024.	Annexure - C
6.5	Firm should have executed at least one of the following in the last three years:	Annexure D
	One single order of similar work having value of Rs 2,40,00,000/- (i.e. 80% of estimated value) OR	
	Two similar work having value of Rs 1,80,00,000/- (i.e. 60% of estimated value). OR	
	Three similar work having value of Rs 1,20,00,000/- each (i.e. 40% of estimated value).	
	Explanation: <ul style="list-style-type: none"> • Same and Similar nature of work or equivalent mentioned at Annexure-G in public sector undertaking, Govt. department, Educational Institutions, Research Institutional or in reputed private sector. • This should be certified by an authorized officer of the client organization on its letter head. Work orders without proper completion certificate will not be considered. • Bunching of work orders from same / one firm in a financial year or multiple financial years will not be considered for Clause 13.5. Further, escalation in cost due to any reason will not be considered. • Clear-cut completion certificate with work order meeting the 	

	criteria should be submitted failing which the Tender Evaluation Committee is authorized to reject the bid.	
6.6	That the bidder/ organization has not been debarred or blacklisted by any of the Central/State Government/Departments /Organizations/Central or State PSU in last 3 years. In case the debarment or blacklisted has been revoked by the department or court then it shall not be considered as blacklisting or debarment. A declaration of fair business practice by the bidder.	Annexure – E
6.7	Authorization letter of the DIP, GNCTD or DAVP, Govt. of India issued to advertising agencies	Attach copy of proof
6.8	The intending bidder must attach Income Tax return for the last three years with the bid document or Gross Annual Income Certificate for the last three years duly certified by the Chartered Accountant.	Attach copy of Proof
6.9	The vendor shall be required to submit the bill for publication/broadcast of the advertisement of DAVP/ offered commercial rates and after deducting the discount quoted by the agency along with the copy of the newspaper/broadcast sheet.	Attach copy of Proof

All the documents should be self attested by the bidder. University reserves the right to independently verify the documents submitted by the bidder from issuing authority.

7.0 OPENING OF TECHNICAL BIDS & EVALUATION:-

- 7.1 The details submitted by the bidders will be evaluated in the following manner:
- 7.2 The “initial eligibility criteria” prescribed in para **13.1 to 13.13 above** in respect of experience in similar class of works completed, financial turnover, profitability and valid registrations will first be scrutinized.
- 7.3 Even though any bidder may satisfy the above requirements, he/she would be liable to disqualification if he/she has:-
- 7.4 Made misleading or false representation or deliberately suppressed the information in the forms, statements and enclosures required in the eligibility criteria document.
- 7.5 Record of poor performance such as abandoning work, not properly completing the contract, or financial failures/weaknesses, etc.

8.0 Opening of Financial bid and evaluation:

After the Technical evaluation of the bids, the University will open the ‘Financial bids’ of all the bidders who have qualified in the Technical Eligibility Criteria as per Clause 13, at notified time, date and place, if any. **The lowest financial bidder/bidders will only be considered for award of work.**

9.0 Earnest Money Deposit:

- 9.1 The Earnest Money Deposit (EMD) along with covering letter must be submitted in hard copy as per date and time mentioned above at **point No.12.3 to 12.5 and as per annexure-J.**
- 9.2 Tenders with no EMD will summarily be rejected. In case of successful bidder of the financial bids, the earnest money will be returned after obtaining the required **3% Performance Security** in the form of FDR/BG (**FDR/BG should be valid for a period of 26 months**) from the date of installation.
- 9.3 In the case of unsuccessful bidders, the Earnest Money Deposit will be refunded without any interest.
- 9.4 Those firms/ suppliers which are registered with MSME /MSE for the items mentioned in the tender document, are exempted for submission of EMD only and are required to submit a copy of valid registration certificate in place of EMD as per GFR 170(i) and clause 12 (iii) of the tender document.

10.0 Financial Bid:

The bidder shall quote discount in % (percentage) that he/she is offering on DAVP/offered commercial rates. No alterations in the form of tender, in the schedule of quantities or additions (Financial bid), etc. shall be permitted. In case of difference between the rates written in figures and in words, the rates written in words shall be taken as correct.

11.0 General:

- 11.1 All information called for in the enclosed forms should be furnished against the relevant places in the forms. If for any reason, information is furnished on a separate sheet, this fact should be mentioned against at the relevant place. Even if no information is to be provided in a column, a “Nil” or “No Such Case” entry should be made in that column. If any particular/query is not applicable in case of the bidder, it should be stated as “not applicable”. The bidders are cautioned that incomplete information called for in the tender document or deliberate suppression of any information may result in the bid being summarily disqualified. Bids received after the expiry of the stipulated date and time mentioned in the tender document will not be entertained.
- 11.2 Overwriting should be avoided. Correction, if any, should be made by neatly crossing out, initialing with date and rewriting. Pages of the eligibility criteria document are to be numbered. Additional sheets, if any added by the bidder, should also be numbered. Bid should be submitted as a package with signed letter of transmittal.
- 11.3 References, information and certificates from the respective clients certifying suitability, technical knowledge or capability of the bidder should be signed by officer of the client organization with name & designation.
- 11.4 The bidder may furnish any additional information which he thinks is necessary to establish his capabilities to successfully complete the envisaged work. He is, however, advised not to furnish superfluous information. No information shall be entertained after submission of tender document unless it is called for by the University.
- 11.5 Any information furnished by the bidder found to be incorrect either immediately or at a later date, would render him liable to be debarred from tendering/taking up of any work in GGSIPU **which may also result in forfeiture of performance security.**
- 11.6 The successful bidder shall have to work in co-ordination and co-operation with any other agencies appointed by the university to work simultaneously in the same or adjoining area. The decision of the University in case of any dispute between the different agencies appointed by the University shall be final and binding.
- 11.7 Income tax, Works Contract Tax and any other tax at the rates in force during the progress of contract / **award of work** that will be in force from time to time shall be recovered / deducted from the released payment amount.
- 11.8 GST or any other tax on material applicable on the date of submission of bid in respect of this contract shall be payable by the bidder and university will not entertain any claim whatsoever in respect of the same.
- 11.9 On acceptance of the tender, the name of the accredited representative(s) of the bidder who would be responsible for taking instructions from the University shall be communicated in writing to the Registrar.
- 11.10 If the bidder shall obtain a contract with GGSIPU as a result of wrong tendering or other non-bonafide methods of competitive tendering, the University reserves the right to terminate the contract without any liability to the bidder, which may also result to forfeiture of performance security.

- 11.11 Without prejudice to any of the rights or remedies under this contract if the bidder dies, the University shall have the option of terminating the contract without compensation to the legal heir of the bidder.
- 11.12 Escalation: Increase in rates of material / Labour shall not be payable on any account. Price quoted shall be firm and no escalation will be allowed on any account.
- 11.13 A bidder's bid security will be forfeited if the bidder: i) withdraws or amends its/ his tender; ii) impairs or derogates from the tender in any respect within the period of validity of the tender; iii) If the bidder does not accept the correction of his bid price during evaluation; and iv) If the successful bidder fails to sign the contract or furnish the required performance security within the specified period.

12.0 Final decision making authority

The University reserves the right to accept or reject any bid and to annul the process and reject all bids at any time, without assigning any reason or incurring any liability to the bidders. No claim whatsoever will be entertained / paid by the university to the bidder (s).

13.0 Summary Rejection of tender:

- 13.1 The tenders not submitted the form for Bid-Securing Declaration for EMD (**Annexure-I**) shall be summarily rejected. Similarly, if the bidder proposes any alternation in or additions to the prescribed form of tender or decline to carry out any work of the tender document; or any conditions mentioned, etc., his tender is liable to be rejected.

14.0 Particular provisions

- 14.1 The University reserves the right to execute the work or reject the tender without assigning any reason or incurring any liability to the bidder.
- 14.2 The University has the power to make alteration in, omission from, addition of or substitution for the original specifications, drawings, designs.

15.0 Amendment of tender document:

- 15.1 Before the deadline for submission of tender, the University may modify the tender document by issuing addenda.
- 15.2 Any addendum thus issued shall be a part of the tender document and shall be uploaded on the e-procurement website (www.govtprocurement.delhi.gov.in). Prospective bidders must visit the website before filling and submission of Tender Document for such information.

16.0 Validity of Tender:

One Eighty days from the date of opening of **Technical bid** of the tender. During this period no bidder shall be allowed to modify/ withdraw his tender.

17.0 Performance Guarantee:

- 17.1 The successful bidder shall be required to furnish a **Performance Guarantee of 3%** after award of tender. Performance Security should remain valid for a period of 60 days beyond contractual obligations of the supplier i.e. 24 months. The Performance Guarantee shall be accepted in the following form and shall be in favour of "Registrar, GGSIPU", payable at Delhi with a validity of months as under:-

- i. Fixed deposit receipt (FDR) of a nationalized bank
 - ii. Bank Guarantee (As per Annexure-F)
- 17.2 Performance Guarantee will be refunded after completion of empanelment period i.e. 24 months + 02 months beyond contractual obligations of the supplier.
- 17.3 In case of non submission of Performance Guarantee a week from the issue of work order, the University shall deduct the same value from the bill and process the release of remaining payment subject to the other conditions being satisfied.
- 17.4 In case a fixed deposit receipt/ Bank Guarantee of any bank is furnished by the bidder to the University as part of the Performance Guarantee and the Bank is unable to make payment against the said work. The loss caused thereby shall fall on the supplier and the supplier shall forthwith on demand furnish additional security to the university to make good the deficit.

18.0 Payment Terms

- 18.1 The payment will be released after satisfactory completion of work.
- 18.2 Each invoice should be submitted in duplicate clearly specifying all the relevant details and proof of publication/broadcast.
- 18.3 No advance payment will be made under any circumstances.

19.0 Liquidated Damages:

In case of delay in completion of services or any services is not found as per requirement, the University may impose penalties on the Agency. If the successful bidder fails to complete the work in the specified time limit, the order issued is liable to be cancelled and Security Money shall be liable to be forfeited.

University, however, may accept the delay with the following penalty clauses -

- A If due to delay in supply, an alternate arrangement is made by the Organization, the extra expenditure incurred, if any, by the Organization shall be recovered from the bill of the supplier.
- b Liquidated damages at the rate ½ o/o per day of delay subject to maximum of 10% computed on the value of work.

20.0 Arbitration and Settlement of Disputes:

- 20.1 University and the bidder shall make every effort to resolve amicably by direct information negotiation by difference or dispute arising between them under or in connection with the university order.
- 20.2 If after thirty (30) days from the commencement of such informal negotiations, University and the supplier are unable to resolve amicably the dispute, either party may require that the dispute be referred for resolution to the formal mechanisms as specified hereunder:
- 20.2.1 Any dispute or differences whatsoever arising between the parties out of or relating to the manufacturing, meaning, scope, operation or effect of this contract or the validity or the breach thereof shall be settled by arbitration in accordance with the provisions

of the Arbitration & Conciliation Act, 1996 and the award made in pursuance thereof shall be binding on the parties. The sole arbitrator shall be appointed by the Vice Chancellor, GGS Indraprastha University.

20.2.2 The performance under this contract shall not stop for any reason whatsoever during the said dispute/proceedings, unless the bidder is specifically directed by the university to desist from working in this behalf.

20.2.3 The venue of arbitration shall be Delhi/ New Delhi. The language of proceedings shall be English. The Law governing the substantive issues between the parties shall be the Laws of India. All disputes are subject to the jurisdiction of the Delhi Courts only

20.2.4 It is also a term of that if any fees are payable to the arbitrator, these shall be paid equally by both the parties. It is also a term of the contract that the arbitrator shall be deemed to have entered on the reference on the date he issues notice to both the parties calling them to submit their statement of claims and counter statement of claims.

21.0 Force Majeure For purpose of this Clause, Force Majeure shall mean fires, floods, natural disasters or other acts, that are unanticipated or unforeseeable, and not brought about at the instance of the party claiming to be affected by such event, or which, if anticipated or foreseeable, could not be avoided or provided for, and which has caused the non-performance or delay in performance, such as war, turmoil, strikes, sabotage, explosions, quarantine restriction beyond the control of either party. A party claiming Force Majeure shall exercise reasonable diligence to seek to overcome the Force Majeure event and to mitigate the effects thereof on the performance of its obligations under this Supply Order.

If a Force Majeure situation arises, the supplier shall promptly notify the University in writing of such conditions and the cause thereof. Unless otherwise directed by the University in writing, the Supplier shall continue to perform its obligations under the Purchase Order as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

SECTION II
INFORMATION REGARDING TECHNICAL ELIGIBILITY
(Annexure A to H)

INDEX/ CHECK LIST

Clause	Documents	Annexures	Page Nos.
6.1	Letter of Transmittal	Annexure – A	
	Declaration by Bidder	Annexure – A1	
	Compliance to Bid Requirement	Annexure – A2	
	Organizational Structure: - Legal status of the company/ organization with legal proof along with certified copies.	Annexure - B	
6.2	Income Tax Registration (PAN No.),	Attach certified copies	
	GST Registration Number		
6.3	Experience Criteria: The Bidder should have regularly associated with the similar work of advertising with Central / State Govt Organization / PSU / Public Listed Company for 05 years before the bid opening date. Copies of relevant contracts to be submitted along with Completion Certificate during each of the year.	Attach certified copies	
6.4	Average financial turnover of Rs.5,00,00,000/- during the immediate last three consecutive financial years ending 31.03.2024, duly audited, signed & stamped by a Chartered Accountant. The bidder should not have incurred losses in more than two years in the last 3 consecutive financial years along with copies of audited profit and loss account of last three years ending 31.03.2024.	Annexure - C	
6.5	Firm should have executed at least one of the following in the last three years:		
	One single order of similar work having value of Rs 2,40,00,000/- (80% of estimated value)		
	OR		
	Two similar work having value of Rs 1,80,00,000/- (80% of estimated value)		
	OR	Annexure - D	
	Three similar work having value of Rs 1,20,00,000/- (80% of estimated value)		
	Explanation: <ul style="list-style-type: none"> • Same and Similar nature of work or equivalent mentioned at Annexure-G in public sector undertaking, Govt. department, Educational Institutions, Research Institutional or in reputed private sector. • This should be certified by an authorized officer of the client organization on its letter-head. Work orders without proper completion certificate will not be considered. • Bunching of work orders from same / one firm in a financial year or multiple financial years 		

Clause	Documents	Annexures	Page Nos.
	<p>will not be considered for Clause 13.5. Further, escalation in cost due to any reason will not be considered.</p> <ul style="list-style-type: none"> • Clear-cut completion certificate with work order meeting the criteria should be submitted failing which the Tender Evaluation Committee is Authorised to reject the bid. 		
6.6	That the bidder/ organization has not been debarred or blacklisted by any of the Central/State Government/Departments /Organizations/Central or State PSU in last 3 years. In case the debarment or blacklisted has been revoked by the department or court then it shall not be considered as blacklisting or debarment. A declaration of fair business practice by the Bidder.	Annexure – E	
6.7	Authorization letter of the DIP, GNCTD/ DAVP, Govt. of India issued to advertising agencies	Attach copy of proof	
6.8	The intending bidder must attach Income Tax return for the last three years with the bid document or Gross Annual Income Certificate for the last three years duly certified by the Chartered Accountant.	Attach copy of Proof	
6.9	The vendor shall be required to submit the bill for publication/broadcast of the advertisement of DAVP/ offered commercial rates and after deducting the discount quoted by the agency along with the copy of the newspaper/broadcast sheet.	Attach copy of Proof	

LETTER OF TRANSMITTAL

From:

To

The Registrar

GGS IPU

Sector 16C, Dwarka,

Delhi

Sub: Submission of Tender Document for **“Empanelment of advertising agency/ agencies for publication/broadcast of various advertisements of the University in the newspapers/ FM radio channels on maximum discounted rates on DAVP rates/offered commercial rates of leading daily publications and FM radio channels”**.

Sir,

Having examined the details given in Tender document for the above work, I/we hereby submit the relevant information:-

1. I/we hereby certify that all the statement made and information supplied in the enclosed annexure / forms accompanying statement are true and correct.
2. I/we have furnished all information and details necessary for eligibility.
3. I/we submit the requisite certified solvency certificate and authorize the Registrar, GGSIPU to approach Bank issuing the solvency certificate to confirm the correctness thereof. I/we also authorize the GGSIPU to approach individuals, employers, firms and corporation to verify our competence and general reputation.

Name & Signature(s) of Bidder(s) with seal

DECLARATION BY THE BIDDER

We _____ (Name of the Bidder) hereby represent that we have gone through and understood the Bidding Document (which in two parts) in Part-I (Commercial Section & Technical Section) and Part-II (Schedule of Quantities) and that our Bid has been prepared accordingly in compliance with the requirement stipulated in the said documents.

We are submitting a copy of Bidding Document marked “Original” as part of our Bid duly signed and stamped on each page in token of our acceptance. We undertake that Part-I and Part-II of the Bidding Document shall be deemed to form part of our bid and in the event of award of work to us, the same shall be considered for constitution of Contract Agreement. Further, we shall sign and stamp each page of this Part-I and Part-II as a token of Acceptance and as a part of the Contract in the event of award of Contract to us.

We further confirm that we have indicated prices in Schedule of Quantities and submitted in Price Bid in separately sealed envelope. We confirm that rate quoted by us includes price for all works/activities/supply etc. as mentioned in item description of the items in Schedule of Quantities.

SIGNATURE OF BIDDER : _____

NAME OF BIDDER : _____

COMPANY SEAL : _____

Note : This declaration should be signed by the Bidder’s representative who is signing the Bid.

COMPLIANCE TO BID REQUIREMENT

We hereby agree to fully comply with, abide by and accept without variation, deviation or reservation all technical, commercial and other conditions whatsoever of the Bidding Documents and Addendum to the Bidding Documents, if any, for subject work issued by GGSIPU.

We hereby further confirm that any terms and conditions if mentioned in our bid (Un-priced as well as Priced Part) shall not be recognized and shall be treated as null and void.

SIGNATURE OF BIDDER : _____
NAME OF BIDDER : _____
COMPANY SEAL : _____

ORGANISATION STRUCTURE

1. Name & Address of the Bidder :
2. Telephone No./Fax No./ e-mail :
3. Legal status of the Bidder (attach copies of original document defining the legal status)
 - a) An Individual
 - b) A proprietary firm
 - c) A firm in partnership
 - d) A limited company or Corporation
 - e) A Public Sector Undertaking
4. Particulars of registration with various Government Bodies (Attach attested Photo Copy)

Organization /Place of registration	Registration No
-------------------------------------	-----------------
5. A. PAN No. -----
B. GST No. -----
6. Names and Titles of Directors & Officers with designation to be concerned with this work. :
7. Name & Designation of individuals authorized to act for the organization :
(Pl attach power of attorney in favour of authorized representative duly signed by authorized signatory)
8. Has the Bidder ever required to suspend work for a period of more than six months continuously after you commenced the business? If so, give the name of the project and reasons of suspension of work. :
9. Has the Bidder, or any constituent partner in case of partnership firm, ever abandoned the awarded work before its completion? If so, give name of the project and reasons for abandonment. :
10. Has the Bidder, or any constituent partner in case of partnership firm, ever been debarred/ black listed for tendering in any organization at any time? If so, give details. :
11. Has the Bidder, or any constituent partner in case of partnership firm, ever been convicted by a court of law? If so, give details. :
13. Any other information considered necessary but not included above. :

(Stamp, Name & Signature of Bidder)

DETAILS OF ANNUAL TURNOVER

A. FINANCIAL DETAILS

Financial Years	Gross Annual Turnover (In Crore)	Profit/Loss (In Crore)
2021-2022		
2022-2023		
2023-2024		

- B. Audited balance sheet and profit & loss account for above three years to be submitted. Must be attested by the Chartered Accountant.**

Signature & stamp by Chartered Accountant

(Stamp, Name & Signature of Bidder)

**DETAILS OF WORK COMPLETED IN LAST 03 (THREE) YEARS i.e.
Financial Year 2021-22, 2022-23 and 2023-24**

(I) S. No.	(ii) Postal address of client with contact numbers	(iii) Starting date	(iv) Scheduled completion date	(v) Actual completion date	(vi) Reasons for delay, if, any	(vii) Contract value	(viii) Contract description(details of services rendered)	(ix) Overall performance(as mentioned in the completion certificate issued by the client)	(x) Page nos.

Instructions – Completion certificate must be furnished for the above mentioned works. The award letters/bills/CA certificates, etc. shall not be considered as a valid documents for consideration of satisfactory experience under this clause. The above details should be properly indexed with page numbers, failing which the bids shall be summarily rejected

(Stamp, Name & Signature of Bidder)

DECLARATION FOR FAIR BUSINESS BY THE BIDDER

This is to certify that We, M/s_____ in submission of this offer confirm that:-

- i) We have not made any misleading or false representation in the forms, statements and attachments in proof of the qualification requirements;
- ii) We do not have records of poor performance such as abandoning the work, not properly completing the contract, inordinate delays in completion, litigation history or financial failures etc.
- iii) Business has not been banned with us by any Central / State Government Department/ Public Sector Undertaking or Enterprise of Central / State Government.
- iv) We have submitted all the supporting documents and furnished the relevant details as per prescribed format.
- v) The information and documents submitted with the tender by us are correct and we are fully responsible for the correctness of the information and documents submitted by us.
- vi) We understood that in case of any statement/information/document furnished by us or to be furnished by us in connection with this offer is found to be incorrect or false, our EMD in full will be forfeited and business dealings will be banned.
- vii) We have not been punished / penalized by way of imprisonment in last three years.
- viii) We have not been blacklisted/ debarred by any of the Government/Public Sector Agency in last three years.
- ix) The proprietor/partners of the agency do not have any relative employee in the University.

SEAL, SIGNATURE & NAME OF THE BIDDER

Signing this document

**Form of Performance Guarantee
Bank Guarantee Bond**

1. In consideration of the GGSIPU (hereinafter called “The University”) having offered to accept the terms and conditions of the proposed agreement between ----- and ----- (hereinafter called “the said bidder(s)”) for the work ----- (hereinafter called “the said agreement”) having agreed to production of a irrevocable Bank Guarantee for Rs----- (Rupees ----- only) as a security/guarantee from the bidder (s) for compliance of his obligations in accordance with the terms and condition in the said agreement.
We, ----- (indicate the name of the Bank) ----- (hereinafter referred as “the Bank”) hereby undertake to pay to the University an amount not exceeding Rs----- (Rupees ----- only) on demand by the University.
2. We, ----- (indicate the name of the Bank) do hereby undertake to pay the amounts due and payable under this guarantee without any demure, merely on a demand from the University stating that the amount claimed is required to meet the recoveries due or likely to be due from the said bidder (s). Any such demand made on the bank shall be conclusive as regards the amount due and payable by the bank under this Guarantee. However, our liability under this guarantee shall be restricted to an amount not exceeding Rs.----- (Rupees ----- only).
3. We, the said bank further undertake to pay the University any money so demanded notwithstanding any dispute or disputes raised by the bidder(s) in any suit or proceeding pending before any court or Tribunal relating thereto, our liability under this present being absolute and unequivocal.
The payment so made by us under this bond shall be a valid discharge of our liability for payment there under and the bidder(s) shall have no claim against us for making such payment.
4. We, ----- (indicate the name of the Bank) further agree that the guarantee herein contained shall remain in full force and effect during the period that would be taken for the performance of the said agreement and that it shall continue to be enforceable till all the dues of the University under or by virtue of the said agreement have been fully paid and its claims satisfied or discharged or till Project-in-Charge on behalf of the University certified that the terms and conditions of the said agreement have been fully and properly carried out by the said bidder(s) and accordingly discharges this guarantee.
5. We, ----- (indicate the name of the Bank) further agree with the University that the University shall have the fullest liberty without our consent and without affecting in any manner our obligation hereunder to vary any of the terms and conditions of the said agreement or to extend time of performance by the said bidder(s) from time to time or to postpone for any time or from time to time any of the powers exercisable by the University against the said bidder(s) and to forbear or enforce any of the terms and conditions relating to the said agreement and we shall not be relieved from our liability by reason of any such variation, or extension being granted to the said bidder(s) or for any forbearance, act of omission on the part of the University or any indulgence by the University to the said bidder(s) or by any such matter or thing whatsoever which under the law relating to sureties would, but for this provision, have effect of so relieving us.
6. This guarantee will not be discharged due to the change in the constitution of the Bank or the bidder(s).
7. We, ----- (indicate the name of the Bank) lastly undertake not to revoke this guarantee except with the previous consent of the University in writing.
8. This guarantee shall be valid upto ----- unless extended on demand by the University. Notwithstanding anything mentioned above, our liability against this guarantee is restricted to Rs----- (Rupees ----- only) and unless a claim in

writing is lodged with us within six months of the date of expiry or the extended date of expiry of this guarantee all our liabilities under this guarantee shall stand discharged.

Dated the ----- day of ----- for ----- (indicate the name of the Bank)

BID SECURING DECLARATION

I.....(Name of the Bidder)..... Designation, of
..... (Name of the Company) do hereby submit this Bid Securing Undertaking that, if I
withdraw or modify my Bid during the validity or, if I am awarded the contract and failed to sign the
contract or to submit the Performance security before the deadline defined in the tender document, I shall
be **suspended** for the period specified in the tender document from being eligible to submit Bids for
contract with the entity that invited the Bids.

Name of the Bidder

Name of the Company

Dated

FORMAT FOR DETAILS OF EMD

Details of EMD applied by M/s. _____ as per E-Tender No. _____

Sl.No.	Description	Qty.	Please Tick Applied (/) / Not applied (x)	EMD Amount	Mode of Payment (DD/FDR/NEFT /RTGS)
1.					

(SEAL, SIGNATURE & NAME OF THE BIDDER)

SECTION IV**FINANCIAL BID**

Empanelment of advertising agencies for publication/broadcast of various advertisements of the University in the newspapers/ FM radio channels on maximum discounted rates on DAVP rates/offered commercial rates of leading daily publications and FM radio channels

(I) S. No.	(II) Description	(III) Percentage of discount offered on the estimated cost	(IV) Amount of discount in rupees with ref. to column III
1	Percentage of discount on DAVP rates for leading daily publications that are offering DAVP rates to the University like Dainik Jagran, Amar Ujala, The Hindu, The Statesman, Punjab Kesari, etc.(estimated expenditure of Rs 20 lakh in two years)		
2	Percentage of discount on the commercial rates offered to the University by the leading daily publications like TOI, NBT, HT, Hindustan, Indian Express, etc.(estimated expenditure of Rs 2.40 crore in two years)		
3	Percentage of discount on the DAVP rates of FM radio channels like Radio Mirchi, Radio city, Big FM, Red FM, etc.(estimated expenditure of Rs 40 lakh in two years)		
	Total of serial numbers 1,2 & 3 (in rupees ref. column IV)		

Note:-

- The successful bidder will be decided on the basis of the highest discount offered for a total of serial numbers 1, 2 and 3.
- In case of mismatch between column III & IV, the highest value of discount derived will be taken as basis to award the work.
- In case of a tie, the successful bidder would be decided by a draw of lots in the presence of the bidders, who may wish to be present on the occasion at a notified date in presence of Competent Authority.
- The bidders may contact the concerned leading daily publications and FM radio channels for their DAVP rates/offered commercial rates to the University.

(SEAL, SIGNATURE & NAME OF THE BIDDER)

FORM OF AGREEMENT

This AGREEMENT IS MADE on the day _____(Month) _____(Year) between the Board of Management of the University through the _____(Name & Address of the department) herein after called “the department” which expression shall unless excluded by or repugnant to the context be deemed to include its successors in office and assigns of the one part AND

_____ (Name & address of the Tenderer) through Sh. _____ the authorized representative (hereinafter called “the contractor”) (which expression shall, unless excluded by or repugnant to the context, be deemed to include its /their heirs, successors, executors, administrators, representatives and assigns) of the other part,. Under which the contractor shall provide uniformed and trained personnel and will use its best endeavor’s to provide Advertising services at IP University, Delhi.

NOW THIS AGREEMENT WITNESSETH as follows:-

1. In this agreement words and expression shall have the same meaning as are respectively assigned to them in the terms and conditions hereinafter referred to.
2. The following documents shall deemed to form and be read and constructed as part of this agreement, viz:
 - a) Letter of acceptance of award of contract;
 - b) Terms and conditions of Bid.
 - c) Notice Inviting tender.
 - d) Scope of work and Advertisement contract.
 - e) Bills of Quantities.
 - f) Addendums, if any;
 - g) Any other documents forming part of the contract.
3. In consideration of the payments to be made by the Contractor of the University as hereinafter mentioned, the contractor hereby covenants with the employer to execute and the Advertisement Service w.e.f. _____ at % Discount on DAVP/offered commercial rates as per the provisions of this agreement and the tender documents as per Annexure – K of the Tender.
4. Being the sum stated in the letter of acceptance subject to such additions thereto or deductions there form as may be made under the provisions of the contract at the times in manner prescribed by the contract.

IN WITNESS WHEREOF the parties hereto have signed the Agreement the day and the year first above written.

For and on behalf of the Contractor For and on behalf of Board of Management of University, IPU.

Signature of the authorized official
authorized Officer

Signature of the

Name of the Official

Name of the Officer

Stamp/Seal of the Contractor
Employer

Stamp/Seal of the

By the said

By the said

_____Name
_____Name

On behalf of the Contractor in
Employer in
The presence of:

On behalf of the

the presence of :

Witness_____

Name_____

Address_____

Witness_____

Name_____

Address_____

Telephone No:_____

Telephone No :_____

Tender No: _____

Tender Name: _____

I. UNDERTAKING

(To be executed on Rs. 100/-Non judicial Stamp Paper)

1. I/ We the undersigned, certify that I/ We have gone through the terms and conditions mentioned in the tender documents and undertake to comply with all of them.
2. That no Civil / Criminal/ Income Tax/ Service tax/ blacklisting case is contemplated or pending against my firm.
3. The Discount quoted by me/us are valid and binding on me/us for acceptance for the entire period being offered of contract.
4. I/ We undersigned hereby bind myself/ourselves to the Registrar, GGSIP University, Delhi to provide advertisement services to the university during the period of contract.
5. I/ We shall abide by Minimum Wages Act, Contract Labour Act, PF, ESI, Bonus, Gratuity, as applicable from time to time for the workers employed for running the advertisement services.
6. In case of any lapse occur on my part or on my staff while discharging the services the university authorities may cancel my/ our contract and award the work to another agency and the costs difference may be recovered from me/ us and can forfeit Performance Guarantee (PG).
7. In the event of any breach/ violation of the terms and conditions, the Competent Authority shall be at liberty to terminate my contract and can forfeit the Performance Guaranty (PG) deposited by me/ us.
8. The Vice Chancellor, GGSIP University, Delhi has the right to accept or reject any or all the tender without assigning any reason. The decision of the Vice Chancellor, GGSIP University, Delhi will be binding upon me.
9. I/we shall also be responsible to pay taxes as applicable to the government like Income Tax, GST, and Service Tax, etc.

10. It is certified that me/us/our firm has not been black listed by any Central/State Govt. Deptt/Body/any other Govt. agency from participating in the tender process.

Signature of the Tenderer

Name of the firm/ Tenderer

Seal of Firm