

**NATIONAL SCHOOL OF DRAMA
NEW DELHI
TENDER DOCUMENT**

Tenders are invited from reputed Delhi-based **Advertising Agencies** for empanelment to undertake the publishing of various displays / tender notices in all India newspapers in different languages for a period of one year from the date of signing of such contract. The annual budget of the School for such heads is upto Rs.60 lakhs.

The offers should be sealed by the agency in a cover and should be addressed to **Registrar, National School of Drama, Bahawalpur House, 1, Bhagwandas Road, New Delhi-110001** so as to reach the office on or before 12th September, 2017 till 15:00 hours along with the Earnest Money Deposit of Rs. 50,000/- (Rupees Fifty Thousand only) in favour of Director, NSD.

Eligibility Criteria:

- a) The agency should have the full accreditation of Indian Newspaper Society (INS).
- b) The agency should have at least 10 years experience in the field of advertising.
- c) The agency should have a minimum turnover of Rs.30 lakhs each during the last three years.
- d) The agency should be able to provide its services on 24 hours basis and is able to publish the advertisement within 24 hours.
- e) The agency should be able to provide one month credit facility and should provide the proof of full-fledged registered office in Delhi.
- f) The agency should have their own graphic designer.
- g) The agency should produce award letters of Rs. 2.00 lakhs each and satisfactory completion certificate of at least 3 jobs of government / PSU / autonomous organizations out of which one may be from the organization dealing with art.
- h) The agency should be willing to release the advertisements on D.A.V.P. rates.
- i) The agency should have valid GST Number and PAN.
- j) The agency should submit the list of clientele including details of works undertaken for government / PSU / autonomous organizations.

Agency is required to forward the following documents;_

- a) Copies of the documents of accreditation of Indian Newspaper Society and Advertising Standard Council of India.
- b) Documentary proof of 5 years experience in advertising.
- c) Copies of last three years Income Tax Returns showing the turnover for the years 2013-14, 2014-15 and 2015-16.
- d) Copies of the award letter of Rs.2.00 lakhs each and satisfactory completion certificate of at least 5 jobs of government / PSU / autonomous organizations.
- e) Copies of the GST and PAN Numbers.
- f) List of clientele
- g) Undertaking from agency to release the advertisement on D.A.V.P. rates.
- f) Agency should sign and stamp each page of tender document as a token of acceptance of the terms & conditions.

Agency shall submit along with the offer an **Earnest Money for Rs. 50,000/-** (Rupees Fifty thousand only) in the form of a bank draft / pay order drawn in favour of Director, National School of Drama, New Delhi. Offers not accompanied by the requisite amount of Earnest Money shall not be entertained.

Scope of Work

The agency will provide services of design, translate and release the advertisements on 24 hours notice for a period of one year from the date of award of empanelment. NSD authority has full right to have one or more than one agencies for empanelment. The material for the advertisements shall have to be collected from the office of the National School of Drama, Bahawalpur House, Bhagwandas Road, New Delhi.

Cost of Tender Document and schedule of submission of documents

- i) Tender Fee : Rs. 500/-
- ii) Time and last date of receipt of Tender Documents : 15:00 hrs on 12.09.2017
- iii) The offer in the prescribed format should be addressed to the Registrar, NSD giving indication that it contains the tender under sealed cover.
- iv) Earnest Money Deposit of Rs.50,000/- (Rupees Fifty thousand only) should accompany the Tender Document. Those who do not qualify the eligibility criteria cited above, shall be summarily rejected. However, NSD reserves the right to accept or reject any offer without assigning any reason.

Earnest Money Deposit

- i) Earnest Money Deposit (EMD) amount of Rs. 50,000/- (Rupees Fifty thousand only) shall be submitted along with the offer. The EMD shall be in the form of a cross demand draft drawn in favour of Director, National School of Drama payable at Delhi. The offer NOT accompanied by the EMD shall be summarily rejected.
- ii) The EMD shall remain deposited with the NSD during the period of validity of the offer, i.e., minimum period of 90 calendar days from the date of opening of offers.
- iii) No interest shall be paid by NSD on the EMD for the above said period.
- iv) The EMD deposited is liable to be forfeited if the offer withdraws or amends, impairs or derogates from the tender in any respect, within the period of validity of his offer.
- v) The EMD of successful agencies shall be returned after the contract & performance guarantee is furnished.
- vi) If the successful agency fails to furnish the performance guarantee on the terms and conditions laid down by the NSD, then the EMD shall be forfeited by NSD.
- vii) EMD of all un-successful agencies shall be returned within a reasonable time period after a decision is taken on the offer enquiry.

Performance Security

- a) The successful agencies will have to submit performance security to ensure due performance of contract to an amount of Rs. 2,50,000/- (Rupees Two Lakhs Fifty Thousand only) in the form of an Account Payee Demand Draft / Fixed Deposit Receipt from a commercial bank / Bank Guarantee from a commercial bank in the name of Director, National School of Drama payable at Delhi as per the text provided by the School.
- b) The performance security should be valid for a period of 30 days beyond the date of completion of the Contract obligations.

- c) Earnest Money will be refunded to the successful agencies on receipt of performance security.

Evaluation of Offers

- i) The selection of agencies will be based on their meeting the complete eligibility criteria.
- ii) The decision of the Offer Evaluation Committee arrived at as above shall be final and representation of any kind shall not be entertained on the above. The NSD reserves the right to select the agency on the basis of best possible offer received. Any attempt by any agency to bring pressure of any kind may disqualify the agency for the present offer and the agency may be liable to be debarred from bidding for NSD tenders / offers in future for a period of three years.

Payment Terms

Payment shall be made within 30 days of the submission of bill after statutory deductions like Tax Deduct at Source as applicable from time to time.

Duration / period of contract

Normally contract will be awarded for a period of one year. However, extension of contract will be considered keeping in view the various factors, such as prevailing market rates, satisfactory performance of the firm.

Termination of Contract

In case of any default by the Agency and in any of the terms & conditions (whether General or Special), NSD may without prejudice to any other right/remedy which shall have accrued or shall accrue thereafter, terminate the contract, in whole or in part, by giving 15 days notice in writing to the agency.

All instructions, notices and communications etc. under the contract given in writing and if sent to the last known place of business, shall be deemed to be served on the date, even in ordinary course of post, these would have been delivered to the agency.

Notwithstanding anything contained herein, NSD also reserves the right to terminate the contract at any time or stage during the period of contract, by giving 15 days notice in writing without assigning any reason and without incurring any financial liability whatsoever to the Agency.

Dispute Resolution

- I. If any dispute or difference of any kind whatsoever shall arise between the Parties in connection with or arising out of this Contract or out of the breach, termination or invalidity of the Contract hereof, the parties shall resolve them by resort to the following in the order so mentioned.
- II. Parties shall follow for a period of 30 days after receipt of notice by the other Party of the existence of a Dispute to settle such Dispute in the first instance by mutual discussions between the Parties.

- III. If the dispute cannot be settled by mutual discussions within 30 days as provided herein, the Dispute shall be referred to the sole arbitration of an arbitrator appointed by the Director, NSD. The party having a grievance shall serve a written notice by registered acknowledgement due post, on the other party intimating its intention of invoking the arbitration clause and shall simultaneously serve a notice on in the similar mode on the Director, NSD requesting him to appoint an arbitrator.
- IV. The arbitration proceedings shall be conducted in the English language. The venue of Arbitration shall be New Delhi.
- V. Each party shall bear the costs of the sole arbitrator equally. The Sole Arbitrator shall also decide as to which party shall bear the cost of the proceedings.
- VI. The Arbitrator shall from time to time with the consent of the Parties extend the time to make and publish the award.

National School of Drama

Application for Empanelment of Advertising Agencies

- 1 Name of the Firm:
- 2 Nature of Agency:
(Ltd./Pvt. Ltd. Co., Partnership / Sole Proprietorship etc.) :
(Attach copy of Partnership Deed/Certification of Incorporation.)
- 3 Year of Establishment:
- 4 Registration No. if any / Trade License No. :
(Attach photocopy)
- 5 Registered Office:
- 6 Address for communication:
- 7 Telephone No. of the contact person
(Mobile No., if any):
- 8 Name of Director/ Proprietor/ Partners:
(With Address and Telephone Nos.)
- 9 Annual business turnover for last three years:
(2013-14, 2014-15, 2015-16 certified from the auditor)
(Attach copy)
- 10 Permanent Income Tax Account No. :
- 11 GST No.:
- 12 Name of Bankers with Full address:
- 14 Do you have full accreditation of Indian Newspaper Society (INS) If yes, quote your number and copies of the relevant documents:
- 15 Do you have 10 years experience in advertising? If Yes, enclose relevant documents.
- 16 Are you ready to provide atleast one month and more period credit facility to the School?
17. Are you willing to release the advertisements on DAVP rates in 24 hours basis?
18. Copies of the awards of Rs.2.00 lakhs each and satisfactory completion certificates from at least three jobs of government / PSUs / autonomous organizations.

19. Name of the government / PSUs / autonomous organizations / institution presently empanelled with, giving details of the following:

- a. Name of job:
- b. Name of the Company:
- c. Value of Contract:

(Supporting documents to be attached as per the format enclosed duly signed by the Authorized signatories of these organizations.)

CERTIFICATE

This is to certify that M/s _____ is on our panel as an advertising Agency since _____. The value of their annual contract is Rs. _____. The dealing of the said firm with us are satisfactory.

Name & Designation of the Signatory

(Duly supported by the rubber stamp of the institution)

(This certificate may be obtained from at least 3 reputed organizations and submitted along with the application)

20. Details of experience:

21. Whether any Civil Suit/ Litigation arisen in the contracts executed during the last 5 years/being executed. If yes, please furnish the name of the contract, employer, nature of work, contract value, work order and date and brief details of litigation.

22. Any other information which you like to add

I/ We do hereby certify that the information as provided above is correct and are true in all respect. In case of furnishing of any false information or suppression of any material information, the application shall be liable for rejection besides initiation of penal proceedings by the NSD, if it deems fit.

SIGNATURE :

NAME :

FIRMS NAME :

SEAL :

ADDRESS :

DATE :