

NATIONAL AGRI-FOOD BIOTECHNOLOGY INSTITUTE

(Deptt of Biotechnology, Ministry of Science & Technology, Govt. of India)
C-127, Industrial Area, Phase VIII, SAS Nagar, Mohali (Pb)-160071

TERMS AND CONDITIONS FOR EMPANELMENT OF ADVERTISING AGENCIES

(Advt. No.NABI/6(7)/2010-Gen)

National Agri-Food Biotechnology Institute is an autonomous institute under the Department of Biotechnology, Government of India. The Institute invites applications from INS accredited advertising agencies empanelled with DAVP for the release of NABI advertisements in various newspapers. The following Terms and Conditions will govern the empanelment of advertising agencies:

A. General Conditions

1. The scope of work includes the release of NABI advertisement in various newspapers as per DAVP rates, providing adequate press coverage of the events at NABI, publishing of press release in all leading newspapers and providing design and consultancy services for the knowledge dissemination from NABI at no additional cost.
2. The bidding agency should have a notable background in the advertising market and an exposure of working with the Government Institutions.
3. The contract shall be for an initial period of one year, extendable for a further period of one year depending upon the mutual agreement of the NABI and the agency with such modifications as may be felt necessary. However, the terms and conditions of the contract, during the period of agreement, will not be subjected to any change.
4. The Indian Newspaper Society (INS) accredited and DAVP empaneled agencies will only be considered while evaluating the bids. Preference will, however, be given to those agencies who are accredited with AIR in addition to INS.
5. The successful bidder/s shall have to submit a Performance Security of Rs. 25,000/- in the form of a Demand Draft drawn on any nationalized bank in favour of National Agri-Food Biotechnology Institute payable at Mohali, on submission of which, the EMD of the successful bidder will be refunded. The Performance Security will be refunded to the empanelled agency after 60 days of the successful completion of the contract.
6. NABI shall not make any advance payment to the advertising agency for any of the work assigned. The payments shall be released by the NABI only against the bills received from the agency after having completed the job to the satisfaction of the NABI.
7. NABI reserves the right to terminate the contract of any or all such agencies from the empanelled list along with forfeiture of the Performance Security, if the service provided by the Agency is found to be unsatisfactory or if the information provided for empanelment is subsequently found to be untrue or false.
8. NABI may empanel more than one Advertising Agency and shall be free to release advertisements through any one or more of them either by rotation or otherwise as decided by the competent authority. Despite empanelment NABI reserves the right to issue any advertisement directly to the publishing agency without going through any of the empaneled agencies.

9. All the firms submitting tenders/proposals should enclose a DD for Rs.25,000/- drawn in favour of the National Agri-Food Biotechnology Institute, Mohali payable at Mohali, as EMD without which the offer would not be considered.

10. The applications can be submitted till 15th April' 2013.

B. Eligibility Criteria:

1. A minimum of five years continuous experience as a fully accredited INS agency.
2. Creativity in development communication should be of high standard befitting the expectations of the NABI.
3. A minimum yearly turnover of Rs.20 crore during FYs 2009-10, 2010-11 & 2011-12.
4. PAN number issued by the IT department in favour of the agency.
5. Service Tax Registration number issued by the Central Excise Department in favour of the agency.
6. The Advertising agency should have branches at both Chandigarh and New Delhi with telephone and fax.
7. The advertisements to be published on DAVP rates applicable at the time of the release of the advertisements.
8. The advertising agency should never have been blacklisted.

C. Desirable

1. Accreditation by Doordarshan and All India Radio.
2. Proficiency in translation and proofreading facilities in major Indian languages.
3. Membership of the local Press Club / Press Card by one or more of its Director(s)/Owner(s).

NOTE: The agencies blacklisted by other government organizations/autonomous bodies will not be considered for empanelment. Offer not received in the prescribed format will be summarily rejected.

The Executive Director, NABI reserves the right to reject any or all the offers without assigning any reasons thereof. The decision of the Executive Director, NABI will be final and binding in this regard

Administrative Officer