

APPLICATION FORM FOR
Empanelment of Advertising Agencies.

Important Detail

Notice No.	
Full Name Work	Application Form are invited for empanelment of Advertising Agencies for publication work of Centre for Railway Information System (CRIS), New Delhi for a period of Three years.
Earnest Money Amount	Rs. Rs.1,05,721.30
Cost of Application Form	Rs. 5,000/- +18% GST = Rs. 5,900/- Non-refundable
Last Date of downloading Application Form from CRIS website i.e. www.cris.org.in or purchase from CRIS office.	Up to 03.00 PM, 14 October, 2024
Last Date/Time of receipt Application	Up to 03.00 PM, 14 October 2024
Date & Time of Opening of Applications	On 14 October, 2024 03.30 PM, onwards
Venue for application Submission and Application opening	CRIS office Chanakyapuri New Delhi-110021

Type of Work: Publication of All types of Tenders and misc. work

1. Eligibility Criteria.

- i. The bidder should be a reputed firm or company in the concerned field of advertising. Copy of the Memorandum of Articles of Association/Partnership Deed/Proprietorship Deed/ Certificate of Incorporation (in case of company) etc, Attested by Chartered Accountant of the Advertising Agency must be attached. Franchisees/Consortium bidding are not permitted, and application submitted by Franchisee will not be entertained.
- ii. EMD, SECURITY DEPOSIT AND PERFORMANC GUARANTEE: Amount of EMD: INR Rs.1,05,721.30. The EMD shall be accepted only in the form of Banker's Cheque / Pay Order / Demand Draft.
- iii. Successful bidder shall require submitting Performance Bank Guarantee (PBG) @ 10% of the equivalent value of the contract in the form of State Bank of India or of any of the Nationalized Banks. Also, FDR in favour of CENTRE FOR RAILWAY INFORMATION SYSTEMS, New Delhi (Free from any encumbrance) may be accepted.
- iv. Bank Details: Service Provider Company should have its own Bank Account PAN No. & GST.
- v. Office Existence: office or Branch of Service Provider Company should be located in the NCT of Delhi.
- vi. Financial Criteria: The bidder's average annual financial turnover (gross) in advertising agency during the last three financial years, i.e. 2020-21, 2021-22 and 2022-23 duly audited by CA should not be less than Rs. 2,64,30,325.00
- vii. The bidder should have executed one similar type of works value of Rs. 18,50,122.75 lakhs in advertising agency during the last three financial years 2021-22, 2022-23 and 2023-24 including have experience in 4 Govt/PSUs/Autonomous Body/Organisation including minimum 03 Railways PSUs/Autonomous Body/Organisation. Proof of relevant experience to be attached.
- viii. The Advertising Agency must have accreditation by the India Newspaper Society (INS). Provisional accreditation will not be accepted. INS accreditation Certificates must be attached with the offer.

2. Scope of work

- 2.1 The empanelled agencies will arrange publication of all types of tenders, advertisements and other miscellaneous work given by CRIS **on applicable DAVP rates on the date of publication.**
- 2.2 The firm shall be responsible for providing prompt service within due time and dates. If the firm fails to print the required material on the due date and in specified Newspapers, a Penalty of Rs. 1000/- per occasion will be imposed and deducted from the bill on hand or subsequent bill.
- 2.3 The Advertising Agency shall render free service to CRIS, in regard to collection of advertisement materials from CRIS, dispatch of designs and layouts to Newspapers, copy of published advertisements in newspapers etc. deputing its Executives/ staff frequently as required.
- 2.4 On satisfactory execution of work by successful applicants, Registrar/CRIS reserves the right to extend the contract for one more year.
- 2.5 The work may inter-alia include the following activities:
- (i) Drawing up of advertisement plans.
 - (ii) Issue press releases and rejoinders in all types of media.
 - (iii) Design production and printing of publicity literature i.e. CRIS House Journal single / multi-colour brochures, folder, poster, hand out, booklet, Book wall and desk calendars etc.
 - (iv) Arranging coverage and interviews by print, electronic and other media.
 - (v) Producing documentaries and other important tools of image building.

3 OTHER GENERAL TERMS AND CONDITIONS

- 3.1 Contract period will be valid for a period of 03 years (Three years).
- 3.2 Validity of the bid shall be of a period 120 days from the date of opening of the bid, which can be extended further if required. Any contravention of the above condition shall make the bidder liable for forfeiture of EMD. The bidders cannot withdraw offer within the period of validity/extended validity.
- 3.3 Bidders are required to give unconditional offers. Conditional offer, having financial implication, is liable to be rejected.
- 3.4 All entries in the Application Form should be legible and filled clearly. Overwriting cuttings, if any, must be signed by the person authorized to sign the Application Form will not be accepted.

- 3.5 The rates should be quoted in figures and in words. If there is any variation between the rates quoted in figures and in words, the rates quoted in Words shall be taken as correct.
- 3.6 The bidders may visit/examine the sites on any working day during office hours to assess the scope of work before submitting their offer.
- 3.7 The Advertising Agency must have its own office functional at Delhi with adequate telephone numbers – both Fixed and mobile, fax number, and e-mail, which can be contacted even after office hours.
- 3.8 For empanelment, the Advertising Agency will have to submit along with application, two Art works (one Black & White and one Coloured) in A-4 size, in Hindi and English languages (Bilingual), on each of the below mentioned theme:
- i. An image Building Advertisement for Centre for Railway Information Systems;
And
 - ii. An Artwork incorporating the work done by CRIS.
- 3.9 The Advertising Agency should select two display advertisements, which it considers as their best, and attach their copies with the applications, along with the date of publication, names of the newspapers /periodicals and respective release orders of the client. These advertisements must have been issued within last three years and testimonials from the clients of these advertisements must be attached with the application.
- 3.10 The designs / art works submitted by the agency will not be returned and they will be retained by CRIS as record.
- 3.11 CRIS reserves the right to terminate the panel/empanelment of any of the empanelled advertising agency/all the advertising agencies empanelled at any time before expiry of the empanelment period without assigning any reason by giving one month's notice.
- 3.12 If the advertising rates are enhanced by DAVP after payment of original bills, no supplementary bills 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 CRIS. If DAVP reduces / lowers advertising rates of a publication and the Advertising Agency comes to know about lowered rates later on, after claiming the original bill which the Advertising Agency has happened claim at higher rates, it will be the sole responsibility of the advertising agency to deposit the excess paid money in CRIS account. Otherwise, CRIS will have the right to adjust the excess paid amount from future bills of the Advertising Agency.
- 3.13 The Advertising agency will have to submit final advt. bills, positively within 30 days from the date of publication of the advertisement. CRIS will make payment as per this bill after due checking of the documents submitted along with proof of published

advertisement. The Advertising agency will deal in all matters with the newspapers at their level in respect of payment and CRIS will have no liability and/or responsibility in this regard.

- 3.14 CRIS also reserves the right to get Advertisements designed as well as release any advertisement directly to the newspapers or through any advertising agency not borne on the panel, at any time.
- 3.15 CRIS also reserves the right for release of any advertisement from any Advertising Agency on the panel.
- 3.16 CRIS also reserves the right to use the logo. Design. Layout etc. prepared by any Advt. agency for releasing advertisements directly or through any other Agency or any other source as deemed fit by this organisation without Agency's consent, which designed the advertisement.
- 3.17 The agency will have to ensure compliance with copyright, patents other intellectual Property laws, in all materials, including artwork/design/supplied by them. The Advt. agency will be completely liable in all such cases, and no liability shall be with CRIS. CRIS reserves the right to add, delete or revise any of these conditions, and also include special conditions as new ones, as and when required.
- 3.18 Keeping in view the limited quantum of business, CRIS reserves the right to shortlist 10 (Ten) or more most suitable agencies on the basis of marks obtained in above evaluation.
- 3.19 The Registrar, CRIS reserves the right to empanel / obtain services of any number of Advertising Agencies enlisted for the purpose.
- 3.20 Others details to be furnished by the Advertising Agency based at Delhi at the time of the Application Form for empanelment of Advertising Agency: -
 - a. Advertising Agency profile with list of the professionals on roll, their Names, designation, academic and professional qualifications, details of with telephone numbers landline& mobile, fax number and E-mail ID to be contacted even after office hours.
 - b. An undertaking that the Advertising Agency will provide services on holiday and beyond office hours in case of urgency of CRIS, if warranted.
 - c. An undertaking that any mail from CRIS for publication of an advertisement in Newspapers received upto 1500 hours will be published on next calendar day and any mail received after 1500 hours will be published on subsequent calendar day.

- d. An undertaking to do designing, prototype setting, block making, art-pull Preparation spot etc. needful for the above advertisement free of cost.
- e. Services Tax Registration Certificate along with Service Tax Registration number should be attached with the application.
- f. Application Form duly signed and stamped by authorised signatory as a token of acceptance of all terms and conditions.

4 Evaluation Criteria

4.1 Evaluation of Bids will be based on the marks obtained in the following criteria: -

S/N-	Item	Ref Para	Marks per sub item	Total marks
1.	Two art works	Para 3.8	(5+5) =10 (5+5) = 10	20
2.	Two display advertisements	Para 3.10	10+10	20
3.	Experience in 4 Govt/PSUs/ organisations Including 03 Railways PSU /Autonomous Body/Organisation	Para 1 (v)	(2+2 +2+2 & 2) =10 Experience in 4 Govt./PSUs/ organisations for 02 marks each. Experience in working Railway Organisation/Rly PSU /Autonomous Body/Organisation, 02 additional marks will be given up-to 10 marks.	10
			Total marks	50

5. Payment terms

- 5.1 The firm will promptly provide the estimate/tentative cost as per current DAVP rates in advance to CRIS for necessary approvals before the Ad is published in newspapers.
- 5.2 Bills along with tear sheets of newspapers cuttings for the Advertisement work for any month along with current DAVP rates shall be preferred in the first week of the following month to Registrar/CRIS, Chanakyapuri, New Delhi.
- 5.3 The payment will be made/released by CRIS through ECS after verification.

The above terms & conditions laid down in Para 1 to 5 above are acceptable to us and will be binding on us.

Signature.
Name of Firm
Rubber Stamp
Address with ph. No(s)

Note:-All the documents attached with bid must be signed, along with the Seal by the authorized signatory of the agency.