

STATE URBAN DEVELOPMENT AGENCY

Invites

Expression of Interest

for

Empanelment of Advertising Agency

West Bengal

State Urban Development Agency
'ILGUS BHAVAN', HC-Block,
Sector-III, Bidhannagar, Kolkata-700 106

State Urban Development Agency (SUDA) is a Government Society under Municipal Affairs Department & Nodal Agency for different development programmes under JNNURM, Swarna Jayanti Sahary Swa Rojgar Yojana (SJSRY) & other pro -poor activities being sponsored by Government of India and Government of West Bengal, as well.

In the course of its activities SUDA is required to publish advertisement related to announcement of programmes, tender notice etc. in various leading news papers of the country. For this purpose, Director, SUDA invites Expression of Interest (EOI) from Indian Newspapers Society (INS) accredited advertising agencies/ companies with proven track record and experiences in handling advertising matter of Government Departments and Autonomous Institution at State and National Levels.

Interested Agency /Firm / Company may apply as per the general terms & conditions contain in annexure I and in the application form in annexure II. The details relating to essential qualification of the intending parties, scope of work to be taken up, terms & conditions and the prescribed application format may be downloaded from web site www.changeekolkata.org, www.wbdma.gov.in for the purpose of submission of offer. The sealed EOI in the manner prescribed and super scripted as "EOI for Advertising Agency", may be sent to the Director ,SUDA latest by 15.01.2012.

Director, SUDA reserves the right to accept or reject any or all the offers without assigning any reason thereof

ANNEXURE-I
GENERAL TERMS AND CONDITIONS

A. Qualifying Criterion for Agencies:

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

1. The Turnover of the Agency should not be less than Rs.1Crore (Rupees one Crore) for each financial year during the 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 be an empanelled advertising agency currently for at least three public sector companies /organizations/Autonomous Bodies/ Local Bodies.
3. The Agency should have Indian Newspaper Society (INS) accreditation.
- 4., the advertising agency should be in the business for at least 3 years as on date of submission of offer.
5. Sample of creative work including samples of Classified Advertisements, brochures, flyers and other publicity materials along with the specific mention of agencies for which they were prepared for are to be submitted.
- 6 Profile of managerial and creative team handling publicity work, their qualifications and experience.
7. The Agency should not have been blacklisted by any Central /State Government / Public Sector Undertaking, Govt. of India/Government of West Bengal. In this regard a self certification needs to be submitted.
8. 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.
9. Mere fulfilling minimum eligibility criteria do not confer the right on the agency for empanelment.
10. The empanelment of the agency/agencies shall be at the sole discretion of the Institute. The decision of the Director, SUDA in this regard shall be final and binding.
11. Applications not in prescribed format and without the prescribed enclosure/ documents will be summarily rejected.
12. Applications received after the prescribed time and date deadline will also be summarily rejected.
13. As when SUDA requires any services, it would assign the job through a competitive bidding process among the empanelled agencies.

14. SUDA reserves the right to contact any/all empanelled agencies to develop/submit creative and also to distribute the creative so developed amongst one or more agencies selected for further release of the same to the media.

15. The duration of empanelment shall be initially for a period of one year from the Notice for empanelment for which may be entirely at the discretion of SUDA. SUDA also reserves the right to terminate the services of any agency at any point of time without assigning any reason whatsoever.

B. Payment Terms and Conditions

1. Payment to agency shall be made on submission of the bill, duly supported with all copies of the advertisements released in selected newspapers.

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 SUDA.

2. The empanelment of the agency shall not mean that SUDA can not release advertisement directly / through other empanelled agency without routing through the advertising agency.

3. The agency empanelled will have to deposit a Performance Bank Guarantee of Rs.75000/- in the form of Demand Draft of any Nationalized Bank in favour of SUDA, 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 Kolkata only.

Selection Process

1. The process of selection of agencies for empanelment at SUDA will be a two stage one. The first stage will involve scrutiny of applications received, by a Committee constituted for the purpose to assess adherence to eligibility criteria.

2. The short-listed agencies will then be called to make a half-hour presentation before the Committee at a pre-fixed date detailing the concept, creative ideas, experience, capability, strategy, area of operation, etc. of the Agency.

3. SUDA also reserves the right to ask the Agency to make a presentation of creative strategy on a given subject for a given budget. The final selection of agencies for Empanelment would be done on the basis of presentation. The decision of the Committee is final and binding.

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 including satisfactory services provided to three govt organization in the preceding three years.	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 Clients Serviced :	Sl.No, & Name of the Clients
12.	List of enclosures	

Date:

Place:

(Authorized Signatory)

Name:

Designation:

Seal