



बेहतर भविष्य के लिए
क्षमता निर्माण
Capacity Building for a
Better Future

अन्तर्राष्ट्रीय जनसंख्या विज्ञान संस्थान International Institute for Population Sciences

(विश्वविद्यालय समतुल्य / Deemed University)

स्वास्थ्य एवं परिवार कल्याण मंत्रालय, भारत सरकार के प्रशासनिक नियंत्रण के अधीन स्वायत्त संगठन
An Autonomous Organization under administrative control of Ministry of Health & Family Welfare, Govt. of India.

गोवंडी स्टेशन रोड, /Govandi Station Road, देवनार/Deonar, मुम्बई/Mumbai-400 088.

दुरभाष /Telephone: 022- 4237231, फैक्स /Fax: 022- 2556325, ईमेल/Email: registraroffice@iips.net

TENDER DOCUMENT FOR HIRING OF ADVERTISING AGENCY

Tender No. IIPS/Admn./Ad-Agency/2022

Schedule for tender process:

Name of the work	:	Print & Advertisement Services
Earnest Money Deposit	:	Rs.1,00,000/- in form of Demand Draft in favour of Director, IIPS, payable at Mumbai
Tender Cost	:	Rs. 1,000/- in form of Demand Draft in favour of Director, IIPS, payable at Mumbai
Date & Time of Closing of Tender	:	28th June 2022, 3 p.m.
Date & Time for Opening of Tender – (Technical Bid)	:	(tentative)
Address for submission of Tender	:	International Institute for Population Sciences (IIPS), Govandi Station Road, Deonar, Mumbai – 88
Place of opening the Tender	:	International Institute for Population Sciences (IIPS), Govandi Station Road, Deonar, Mumbai – 88

Note:

1. This Tender Document contains 25 pages and bidder is requested to sign on all the pages .Tender Document in any other form will be rejected.

2. **This Tender Document can be downloaded from the website :www.iipsindia.ac.in**

3. **The Technical Bid and Financial Bid should be sealed by the bidder in TWO SEPARATE ENVELOPES duly super scribed as ‘TECHNICAL BID” AND FINANCIAL BID” & both these sealed cover to be put in a bigger envelope which should be sealed and super scribed “TENDER DOCUMENT FOR HIRING OF ADVERTISING AGENCY”. The EMD amount and Tender Cost should be attached with the Technical Bid and put in the envelope that contains the Technical Bid. In case of MSME and NSIC certificate holder exemption will be given in the processing fees (tender cost) and EMD.**

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1. INTRODUCTION:

The International Institute for Population Sciences (IIPS), Mumbai, formerly known as the Demographic Training and Research Centre (DTRC) till 1970, was established in July 1956 under the joint sponsorship of Sir Dorabji Tata Trust, the Government of India and the United Nations. It serves as a regional centre for Training and Research in Population Studies for the ESCAP region. The Institute was re-designated to its present title in 1985 to facilitate the expansion of its academic activities. It was declared as a 'Deemed University' on August 14, 1985, under Section 3 of the UGC Act, 1956 by the Ministry of Human Resource Development, Government of India. The recognition has facilitated the award of recognized degrees by the Institute itself and paved the way for further expansion of the Institute as an academic institution. In 2006, the Institute celebrated its Golden Jubilee.

IIPS holds a unique position among all the regional population centres. It was the first such centre started, and it serves a much larger population than any of the other regional centres. The Institute is an autonomous organization of the Ministry of Health and Family Welfare, Government of India.

2. NOTICE INVITING TENDER

The International Institute for Population Sciences (IIPS), Mumbai, invites Online tenders for selection of an advertising agency at IIPS Mumbai, from reputed agencies. The contract period will be initially for a period of one year extendable on satisfactory performance and mutual consent on same terms and conditions on yearly basis for another two years.

The details of the tender are given below:-

- a. Description of Services: selection of an Advertising agency for IIPS Govandi Station Road, Deonar, Opposite Sanjona Chamber, Mumbai, Maharashtra 400088.**
- b. Closing date & time for submission of online bids: 28th June 2022, 3 p.m..**
- c. Date & time of opening of Bid:**
 - i. Technical bid: 29th June, 2022 at 4:30 p.m.**
 - ii. Financial bid : After evaluation of Technical Bid date & time will be informed to technically qualified bidders.**

Bids received shall be evaluated as per the technical criteria prescribed in the tender document. IIPS will not entertain any modifications subsequent to opening of bids and bids not conforming to tender conditions shall be liable to be rejected. Therefore, bidders are advised to submit their bids complete in all respects as per requirement of tender document specifying their acceptance to all the clauses of Bid Evaluation Criteria, General terms and conditions and compliance to the Scope of Work requirement etc.

The tender document is not transferable to any other person. The tender document can be downloaded from the IIPS's official website <https://www.iipsindia.ac.in/>.

3. SUBMISSION OF TENDER

The tender document can be downloaded from IIPS's website i.e. <https://www.iipsindia.ac.in/>. Applications to this tender will be accepted only through sealed envelopes should be placed in the main sealed envelope superscribed as **TENDER DOCUMENT FOR HIRING OF ADVERTISING AGENCY** along with Earnest Money Deposit (EMD) of INR 1,00,000 (Rupees One Lakh only) in the form of Demand Draft/ Bank Guarantee in favor of 'International Institute for Population Sciences' and payable at Mumbai with all relevant documents. No other mode of application will be considered and application will not be accepted.

The interested bidders are advised to read carefully the entire tender document before submitting their tender. The tender documents not received online in prescribed format and/or are found incomplete in any respect will be summarily rejected.

You are required to sign each page of each part of this tender document for acceptance of terms and conditions and submit along with your bid.

This tender document is being issued with no financial commitment and the IIPS reserves the right to change or vary any part thereof or foreclose the procurement case at any stage. IIPS also reserves the right to disqualify any vendor, should it be necessary, at any stage on grounds of National Security.

You may contact the Administration Section, IIPS, Phone No. 022-42372400, email-administration@iipsindia.ac.in for grievance related to bidding condition, bidding process and/or rejection of bid.

4. GENERAL INSTRUCTIONS:

- i. The tender shall be liable for rejection if not submitted in the prescribed format.
- ii. The list of the services to be rendered should not be altered by the tenderer. No paper shall be detached from the document.
- iii. The name and address of the tenderer must be clearly written in the space provided and no overwriting, correction, insertion shall be permitted in any part of the tender
- iv. The tender is liable to be rejected if complete information is not given there-in or if the particulars of data (if any) asked for in the Tender document are not filled in.
- v. Tenders received after the specified date and time, due to whatever reason, shall not be considered for bidding.
- vi. The technical bids will be opened by the Committee authorized on **29th June, 2022 at 4:30 p.m.**
- vii. Financial Bid of the technically qualified tenderers will be opened later on and the date and time will be informed accordingly.

5. TECHNICAL ELIGIBILITY CRITERIA

Tenders are invited from reputed and experienced Advertising Agencies to work as an approved Advertising Agency for releasing the press release/ advertisement of IIPS. All the advertising jobs given by the Institute are confidential and time bound. Most of the advertisement works are related to Admission, Recruitments and Events organized by the Institute. The following documents are required:

- i. Advertising agency should be active for minimum last 5 years as Fully Accredited by Indian Newspaper Society. **(Please enclosed a copy of proof).**
- ii. The agency should have experience of providing advertising services to minimum 2 Recognized Universities, Scientific / Technical & Management Institutes **(Enclosed a copy of proof).**
- iii. Advertising agency should have experience in handling job of press advertising & media released of a single contract of amount not less than rupees 50 lakhs and at least two jobs of press advertising contract of amount not less than Rupees 25 Lakhs each in last three consecutive financial years i.e. 2018-2019, 2019 – 2020 and 2020-21 **(copy of work order to be enclosed).**
- iv. Advertising agency should have experience in coordinating at least one International media released for any Education / PSU / reputed organization account of repute in the last three consecutive financial years i.e. 2018-19, 2019 – 2020 and 2020-21 **(copy of work order & related Documents to be enclosed as proof).**
- v. Advertising agency should have experience of have providing its services on DAVP rates to at least two Govt. departments. **(proof to be enclosed).**

- vi. The annual turnover of Advertising agency should be minimum Rupees 2 Crores (every financial year)during the three consecutive financial years i.e. 2018-2019, 2019 – 2020 and 2020-21 (**CA Certificate with Audited statement to enclosed**).
- vii. The advertising agency applying for empanelment should not have been blacklisted by any organization. (Self-certification on the letter head of the Agency may be enclosed)
- viii. The company is required to submit the copy of PAN, GST No. etc. in support of other documents.

6. Scope of Work

Advertising Agency shall have to release the press release / advertisement for IIPS which are related to Admissions, Recruitments, Tenders and various Events related to Academic responsibility. As the matters are strictly time bound, the Agency has to execute the work in stipulated time and advertise as per specific directions on Commercial / DAVP rates.

7. Terms & Conditions

1. The Technical Bid will be opened as per the notification which will be uploaded on the institute website www.iipsindia.ac.in as notified by IIPS .
2. The Tender shall remain open for acceptance for Hundred and Eighty)180 (days from the date of opening of the tender by International Institute for Population Sciences, IIPS .The time limit for acceptance may be extended by the IIPS at its discretion for such further period, as it may be notify
3. Earned Money Deposit)EMD (should be submitted by DD for Rs .1,00,000) -/Rupees One Lakh Only(drawn in favor of Director, IIPS, payable at Mumbai .Tender received without EMD or not in the proper format or incomplete in any respect, the bid proposal shall be liable to be summarily rejected at the discretion of IIPS.
4. **The invitation of tender calls for bid proposals in two parts viz .Technical Bid and Financial Bid to be submitted separately in two different envelopes prescribed as “Technical Bid” and Financial Bid and then those two envelopes to be put in one single envelope duly sealed and super scribed with the Tender Number, Name of the Work, Due Date of Opening and the Name, address)with pin code(, contact number of the contractor**
 - (i) The Technical Bid should be in a sealed envelope duly super scribed – **“TECHNICAL BID”** and should contain the proforma as at Annexure 1 duly filled in with supporting documents .The acceptance of the Terms and Conditions as mentioned at Annexure 4 and **Demand Draft for Earnest Money Deposit)EMD(**
 - (ii) The Financial Bid should be in a sealed envelope duly super scribed – **“FINANCIAL BID”**.
5. Both the sealed envelopes should be placed in the main sealed envelope superscripted as **TENDER DOCUMENT FOR HIRING OF ADVERTISING AGENCY”** .This should be addressed to **The Director, IIPS, Deonar, Govandi Station Road, Govandi, Mumbai – 88** .And has be in dropped in the Tender Box placed at 3rd Floor of the Library Building on or before 28th June, 2022 upto 3:00 p.m. The Tender document received by post/courier and or by any other means after the prescribed time and date will not be entertained.

6. The Tender Document has to be in the duly prescribed format only .Deviations, if any, from tender specifications, clause – wise and commercial terms and conditions, if any, should be clearly mentioned in the separate sheet as specified .The tender document and all the annexure’s, and attachments shall be submitted with this bid with each page being consecutively numbered and duly stamped and signed by the bidder.
7. At the time and date of opening the Tender, only Technical Bid shall be opened and read out in open
8. The Time and date of opening the Financial Bid shall be intimated to the Technically qualified bidder at a later date. Tender not complying with the above conditions are liable to be rejected without any further references.
9. Tender document can be obtained from the Assistant Finance Officer of IIPS against submission of the Tender Document Fees of Rs .1000) -/Rupees One Thousand only (in form of cash or Demand Draft drawn in favour of “**Director, IIPS**” payable at ‘**Mumbai**’ .Also the same can be downloaded from the website www.iipsindia.ac.in .Tender Document downloaded from our website should be attached with an additional Demand Draft of Rs.1000)-/Rupees One Thousand only (in form of cash or Demand Draft drawn in favour of “**Director, IIPS**” payable at ‘**Mumbai**’ towards Tender Document Fee, at the time of submission of Tender along with the Technical Bid .Tender Documents downloaded from website and not attached with the requisite fee as above will not be considered and shall be summarily rejected .
10. Arbitration – All disputes arising between parties shall be referred to and settled through Arbitrations conducted in accordance with the Provisions of the Arbitration and Conciliation Act 1996 and the rules framed there under .Such disputes shall be adjudicated by an Arbitrator nominated by the Director & Sr .Professor, IIPS, Mumbai .The Arbitrator shall have powers to award only such remedy as in contemplated by this Agreement, including, as appropriate, injunctive relief .The place of Arbitration shall be Mumbai .The Language of Arbitration shall be English.
11. Jurisdiction – notwithstanding any other court or courts having jurisdiction to decide the questions forming the subject matter of the reference if the same has been the subject matter of suit, any and all actions and proceedings arising out of our relating to the contract)including any Arbitration in terms thereof (shall lie only in the court of competent civil jurisdiction at Mumbai only and only the said courts shall have jurisdiction to entertain and try such action)s (and/or proceedings to the exclusion of all the other courts.
12. Any attempt at negotiation direct or indirect on the part of a tenderer with the authority to whom he has submitted the tender or the authority who is competent finally to accept if after he has submitted his tender or any endeavor to secure any interest for an actual or prospective tenderer or to influence by any mean the acceptance of a particular tender will render the tender liable to exclusion from consideration.
13. The agency shall deposit an amount of Rs.1,00,000) -/Rupees One Lakh only (as Security with the IIPS for the entire duration of the contract, which may be used in case the contractor fails to pay the Contractor Employees their dues or in case of any other default .The Bank Guarantee has to be provided with 15 days from the date of work order and should be valid for the 60 days beyond the date of completion of all contractual obligation of service supplier including warrantee obligations, if any.

14. The Advertising Agency should be sincere and prompt at call of the IIPS. The execution of job is to be time bound and with all required information so as to avoid the delay or duplication. The Agency shall be required to execute the task even at the shortest notice and on holidays.
15. No artwork charges will be paid in any case.
16. The Agency shall keep all the information of the IIPS **CONFIDENTIAL** and shall not divulge/ divert the same to any outsider.
17. The advertising agency will publish the advertisement notification/recruitment/tender notification/admission notification in the newspapers as per the requirement of IIPS. Also all the recruitment advertisement will be published in the employment newspaper also.
18. It is the responsibility of the advertising agency to release the advertisement on the date in newspaper as notified by IIPS.
19. The agency is also required to **provide DAVP empanelment letter** along with the tender documents.
20. RATES AND PRICES
All statutory applicable duties and GST may be clearly specified. Price quoted shall be firm and any variation in rates, prices or terms during validity of the offer shall require forfeiture of the EMD.
21. TERMS OF PAYMENT
Payment will be released on monthly basis within a fortnight after receipt of bills and certification by respective department that the service provided by the agency is satisfactory. The agency shall submit proof of advertisement in the News Papers to IIPS along with claim for payment.
22. COMPLIANCE WITH THE LAWS & REGULATION
The Agency will be required to follow professional ethics and regulatory rules/ laws, if any, while dealing with IIPS and ensure confidentiality in matters that may become detrimental/ cause loss or damage to the interest/ image of IIPS in any manner.
23. LIQUIDATED DAMAGES
In case of delay in completion of Services or any services is not found as per requirement, IIPS 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. IIPS, however, may accept the delay with the following penalty clause.
 - 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 % per day of delay subject to maximum of 10% computed on the value of works.
24. TERMINATION OF CONTRACT
IIPS reserves the right for termination of the contract at any time by giving one month written notice, if the services are found unsatisfactory, and also has the right to award the contract to any other agency at the cost, risk and responsibilities of bidder and excess expenditure incurred on account of this will be recovered by IIPS from Security Deposit or pending bill or by raising a separate claim as the case may be.
25. EMD of unsuccessful bidders shall be discharged after award of work to the successful bidder and signing of contract thereof.

26. CONCILIATION/ ARBITRATION

- a. If any dispute (s) or difference (s) of any kind whatsoever arise between the Parties, the Parties hereto shall negotiate with a view to its amicable resolution and settlement through a committee appointed by IIPS.
- b. In the event no amicable resolution or settlement is reached between the parties within 30 days after receipt of notice by one party, then the disputes or differences are detailed above shall be referred to and settled by the Sole Arbitrator to be appointed by IIPS.
- c. Notwithstanding the existence or any dispute or differences and/or reference for the arbitration, the agency shall proceed with and continue without hindrance the performance of the work under the contract with due diligence and expedition in a professional manner and the payment due to the agency shall not be withheld on account of such difference of arbitration proceedings unless such payment is a subject matter of the arbitration.
- d. The venue of the arbitration shall be Mumbai, India. The fee & other charges of Arbitrator shall be determined by the arbitrator in terms of the Act and shall be shared equally between the parties.

27. FORCE MAJEURE

- a. In the event of either party being rendered unable by Force Majeure to perform any obligation required to be performed by them under the contract, the relative obligation of the party affected by such Force Majeure shall be suspended for the period during which such cause lasts.
- b. The term "Force Majeure" as employed herein shall mean acts of God. War, Civil Riots, Fire directly affecting the performance of the Contract, Flood and Acts and Regulations of respective government of the two parties, namely IIPS and the Advertising Agency.
- c. Upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid thereby, shall notify the other party in writing, the beginning of the cause amounting to Force Majeure as also the ending of the said clause by giving notice to the other party within 72 Hours of the ending of the cause respectively. If deliveries are suspended by Force Majeure conditions lasting for more

than 2 (two) months, IIPS shall have the option of canceling this contract in whole or part at his discretion without and liability at his part.

- b. Time for performance of the relative obligation suspended by Force Majeure shall then stand extended by the period for which such cause lasts.

26. APPLICABLE LAW AND JURISDICTION

All matters connected with this shall be governed by the Indian law both substantive and procedural, for the time being force and shall be subject to the exclusive jurisdiction of Indian Courts at Mumbai.

- 28. No alternative offer shall be considered.
- 29. IIPS reserves the right to annul the bidding process at any time prior to award of contract including rejection of any or all bids after the same have been received, without thereby incurring any liability to the affected bidder or any obligation to inform the affected bidder/s on the ground of IIPS action.
- 30. After award of LOA, the Agency is required to enter into a Contract within 10 days period with IIPS on the terms and conditions as detailed in the tender document.
- 31. On finalization of tender the selected bidder needs to submit declaration under anti profiteering applicable as per GST laws.

(Signature of the authorized person with seal)

TECHNICAL BID

	Name of the Agency	
	Registered Office	
	Nature of Agency (Ltd. Co., Partnership etc.) (Attachcopy of partnership Deed/Certification of Incorporation)	
	Year of Establishment as INS	
	Registration Number, if any/ :Trade License No. (Attach photocopy)	
	Address of Communication	
	Telephone number of the contact :Person (Mobile number if any)	
	Name of Director /Proprietor /Partners(With address and telephone No.)	
1.	Advertising agency should be active for minimum last 5 years as Fully Accredited by Indian Newspaper Society (Please enclosed a copy of proof).	
2.	The agency should have experience of providing advertising services to minimum 2 Recognized Universities, Scientific / Technical & Management Institutes (Enclosed a copy of proof).	
3.	Advertising agency should have experience in handling job of press advertising & media released of a single contract of amount not less than rupees 50 lakhs and at least two jobs of press advertising contract of amount notless than Rupees 25 Lakhs each in last three consecutive financial years i.e. 2018-2019, 2019 – 2020 and 2020-21 (copy of work order to be enclosed).	
4.	Advertising agency should have experience in coordinating at least one international media released for any Education / PSU / reputed organization account of repute in the last three consecutive years i.e. 2018-19, 2019 – 2020 and 2020-21. (work order & related Documents to be enclosed as proof).	
5.	Advertising agency should have experience of have providing its services on DAVP rates to at least two Govt. deptts. (proof to be enclosed).	
6.	The annual turnover of Advertising agency should be minimum Rupees 2 Crores (every financial year) during the three consecutive financial years i.e. 2018-2019, 2019 – 2020 and 2020-21 (CA Certificate with Auditedstatement to enclosed).	

7.	A self-attested form stating that “ <i>the advertising agency applying for empanelment should not have been blacklisted by any organization</i> ” is required to be enclosed	
8.	Permanent Account Number	
9.	GST no.	
10.	EMD Money of Rs. 1,00,000/- (Rupees One Lakh only)	
11.	Those exempted from submission of EMD and Tender fee , must submit certificate issued by Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME)/NSIC etc. or Start-ups as recognized by Department of Industrial Policy and Promotion (DIPP).	

Any other information which you would like to add (may be given on a separate page)

(Supporting Documents to be attached duly signed by the authorized signatory of the organization)

I/We do hereby certify that the information as provided above in the proposal is true in all respects. In case of furnishing of any false information or suppression of any material information, the proposal shall be liable for rejection. Besides initiation of penal proceeding by IIPS, if deems proper.

(Signature of the authorized person with seal)

FINANCIAL BID

1 a). We are offering% (percent) discount on Commercial Card Rate in all Publications/Editions.

*****X*****X*****

1 b) We are offering % (percent) discount on DAVP Card Rate in all Publications/Editions.

Signature :

Name of the Signatory:

Name of the Firm :

Company Seal :

Date.....

Place.....

Note:

a. Parameter for evaluation of the Financial Bid for selection of agency is as follows:

- i. 80% weightage will be given to the Commercial card rate discount offered by the agency.***
- ii. 20% weightage will be given to the DAVP card rate discount offered by the agency.***
- iii. Score will be calculated based on $0.8 \times \text{Commercial card discount rate} + 0.2 \times \text{DAVP card rate discount}$***

b. The award of the contract will be given to the agency, whose overall score is higher as per 80:20 weightage selection criteria mentioned above.

(Signature of the authorized person with seal)

DECLARATION

Is/o; d/o; w/o Shri .
 Signatory of the service provider, mentioned in
 this Tender Document, am competent to sign this declaration and execute this Tender Document.

2 .I have carefully read and understood all the Terms & Conditions of the Tender and undertake to abide by them

3 .The information/documents furnished alongwith the Technical and Financial Bid are true and authentic to the best of my knowledge and belief .I/we, am/are well aware of the fact that furnishing any false information/fabricated document would lead to rejection of my tender at any stage besides liabilities towards prosecution under appropriate law

4 .It is also certified that our Agency's has not been terminated/blacklisted by any other organization and also no court case is pending//ongoing against the agency with regard to manpower supply in any court .

5 .We understand that the decision of IIPS to accept/reject would be final and binding

Signature of the Contract/or

Authorized Signatory with

Seal of the Agency /Firm:

Name to be written – below signature

Date:

Place: