



# CENTRAL UNIVERSITY OF HARYANA

JANT-PALI, MAHENDERGARH, HARYANA

Website: [www.cuh.ac.in](http://www.cuh.ac.in)

Dated: 25.03.2021

## Expression of Interest (Eoi) for Empanelment of Advertising Agency(s)

On behalf of the Registrar, Central University of Haryana, sealed Eoi applications are invited from the interested agency/agencies for Empanelment of Advertising Agencies for Central University of Haryana. The Initial contract would be for a period of two years from the date of empanelment, which may be extended for maximum one year depending upon satisfactory performance of the concerned Agency. The agency/agencies accredited with Indian Newspaper Society (INS) and having experience in the field of advertising, electronic media, Digital Media etc. may apply along with sufficient proof of their experience and ability of handling various advertising works. Eoi documents containing detailed instructions can be downloaded from the University website [www.cuh.ac.in](http://www.cuh.ac.in) free of cost or obtained from Room No. 110, Administrative Block, Central University of Haryana on non-refundable payment of Rs.1180/- (One Thousand One Hundred Eighty only). Application cost of the Eoi i.e. Rs.1180/- (One Thousand One Hundred Eighty only) including GST should accompany the application in the form of Demand Draft/Pay Order in favour of Central University of Haryana payable at Mahendergarh. Successful agency should deposit the performance security amounting to Rs. 1,00,000/- (One Lac only) in the form of Demand Draft in Favour of Central University of Haryana payable at Mahendergarh. No interest on performance security shall be paid to the agency/agencies. University reserves the right to reject any or all the Eoi at any time, without assigning any reason. Eoi must be submitted in one sealed envelope duly signed Eoi Application form on every page along with all the required documents. The name of Agency with address should be clearly mentioned on the envelope.

Eoi should reach Room No.-110, Administrative Block, Central University of Haryana, Jant-Pali, Mahendergarh up to 1.00 PM on or before 26/04/2021. Eoi document shall be opened on 26/04/2021 at 3.00 PM (in the presence of Agency or their authorized representative.) In case, the last date of receipt of Eoi happens to be a holiday/bank holiday, the Eoi will be received till the next working day up to the same time.

**Registrar**

### Copy to:-

1. P.A. to Vice-Chancellor, for the information of Hon'ble Vice-Chancellor
2. Registrar Office, for the information of the Registrar.

## 1. Eligibility Criteria

The agencies meeting the following eligibility criteria would be considered:

- 1.1 A minimum **five year** of continuous experience as an INS accredited agency. Franchises as entities will not be considered.
- 1.2 An yearly turnover of Rs. 5 Crore (Five crore) or more in last three financial years 2017-18, 2018-19, 2019-20 (**C.A. Certificate to be enclosed in support**) from the Advertising business.
- 1.3 Agency should have executed single media job of more than 1.5 crore or minimum two media jobs of 50 lacs and above in last two years.
- 1.4 Agency should have handled at least 5 Admission/Employment Notices on National level for Education clients like Universities/NITs/IITs or Central & State level educational institution etc. during any one year in the last three years (**Work orders to be enclosed.**)
- 1.5 PAN number issued by the IT department on the name of the agency.
- 1.6 GSTID number issued by the Central Excise Department in favour of the agency.
- 1.7 Agency should have filed latest Income Tax, Sales Tax, Service Tax, clearance/Submission challan etc.
- 1.8 Should be in the panel of advertising agencies of at least two Govt. of India/any State Govt. /Public Sector Undertaking organizations during the year 2018-19, 2019-20.
- 1.9 Full-fledged established office with state-of the-art infrastructure and manpower/creative personnel (Staff strength (full time) with designation) shall be supplied at the time of EoI.
- 1.10 Agency should have minimum one association with famous Search Engine like Google Partner/Yahoo Partner or Bing Partner or should be empanelled with Digital Programme of Central/State Govt./PSU (**Certificate to be enclosed**).
- 1.11 Agency should not have been barred/ depanelled/black listed by any department of government, PSU, etc during last 5 years. No complaint should be pending with Government or its agencies. (**Notary attested Affidavit, in this regard, should be submitted**).

## 2. Scope of work:

### 2.1 Advertising

The advertising agencies are expected to conceptualize, design and release advertisements on Bureau of Outreach and Communication and commercial rates in major/local/regional newspapers/magazines all over the country at short notice. The agencies must have necessary infrastructure and creative professionals to handle this job efficiently and promptly. The advertising agencies may also be required to produce ad films for electronic media, outdoor hording, event hording etc. as and when required. The advertising agency may also be required to run search & display campaigns on search engines and social media and other digital platform.

## 3. Instructions:

- 3.1 EoI must be submitted in a sealed envelope separately i.e., the EoI form duly signed on every page along with all the required documents in one envelope. Envelope is to be sealed and the name of Agency with address should be clearly mentioned on the envelopes. Those who fail to follow this procedure may be disqualified forthwith.

- 3.2 Advertising Agency(ies) will be empanelled initially for a period of two years, which may be extended for maximum one year depending upon satisfactory performance as decided by the CUH.
- 3.3 Payment against Bill shall be made only after satisfactory services of agency. Services of agency will be certified for satisfaction / non- satisfaction by the concerned Central University of Haryana official. No interest will be payable on the non-payment due to delayed submission of bills and non-satisfactory services. No advance payment will be made. The payment will be made by local crossed cheque / bank transfer/RTGS etc.
- 3.4 The empanelled Advertising Agency is expected to maintain high level of professional ethics and will not act in any manner which is detrimental to the interest of the Central University of Haryana.
- 3.5 Selection/acceptance of art work/design will be at the sole discretion of the Central University of Haryana and no charges will be paid for artwork/design, etc.
- 3.6 All the advertisements/assignments will be carried out by the Agency after prior approval of the Central University of Haryana and the University will not be responsible for error of omission or commission.
- 3.7 If the advertisement is misprinted or published differently from the approved one, the Agency will publish corrigendum and correct advertisement, etc. thereof at their own cost at shortest possible time.
- 3.8 The agency/firm/company shall be liable for depositing all taxes on account of services rendered by it to Central University of Haryana to concerned tax collection authorities from time to time as per extant rules and regulations on the matter.
- 3.9 Translation of the advertisement matter, whenever required, will be done by the Agency free of cost and the Agency will be responsible for the correct translation.
- 3.10 No extra payment/charges shall be paid by the University for Conceptualization, creation, designing and development of advertisements, printing material, etc.
- 3.11 The Advertising Agency has to submit the Rate Card of each and every newspaper well in advance, which will be valid till next modification/revision. Whenever any modification/revision in Rate Card happens the same should be immediately communicated to the Central University of Haryana by the agency.
- 3.12 The Central University of Haryana may empanel more than one Advertising Agency, and shall be completely at will free to release advertisements through any one or more of them depending upon rate. However, the act of empanelment shall not prohibit the Central University of Haryana from its right to release advertisement directly without routing them through the empanelled advertising agencies.
- 3.13 The performance of the agency shall be regularly reviewed on the key parameters as decided by Central University of Haryana from time to time in execution of assignments given to them. In case, the Agency fails to meet the requirements of the University, the University shall be constrained to terminate the empanelment.
- 3.14 Empanelled Agency will not be allowed to engage any other Sub-agency to execute the assigned work/job.

- 3.15 The University does not guarantee any minimum business or assignment to empanelled agency. Work given to empanelled agency will depend on the requirements, financial resources available with Central University of Haryana and the performance of the Agency.
- 3.16 Applications received after the due date and time and without requisite documents will be summarily rejected.
- 3.17 The decision of the competent authority of the Central University of Haryana shall be final in all matters relating to the empanelment and decision thereof.
- 3.18 Where ever specific terms and conditions have not been spelt out in EoI document, General Finance and Accounts Rules of the central government shall apply.
- 3.19 Central University of Haryana will have the right to drop any Agency from the empanelled list without assigning any reasons whatsoever. Central University of Haryana also reserves the right to modify the Terms and Conditions for empanelled Agencies.
- 3.20 Documents/Payments are to be submitted / deposited by the successful bidder within 07 days from the issue of offer letter. Agency should also deposit the performance security amounting to Rs. 1,00,000/- (One Lac only) in the form of Demand Draft in Favour of Central University of Haryana payable at Mahendergarh within seven days from issue of offer letter. No interest on performance security shall be paid.

**3.21 Arbitration:**

- (a) If dispute or difference of any kind arises between Central University of Haryana and the agency, in connection with or relating to the contract, the parties shall make every effort to resolve the same amicably by mutual consultations.
- (b) If the parties fail to resolve their dispute or difference by such mutual consultation, the same shall be referred to the sole arbitrator; to be appointed by the Vice Chancellor, Central University of Haryana at Mahendergarh as per the provisions of the Indian Arbitration and Conciliation Act, 1996, whose decision will be final & binding on both the parties.
- (c) The venue of arbitration shall be Mahendergarh, Haryana, India

**3.22 Governing laws and Jurisdiction of the Court:**

The courts at Mahendergarh shall have the exclusive jurisdiction to try all disputes, if any, arising out of the agreement between the CUH and agencies. The Contract shall be governed and construed in accordance with the laws of republic of India.



# CENTRAL UNIVERSITY OF HARYANA

Established vide Act 25 (2009) of the Parliament  
Jant-Pali, Mahendergarh (Haryana)123031

## APPLICATION FORM For EMPANELMENT OF ADVERTISING AGENCIES (To be submitted in separate envelope marked-A)

### Annexure-I

#### Payment Details

DD No. \_\_\_\_\_

DD Amount \_\_\_\_\_

Bank Name/Branch \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Affix self  
attested latest  
Passport Size  
Photograph of  
Proprietor(s)

### 1. Name of the Advertising Agency:

a. Whether Proprietorship/Pvt.Ltd./Ltd.Co. \_\_\_\_\_

b. Constitution \_\_\_\_\_

c. Name of the Director/In-charge \_\_\_\_\_

d. Name of the contact person \_\_\_\_\_

### 2. Head Office:

a. Complete Address \_\_\_\_\_

b. Telephone Number(s) \_\_\_\_\_

c. Fax Number \_\_\_\_\_

d. E-mail address \_\_\_\_\_

### 3. Branch Office (s):

a. Complete Address \_\_\_\_\_

b. Telephone Number(s) \_\_\_\_\_

c. Fax Number \_\_\_\_\_

d. E-mail address \_\_\_\_\_

(Add separate sheet, if required)

### 4. Contact person

a. Name \_\_\_\_\_

b. Designation \_\_\_\_\_

c. Contact Number(s) \_\_\_\_\_

d. Fax Number \_\_\_\_\_

- e. E-mail address \_\_\_\_\_
5. Year of Establishment (attach proof) \_\_\_\_\_
6. Registration Number \_\_\_\_\_
7. Staff strength (full time) with designation  
(Attach separate sheet, if required) \_\_\_\_\_
8. Year in which INS accreditation was given to  
the agency \_\_\_\_\_
9. Validity period of INS accreditation \_\_\_\_\_
10. GSTIN No. issued by the Central  
Excise Department in favour of the agency \_\_\_\_\_
11. PAN Number issued by the IT Department in  
Favour of the agency \_\_\_\_\_
12. Annual Turnover for the financial year 2017-18, 2018-19, 2019-20 (Along with documentary  
proof) \_\_\_\_\_
13. Are you on the panel of any educational organization having activities similar to that of the  
Central University of Haryana? If yes, give details (Attach separate sheet, if required)
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
14. Are you accredited to Doordarshan (Yes/No) \_\_\_\_\_
15. Are you accredited to All India Radio (Yes/No) \_\_\_\_\_

**Note: Documentary evidences may please be provided, wherever applicable, in the form of photo copies of Accreditation Certificates, Audit Reports, Work Orders, Release Orders, etc.**

**Declaration**

1. I, .....(name of the person) am  
authorized to declare on behalf of the .....(name  
of the agency) hereby declare that the said agency have:
- a. Full-fledged office established in \_\_\_\_\_ (city) with needed  
manpower.
- b. Creativity in communication of high standard befitting the expectations of the Central  
University of Haryana.

2. I also declare that all the statements made in this application are true, complete and correct to the best of my knowledge and belief. I understand that if at any stage, it is found that any information given in this application is false/ incorrect or that our agency do not satisfy the eligibility criteria, our candidature/ empanelment is liable to be cancelled/ terminated.
3. I understand that the decisions taken by the Central University of Haryana are final in all matters.
4. I hereby agree to work as per the terms and conditions rolled out by Central University of Haryana as amended from time to time.
5. I understand that the Central University of Haryana reserves right to accept or reject any application and to cancel the empanelment process without detailing any specific reasons whatsoever thereof.

Signature with seal \_\_\_\_\_

Place \_\_\_\_\_

Name \_\_\_\_\_

Date \_\_\_\_\_

Designation \_\_\_\_\_

(To be placed in Envelope Technical Bid)

PROFORMA FOR AFFIDAVIT

TO BE WRITTEN ON NON-JUDICIAL STAMP PAPER OF RS. 10/-

(Notary attested affidavit)

I, .....S/o.....

R/o..... Police Station.....District.....

Contractor/partner, + or sole propriety (Strike out the work which is not applicable) of (firm on contractor)

- I. I /my firm/company is not blacklisted by the Union or State Govt./Organisation.
- II. No individual/firm/companies blacklisted by the Union or State Government or any partner or shareholder thereof, have any connection directly with or has any subsisting interest in business of my firm.
- III. I or my partners are not involved / convicted in any criminal case/economic offence and no criminal case/economic offence is pending against me or my partner in any court of Law/Registered with police.

Dated.....

Deponent.....

VERIFICATION

I do hereby solemnly declare and affirm that the above declaration is true and correct to the best of my knowledge and belief. No part of it is false and it conceals nothing.

Deponent.....



**EMD Details:**

Demand Draft  
(Enclose the original)

Affix self  
attested latest  
Passport Size  
Photograph of  
Proprietor(s)

Name in full (of Agency) .....

Year of establishment.....

**Address for correspondence**.....

.....

Phone No..... Mobile No.....

e-mail id.....

**Permanent Address** .....

.....

Phone No..... Mobile No .....

**Witness – I**

**Witness – II**

Signature.....

Signature .....

Name.....

Name .....

Address.....

Address.....

Phone No.....

Phone No .....

Mobile No .....

Mobile No.....

## **Documents to be placed in EoI (Technical Part)**

1. Demand Draft on Account of application Form (if applicable)
2. Demand Draft on Account of Earnest Money
3. Application Form duly signed
4. Annexure-II & III
5. PAN No. of Firm/Company/Agency
6. GSTIN No.
7. Residence Proof & Identity Proof.
8. Self-attested Photocopy of ownership/partnership deed document.
9. Self-Attested Passport Size Photograph pasted on the application of EoI Application form.
10. An affidavit to the effect that the applicant/firm/Agency either himself/herself or through any partner/close relation i.e son/daughter/father/mother does not already have a concurrent licence from the Central University of Haryana, Mahendergarh for running the trade mention in the EoI Application form.
11. Current IT return duly signed.

## Checklist for submission of EoI

(This checklist duly filled should be enclosed with the EoI application form)

**All the documents enclosed with the EoI form should be numbered and signed.**

Name of the Agency:- \_\_\_\_\_

Name of work: - **EMPANELMENT OF ADVERTISING AGENCIES**

Sr. No.	Documents	Photocopy enclosed or Relevant Documents Yes/ No	Page No.	Verified (for official use only)
1.	All the pages of EoI form are signed (please write Yes/No)			
2.	EoI application Demand Draft			
3.	Residence Proof duly attested			
4.	Self-attested Photocopy of ownership/partnership deed document in case of firm			
5.	Self-attested Passport size photographs pasted on the Application form.			
6.	Affidavit to the effect that the applicant/firm/Agency is not blacklisted by any Govt. Organisation.			
7.	An affidavit to the effect that the applicant /firm either himself/herself or thorough any partner/close relation i.e., son/daughter/father/mother does not already have a concurrent licence from the Central University of Haryana, Mahendergarh for running the trade mention in the EoI form.			
8.	PAN Number			
9.	GSTIN No.			
10.	Documentary Support for eligibility criteria (See Eligibility Criteria)			
11.	Any other document (s)			

**Note:** EoI form for **empanelment of advertising** should be written **EoI documents for empanelment of advertising agency and name of the Agency should also be written on the envelope.**

Name of the Agency/bidder should also be written on the envelope. Name of Agency with complete address, and Name of work should be clearly mentioned on the envelopes.

**Application form is not transferable**

**Date:**-----