



PONDICHERY UNIVERSITY
(A Central University)
PUBLIC RELATIONS WING

**Bharat Ratna Dr. B.R. Ambedkar Administrative Building,
R. Venkataraman Nagar, Kalapet, Puducherry – 605 014.**

Tender No. PU/PRW/2017-18/619

Dated: 20.12.2017

TENDER BID DOCUMENT

TENDER FOR

“EMPANELMENT OF ADVERTISING AGENCY”

(Visit us at <http://www.pondiuni.edu.in/>)

Non-Transferable



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NOTICE INVITING TENDER FOR EMPANELMENT OF ADVERTISING AGENCY

Pondicherry University invites sealed Tenders under **two bid system** (Technical & Financial) in triplicate from well established INS (Indian Newspaper Society) Accredited Advertisement Agencies for awarding contract for 2 years for publication of classified/displays and different types of advertisement etc., in Newspapers/Magazines of repute. The empanelment shall be as per terms & conditions laid down under the ordinances, rules and regulations of the University made from time to time. Interested Tenderers for Empanelment of Advertising Agency are requested to submit sealed tenders in dual cover as given below:

Envelope 1	With superscription Envelope 1 – Eligibility/Technical Bid should contain the documents mentioned.
Envelope 2	With superscription Envelope 2 – Financial Bid should contain the documents mentioned.

Tender received without required documents will be summarily rejected. No claim in this regard will be entertained at any point of time by the Tenderers.

Terms and Conditions (Technical Bid)

- The Agency should have 5 years INS accreditation. (Copies to be enclosed)
- Should have 5 full-fledged Branches all over India. (Proof should be enclosed)
- Should have experience in handling Educational Institution's Advertisements.(Copies should be enclosed)
- The Agency must be willing to release advertisements at DAVP/equivalent rate/applicable rate to Pondicherry University.
- The selected Agency should also execute an agreement with the University. The validity of agreement period is only for two years. The Nominee of the Agency should come for signing the agreement with INS Certificate and Service Tax paid details for one year. If the selected Agency has not come forward to sign in the agreement, immediately the offer of Empanelment will be automatically cancelled.
- The Agency will not charge separately for any layout to be made and allied technical works.
- The Agency shall be responsible for publishing the correct version of the matter given by the University to be released. If any error is noticed, the Agency shall

re-advertise the correct version at their cost by issuing corrigendum or by Erratum after approval by the University.

- The Agency shall also be in a position to release the "Press Releases" to appear in all the leading newspapers, to which the Advertisements are being released.
- If the Agency fails to bring the advertisements on the scheduled dates, fully or partly, then the University shall have the right to terminate the agreement.
- The University has right to extend or terminate the agreement based on the performance of the Agency without assigning any reason thereof.
- Any delay or distortion in advertisements causing academic damage to the University programmes shall invite penalty of termination and debarring from Pondicherry University for 3 years, without prejudice to claim any other rights that may arise on account of such damages.

Terms and Conditions for Financial Bid

- The Agency should specify **maximum percentage of discount** that they could offer for releasing the University advertisements.
- Pondicherry University shall settle the bills after receipt from the Agency along with publication details.

The University reserves the right to have final selection and also the right to reject any or all the offers received. The tenderers are requested to refer to the website regularly for any corrigendum/further notifications, if any.

Last date and time for submission of tender document	11.01.2018 at 2.30 PM (Thursday)
Opening of Eligibility/Technical Bids	12.01.2018 at 3.00 PM (Friday)
Date of opening of Financial bids	The tenderers shortlisted in Eligibility/Technical bid will be intimated later.

The Completed tender documents (Technical & Financial Bids) should be submitted on or before 11.01.2018 at 2.30 PM at the following address:

**The Assistant Registrar (Public Relations),
Pondicherry University,
R.V. Nagar, Kalapet,
Puducherry-605 014.**

REGISTRAR(i/c)



K. Mahesh
20/12/2017
K. MAHESH
Assistant Registrar
Public Relations
Pondicherry University
Puducherry - 605 014.