

## **Expression of Interest – Advertising & Publicity Agency**

### **Letter of Invitation (LOI)**

#### **1. Background**

The Central University of Jammu came into existence on August 08, 2011, with the appointment of the first Vice-Chancellor. It was established by the Central Universities Act, 2009 (Act No.25 of 2009 read with the Central Universities Act, 2009.

Taking into consideration the complex needs in furtherance of its mandate, CUJ intends to empanel technically competent, experienced and financially sound advertising and publicity agency.

#### **2. Essential eligibility criteria (EEC)**

The advertising agency should fulfil the following criteria:

- i. The applicant should be legal entity registered in India.
- ii. A valid accreditation of Indian Newspaper Society (INS)
- iii. Minimum 5 years' experience in advertising and publicity.
- iv. Agency should have been on panel of at least 03 or more government department/ PSU.
- v. In-house Proficiency, translation and proof reading facilities in Hindi & English.
- vi. Minimum annual turnover of Rs. 50 lac. during last three years each with documentary proof of IT return for years 2015-16, 2016-17 & 2017-18 certified by CA.
- vii. Rates for publication in newspapers, periodicals & publications will be as per DAVP rates applicable at the time of advertisement.
- viii. Agency must be cyber security complaints.
- ix. Agency should not have been blacklisted by any Central /State Government / Public Sector Undertaking, Govt. of India.
- x. 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 Request for Empanelment and in the execution of agreement.

#### **3. Submission details**

Bids should include the details mentioned in format which may be downloaded from the CUJ website: [cujammu@ac.in](mailto:cujammu@ac.in)

Eligible agencies are invited to send their bids in sealed envelopes super scribed with “EOI for Empanelment –Advertising and Publicity Agency” only before 1400 Hrs of 25th July at the address stated below:

**Central University of Jammu (CUJ) Rahya Suchani (Bagla), District Samba – 181143, Jammu Website: [cujammu@ac.in](mailto:cujammu@ac.in)**

#### 4. Schedule of Events

S.No.	Event Description	Estimated date/time
1.	Last date of receiving bids	
2.	Opening of bids	

**Disclaimer:** The above schedule would generally be adhered to. Any change will be communicated.

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#### Instruction to Bidders (ITB)

##### **A. Standard Information**

1. All communication including the submission of a copy of the EOI in sealed envelopes should be addressed to Central University of Jammu. The envelope shall be super scribed with “EOI for Empanelment –Advertising and Publicity Agency”
2. Offer in the bids shall remain valid for a period of 90 days from the last date of submission of the EOIs. The eligible firms shall respond to the invitation of the EOI by submitting their technical capacity and all the required documents in prescribed formats.

##### **3. Discretion of the CUJ:**

- I. During technical evaluation of the Bids, CUJ may, at its discretion, ask Respondents for clarification on their bid. The Respondents are required to respond within the time frame prescribed by CUJ.
- II. The CUJ reserves the right to reject any or all the RFEs for the proposed Consultancy assignment without assigning any reason whatsoever.
- III. The CUJ also reserves the right to reject any bid if:
  - It is not in the given format
  - At any time, a material misrepresentation is made or uncovered, or
  - The agency/ firm/entity does not respond promptly and thoroughly to requests for supplemental information required for the evaluation of the bid.

##### **4. Governing Terms and Conditions**

The selection and engagement of the advertising agency shall be governed by the Expression of Interest (EOI) by the terms and conditions of the “Service and

Confidentiality Agreement”. The cost for preparing the response to EOI including visits by the bidders is not reimbursable.

**b) Assignment of the tasks**

Central University of Jammu reserves the right to assign the tasks to any of the empanelled agencies CUJ also reserves the right to award work to any agency, not necessarily empanelled with CUJ

**c) Letter of Award (LOA)**

On acceptance of Bid for awarding the contract, Central University of Jammu will issue a Letter of Award “LOA“ to the successful Respondents in writing and such successful Respondents will need to sign a “Service and Confidentiality Agreement”.

**d) Warranty of the firm**

The firm/entity shall warrant that it is under no contractual restrictions of legal disqualifications or other obligations which will prohibit from entering into this consultancy assignment and that the statement and particulars herein contained in the EOI and in the relevant and supporting documents to this agreement are correct.

**e) Period of Empanelment**

The firm/entity would be empanelled for 02 years with effect from date of execution of the “Service and Confidentiality Agreement”. The period of empanelment is extendable further thereafter on mutually agreed terms and conditions.

**Financial bid**

Empanelment of Advertising & Publicity Agency:

S.No.	Particulars	Discount on DAVP rates of News Paper
1.	Publication of advertisement within Jammu region / edition	
2.	Publication of advertisement within Jammu and Kashmir edition	
3.	Publication of advertisement in North India editions	
4.	Publication of advertisement in All India editions	
5.	Taxes	