

## **NOTICE INVITING EOI**

Sealed offers are invited from DAVP empanelled agencies who can provide professional services for publication of advertisements in all leading National/ Regional News Papers. Interested agencies may send their proposal along with all the supportive documents mentioned hereunder so as to reach Assistant Director General (Media & Printing), Unique Identification Authority of India latest by 06.12.2010 upto 1500 Hrs.

**Assistant Director General, UIDAI  
New Delhi**

**Unique Identification Authority of India**

**Release of Advertisements**

**through**

**D.A.V.P. Empanelled Advertising Agencies**

## **1. Invitation to Tender**

A media list comprising the suitable newspapers will be prepared keeping in view the need and relevance of advertisement message and the target readers and the advertisements will be released accordingly.

- i. The advertisements will be released through the empanelled advertising agencies on DAVP rates.
- ii. The advertisements on All India basis will be considered and released as per the requirement of the advertisement only on the recommendation of UIDAI.
- iii. All the advertisements will be released through the agencies on rotation basis or through the mechanism considered appropriate by the competent authority of UIDAI.

## **2. Criteria for Release of Advertisement**

The UIDAI will empanel only five Advertising Agencies to release Advertisements through them on rotational basis. However, the act of empanelment shall not prohibit the UIDAI to release advertisement directly through DAVP.

## **3. Process for Release of Advertisement**

- i. The agency will depute a qualified representative for the collecting the matter for advertisement from the Asst Director General (Media) of UIDAI.
- ii. The matter will be sent to three empanelled advertising agencies for drafting the creative part of the advertisement.
- iii. The agencies shall design the creative part of the advertisement(s) without charging any cost on the subject given by UIDAI.

- iv. The best creative of the advertisement prepared by the advertising agency will be selected by the UIDAI for publishing.
- v. The agency will arrange to get the advertisement published in the desired newspapers and on desired dates, at DAVP rates.
- vi. The agency will release all the advertisements in the minimum possible space, as per the set standards/specifications, in the newspapers .
- vii. If the advertisement is misprinted and published wrongly, the concerned agency will arrange to publish corrigendum at its own cost at the earliest. In case the agency fails to get the corrigendum published within the time limit the decision of the UIDAI authorities will be final with regards to payment of bill.

#### 4. **Eligibility Criteria**

Bidders must confirm to the eligibility criteria given below:-

- i. Be on the panel of DAVP, Government of India.
- ii. Have accreditation of Indian Newspapers Society (INS) for at least 15 years.
- iii. Must have their head office in Delhi/New Delhi with state-of-the-art infrastructure and trained manpower. The firm should have operational offices or alliances with partners having operations preferably across the entire country but certainly in Delhi, Mumbai, Bengaluru, Hyderabad, Ranchi, Chandigarh, Guwahati and Lucknow. In case of partnerships with other companies; partnership agreement and details of assignments handled together
- iv. Must have a turnover of over Rs. 25 crores in the last 2 financial years and established clientele base. The turnover of print media

only will be considered. A certificate to this effect should be enclosed with the application.

- v. Have All India reach so as to enable prompt delivery of material(s) for country wide publication.
- vi. Creativity in advertising should be of high standard befitting the expectations of the authority.
- vii. Have proficiency and proof reading facilities in major Indian languages.
- viii. Have minimum 15 years experience in advertising and mass communication.
- ix. The agency should have an impressive background in the advertising market with exposure of working with Ministries/Departments of Government of India for at least six years.
- x. The contract will be signed initially for a period of two years, extendable to a period depending on the mutual agreement of UIDAI and the agency with such modifications as may felt necessary. During the period of agreement, the terms and conditions of the contract will not be subject to any change.

## **5. Performance Security Deposit**

The successful Tenderers will have to deposit Performance Security Deposit of Rs. 50,000/- (Rupees Fifty thousand only) in the form of Account Payee Demand Draft or Bank Guarantee issued by reputed Bank or Fixed Deposit Receipt (FDR) made in the name of the Agency but hypotheticated to the Pay & Accounts Officer, UIDAI, New Delhi covering the period of contract.

## **6. Payment**

- i. Payment to the agency will be made within 60 (sixty) days from the date of submission of bills, accompanied copies of the published advertisements in the respective newspapers.

- ii. The payment will be made strictly as per the DAVP rates, which are applicable to UIDAI.
- iii. The service tax will be paid extra at the rate determined by Government of India from time to time. The agency will have to deposit the service tax to the Government and submit documentary evidence of such deposit to UIDAI.
- iv. No extra payment as creative charges will be paid to the agency for creation of designs, layouts and copywriting of advertisements.

## **7. Penalty**

UIDAI will have the sole right to impose penalty for deficiency in services on the following grounds:

- i. If the agency fails to complete the work in the scheduled time-frame, UIDAI will be at liberty to get the work done from other advertising agencies at the risk and cost of the defaulting agency and may also impose penalty on it.
- ii. The UIDAI reserves its right to deduct appropriate amount from the bill in case the work undertaken by the agency on behalf of UIDAI is found substandard or unsatisfactory or not as per the specifications given by UIDAI.
- iii. In case of default on the part of advertising agency UIDAI shall reserve the right to forfeit the security deposit either in part or full, besides any other action(s) as deemed fit.
- iv. If the Service provided by the Agency is found to be unsatisfactory or if at any time it is found that the information provided for empanelment is false, the UIDAI reserves the right to remove such agency from the empanelled list along with forfeiture of Security

## **8. GENERAL INSTRUCTIONS FOR TENDERING**

- a) The tenders are to be submitted to the Assistant Director General (Media & Printing), Unique Identification Authority of

India, Jeevan Bharati, 3<sup>rd</sup> Floor, Tower-II, Connaught Circus,  
New Delhi – 110 001

b) Important Dates.

<b>Sl. No.</b>	<b>Details</b>	<b>Date &amp; Time</b>
(i)	Last date of acceptance of tenders	06.12.2010 upto 1500 hrs.
(ii)	Date of opening of bids	08.12.2010 at 1100 hrs.

- c) The Agency shall have to submit single composite tender, in the format, specified at Annexure-I, based on which the Agency will be considered for empanelment.
- d) Tender response should be sent in one envelope marked as "TENDER FOR EMPANELMENT OF ADVERTISING AGENCIES".
- e) The sealed envelope should reach Unique Identification Authority of India by 06.12.2010 not later than 1500 hrs.
- f) Bids received after the due date and time or without necessary documents will be rejected.
- g) Firms may send one representative on their behalf to be present when the sealed envelopes are opened.
- h) Firms may contact Mr. Awadhesh Kumar Pandey on 011-49819805 or send e-mail to awadheshuidai@gmail.com for any clarification.
- i) The successful Tenderers will have to deposit Performance Security Deposit of Rs. 50,000/- (Rupees Fifty thousand only) in the form of Account Payee Demand Draft or Bank Guarantee issued by reputed Bank or Fixed Deposit Receipt (FDR) made in the name of the Agency but hypothecated to the Pay & Accounts Officer, UIDAI, New Delhi covering the period of contract. The Performance Security should remain valid for a period of 60 days beyond the date of completion of all contractual obligations by the firms. In case the Contract is further extended beyond the initial period, the performance security will have to be accordingly renewed by the successful empanelled agencies.
- j) Conditional Bids shall not be considered and will be out-rightly rejected in the first instance.

- k) All entries in the Tender Form should be legible and filled clearly. If the space for furnishing information is insufficient, a separate sheet duly signed by the authorized signatory may be attached. In case of any cutting or over writing in the bid application, the same should be attested by the person authorized to sign the tender bids. Each page of the Tender should be signed by the Tenderer or by his authorized signatories with seal of the Agency.
- l) Evaluation of bids: Preliminary scrutiny of the tender document will be done by a Tender Evaluation Committee to determine whether the documents have been properly signed and all relevant papers submitted. Tenders not conforming to such requirements will be prima facie rejected.
- m) The evaluation of tenders will be based on financial turnover and past performance. Only five firms will be empanelled, which secure the highest score, as per the parameters mentioned below.

(i)	Financial Turnover	50%
(ii)	Past performance	50%

**Note:**

- Marks between 0-100 will be assigned on each parameter and weightage will be accorded for considering empanelment
  - The marks/scores will be calculated up to 2 decimal places
  - The marks obtained against the above parameters will be added to obtain the final total marks.
- n) Bids will be evaluated and five successful bidders will be announced who secure the highest scores as per aforesaid evaluation criteria.

**Illustrative Example:**

The evaluation of the bids will be as under:

Parameter	Bidder's marks	Bidder weighted marks	Bidder total weighted technical score
8 (m) (i)	80	$80 \times (50/100)=40$	40+45 = 85
8 (m) (ii)	90	$90 \times (50/100)=45$	



9. The contract will initially be for a period of two years, extendable to a further period depending on the mutual agreement of the UIDAI and the agency. During the period of agreement, the terms and conditions of the contract will not be subjected to any change.

10. No advance payment will be made to the advertising agency for any of the work assigned by the UIDAI.

12. In the event of any dispute between the agencies and UIDAI in the empanelment process the decision of the Director General, UIDAI shall be final and binding.

13. The UIDAI reserves the right to reject any application without assigning any reason

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**APPLICATION FORM**

1. Name of the Advertising Agency:
  - Whether Proprietorship / Pvt. Ltd./ Ltd. Co.
  - Constitution
  - Name of the Director / In-charge
  - Name(s) of the contact person(s)  
*(Proof of incorporation of the firm / company (Articles of Association); attested by the authorized signatory may be enclosed)*
2. Year of Establishment :
3. Registration Number (if any):
4. Head office:
  - Address
  - Telephone No.(s)
  - Fax No.
  - E-mail
5. Details of Branch(es), if any :
  - Address
  - Telephone Nos.
  - Fax No.  
*(Separate list may be enclosed in case the space provided is not sufficient)*
6. INS Accreditation No..... Year..... Validity.....
7. Letter/Reference No. of empanelment with DAVP.
8. Staff strength (full time)
9. Annual Turnover of last two years in Print Media (Provide a documentary proof):
  - 2008-09:
  - 2009-10:

PTO

10. Experience of work undertaken for Ministries/Department of the Govt of India  
*(list of clients and Proof of operations like work orders / vouchers or any other supporting documents generated during the last 6 years)*

Place:  
Date:

Signature:  
Name & Designation of the  
Authorized Signatory:

**Note:** *Documentary evidence in the form of photocopies are to be enclosed for all the information(s) mentioned above.*