

NOTICE INVITING TENDER

Empanelment of Advertising Agencies For Publication of The Advertisement In the print media

Applications are invited from reputed INS accredited Kolkata based advertising agencies for empanelment with West Bengal Industrial Development Corporation Ltd. for the period of 2 years. The Advertising agencies are required to work for preparation of ad-materials and release the same for publication in print media from time to time as required by WBIDC . This includes creativity and qualitative design/art work and other related work depending upon the situation.

The application have to be submitted to Managing Director, West Bengal Industrial Development Corporation limited "Protiti," 23 Abanindranath Thakur Sarani, Kolkata 700 017.

The last date of submission of documents is 27/06/2011 by 3 p.m In case the designated day is Saturday/Sunday or is declared as a public holiday, the same may be extended to next working day. The offers must be submitted in covers duly sealed failing which the documents would not be accepted. WBIDC Ltd reserves the right to reject any application without assigning any reason.

APPLICATION REQUIREMENTS

Eligibility Criteria:

The following are the eligibility criteria for empanelment of advertising agencies. The advertising agency should have :-

- Full accreditation of Indian Newspaper Society (INS).**

- Full-fledged office establishment in Kolkata with infrastructure and manpower/creative personnel
- Minimum 5 years experience in advertisement and mass communication
- Experience of work undertaken for Government /PSU/ FIs
- Quality of art work, man power, infrastructure and other related expertise available to the agency will be taken into account
- Certified annual turnover of business not less than Rs.2.00 crore.
- Latest income tax, sales tax ,service tax etc. and other statutory clearances.
- PAN and IT returns etc.
- Municipal license
- Mode of payment and any other facilities/percentage of discount offered over the tariff
- List of clientele and few reports
- WBIDC reserves the right to take final decision in this regard, or to modify or scrap the process

Application along with the supporting documents strictly on the basis of criteria stated above should reach the corporation on or before 27/06/2011 by 3 p.m .

TERMS & CONDITIONS

1. Applicants who fulfil the eligible criteria will be enlisted.
2. The empanelment will be valid for 2 years subject to satisfactory performance.
3. Service should be available all the time as and when required by WBIDC.
4. In emergency, service must be provided on Sundays and Holidays if required by the organisation.
- 5 In case of non-acceptance of advertisement order, the same will be given to next agency as per rotation.
6. If any agency refuses to accept advertisement on 3 occasions, the name would be removed from the list empanelment .

- 7. The agency will attend WBIDC's office to collect the advertisement within 2 hours of intimation.**
- 8. The advertisement bills should be sent to WBIDC along with original bills of the newspapers, along with the photo copies of rate card, Service Registration no., VAT registration no., Sales Tax, Advertisement material release order etc.**
- 9 Year in which INS accreditation was given to the agency.**
- 10 Validity period of INS accreditation (attach proof)**
- 11. In case of failure to fulfil the terms and conditions and if the service is not satisfactory, WBIDC reserves the right to delete the name of the advertising Agency at any point of time without assigning any reason thereof**
- 12 If the agency fails to observe the time limit prescribed by WBIDC for publication of the advertisement, no bill will be entertained for such delayed advertisement and also action will be taken as deemed fit as per conditions of the contract.**

Application for Empanelment of Advertising Agency

- 1 Name of the Firm :**
- 2 Nature of Firm**
(Ltd., Co., Partnership etc.) :
(Attach copy of Partnership Deed/Certification of Incorporation.)
- 3 Year of Establishment:**
- 4 Registration No. if any / Trade License No. :**

(Attach photocopy)

- 5 Registered Office:**
- 6 Address for communication:**
- 7 Telephone No of the contact person (Mobile No., if any):**
- 8 Name of Director/ Proprietor/ Partners:**
(With Address and Telephone Nos.)
- 8a Year in which INS accreditation was given to the agency.**
- 8b validity period of INS accreditation (attach proof)**
- 9 Annual business turnover for last three years :**
(2008-09, 2009-10, 2010-11certified from the auditor)
(Attach copy)
- 10 Permanent Income Tax Account No. :**
- 11 ST/CST No.**
- 12 Last Income Tax Clearance Certificate :**
(Attested photo copy)
- 13 Name of Bankers with Full address:**
- 14 Are you associated with WBIDC in any other contract in the past? If yes, give details :**
- 15 Are you having any contact with WBIDC If yes, give details:**
- 16 Name of the organization/ institution presently empanelled with, giving details of the following:**

- a. Name of job:
- b. Name of the Company:
- c. Value of Contract:

(Supporting documents to be attached as per the format enclosed duly signed by the Authorized signatories of these organizations.)

CERTIFICATE:

This is to certify that M/s _____ is on our panel as an advertising Agency since _____. The value of their annual contract is Rs. _____. The dealing of the said firm with us are satisfactory.

Name & Designation of the Signatory

(Duly supported by the rubber stamp of the institution)

(This certificate may be obtained from atleast 3 reputed organizations and submitted alongwith the application)

17 Details of experience :

18 Whether any Civil Suit/ Litigation has arisen in respect of the contracts executed during the last 5 years/being executed. If yes, please furnish the name of the contract, employer, nature of work, contract value, work order and date and brief details of litigation.

19 Any other information which you like to add.

I/ We do hereby certify that the information as provided above is correct and true in all respect. In case of furnishing of any false information or suppression of any material information, the application shall be liable for rejection besides initiation of penal proceedings by the WBIDC, if it deems fit.

SIGNATURE:

NAME:

FIRMS NAME:

SEAL:

ADDRESS:

DATE: