

ELIGIBILITY CRITERIA

The Screening Committee may be constituted to evaluate the capabilities of the advertising agencies based on their profile and also keeping in view the following criteria -

- 1) Five Years Continuous and Regular Full Accreditation from Indian Newspaper Society (INS). (A certificate to this effect from INS (for Print Media) is to be obtained and submitted by the applicant).
- 2) The advertising agency should have been in operation for at least last five years.
- 3) The Agency should have an annual turnover of minimum Rs.1.00 crore for each year during last three consecutive financial year ending March 31, 2017. (Attach copies of audited balance sheets for FY 2014-15, 2015-16 & 2016-17);
- 4) The agency should have handled atleast five (05) single client as Government/ PSU/Banking in the past 5 years from the date of EOI (Attach copies of Award Letters/Other relevant proof).
- 5) The agency should be fully equipped with adequate infrastructure for designing, preparation and printing of material in English, Hindi and other regional languages;
- 6) The Agency should have undertaken Print, Electronic and Outdoor Advertising as part of its regular operation. Attach list for the same
- 7) The agency should have a full-fledged office with minimum staff strength of 05 nos of employees in Chandigarh
- 8) The agency should be able to meet a diversity of communication requirements at short notice.
- 10) The agency shall be required to provide Designs, Artworks for publicity/ Advertisement in newspaper.
- 11) The agency should have on its roll specialized, qualified and professional people with adequate experience in dealing with advertisements related to print & electronic media etc..
- 12) The Agency should not have been debarred/ blacklisted by PSUs/ Government Organizations. A declaration by the Agency is to be enclosed.
- 13) Agency may be required to make Advertising/ Publicity Plans in coordination with CITCO officials.

GENERAL CONDITIONS OF CONTRACT

1. FRESH BIDDING/ APPLICATION BY CURRENT EMPANELLED AGENCIES:

- a) The vendors, currently empanelled with CITCO can also required to respond this EOI for Empanelment of Advertising Agencies and get empanelled for current period;

2. COPYRIGHT ISSUES:

a) The agency will be solely responsible for copyright issues concerning usage of images, footage, text material etc. obtained through various sources. CITCO will not be a party to any dispute arising out of copyright violation by the agency;

b) The ownership of all print/ outdoor creative and publicity material/ produced/ designed through the creative agency will at all time rest with CITCO and the agency/ copywriter/ photographer etc. will have no proprietary or other right in respect of the same. This would include full copyright for all time use of the images/ photographs used in the creative and publicity material;

d) Agency should have the resources to handle multimedia (including Electronic/ Twitter/ Facebook etc.) multi-lingual publicity, media campaigns, Hindi Translation and proof reading facilities in Indian Language;

E) Once the agency has submitted the artwork/ other details to CITCO, it shall become the property of CITCO.

3. PRICES

a) CITCO will provide the basic content and agency will have to prepare creative/ art work and draft quotes , punchlines etc .

b) During the period of empanelment, all the empanelled agencies shall be advised to quote the amount for the work as and when required.

4. PAYMENT TERMS:

a) No advance payment will be considered.

b) The agency shall submit invoice alongwith original advertisement published to CITCO stating therein the total cost of publication and payment will be made within 30 days of invoice being delivered at CITCO's office;

c) Tax will be deducted at source will be applicable, as per rules; and

d) GST will be paid as per rules.

5 . CITCO's right to terminate the process:

a) CITCO reserves the right to accept or reject any proposal, and to annul the bidding process and reject all proposals at any time prior to award of agreement, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected

bidder or bidders of the grounds for actions taken by CITCO

b) CITCO is accepting the bids on a no commitment basis;

c) CITCO may cancel the aforesaid process at any stage at its sole discretion. CITCO reserves the right to accept/reject any bid/ application without assigning any reason whatsoever;

b) CITCO also reserves the absolute right to reject any or all the Bid/ Application at any time solely based on the past unsatisfactory performance by the bidder(s). The opinion/decision of CITCO regarding the same shall be final and conclusive; and

c) Any unconditional and /or incomplete bid/ application shall be liable to be rejected summarily.

6) CONFIDENTIALITY:

All the particulars supplied by CITCO to the agency are to be kept confidential and no part of it should be shared with anyone other than the authorized persons, without prior written permission from CITCO.

7) TERMINATION OF THE CONTRACT

CITCO may terminate the contract, upon written notice to the selected agency at any time.

This agreement shall be subject to exclusive civil jurisdiction of courts at Chandigarh only. No other civil court shall have jurisdiction in case of any dispute, under this agreement.