



**Chandigarh Industrial & Tourism Development Corporation Limited**

CIN: U45202CH1974SGC003415

Regd Office: SCO 121-122, Sector 17-B, Chandigarh – 160017

Phone No. 0172 –4644430-31-32-33-34, 2704761 Fax No. 0172-4644441

Email: [info@citcochandigarh.com](mailto:info@citcochandigarh.com), [tourism@citcochandigarh.com](mailto:tourism@citcochandigarh.com)

website: [www.citcochandigarh.com](http://www.citcochandigarh.com)

**EMPANELMENT OF ADVERTISEMENT AGENCIES**

Sealed application are invited from reputed Advertisement Agencies (having its office in the tricity i.e. Chandigarh, Mohali and Panchkula) for Empanelment as Advertisement Agencies for Chandigarh Industrial & Tourism Development Corporation Ltd. for a period of two years. The empanelment may be extended for one year subject to their services found satisfactory during the period of empanelment. Interested parties may submit their applications on the letter head of the firm with complete address, telephone/mobile no. & email.ID in the office of the Managing Director, CITCO. The sealed applications should reach on or before **21 October 2021** upto 3.00 P.M.

The Managing Director reserves the right to accept/reject any or all applications without assigning any reason whatsoever. The detailed terms and conditions may please be seen in the official website: [www.citcochandigarh.com](http://www.citcochandigarh.com) of CITCO.

MANAGING DIRECTOR



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**ELEGIBILITY CRITERIA**

The Screening Committee may be constituted to evaluate the capabilities of the Advertisement 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 advertisement 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(Rupees One Crore Only) for each year during last three consecutive financial year ending March 31, 2021. (Attach copies of audited balance sheets for FY 2017-18, 2018-2019, 2020-2021).
- 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.

- 7) The agency should have a full-fledged office with minimum staff strength of 05 Nos. of employees in Chandigarh, Panchkula and shall provide complete address of the office.
- 8) The agency should be able to meet a diversity of communication requirements at short notice.
- 9) The agency shall be required to provide Designs, Artworks for publicity/ Advertisement in newspaper.
- 10) 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.
- 11) The agency should not have been debarred/blacklisted by PSUs/ Government Organisations. A declaration by the agency is to be enclosed.
- 12) Agency may be required to make advertising/publicity plans in coordination with CITCO officials.
- 13) Application should be sealed cover.
- 14) Application received after due date and time will not be entertained.
- 15) Applications must be duly typed.
- 16) Payments will be made after completion of JOB.
- 17) In case opening of application happens to be a Govt. Holiday then next working day will be date of receipt of application.
- 18) The agency shall inform about packages, which can bring benefits for CITCO on regular basis.
- 19) The agency shall keep CITCO updated about the changes in publication rates.
- 20) No guarantee of business shall be given and the work shall be allocated to the agency as per the decision and discretion of the CITCO.

- 21) The term of the Advt. agency will be two years extendable for another one year, if they are found to have rendered satisfactory services during the earlier period. There shall be no further extension after the period.
- 22) The eligible criteria can be changed/altered by CITCO in order to suit the requirement of the CITCO from time to time.
- 23) The agency shall undertake to inform no criminal proceedings are pending in a Court of Law or with any dedicated agencies. If on a later stage, it comes out the notice of CITCO, that the agency has concealed very vital information which renders the agency ineligible, CITCO will at liberty to initiate the process for debarring/delisting the said agency.

## **GENERAL CONDITIONS OF CONTRACT**

### **1. FRESH APPLICATION BY CURRENT EMPANELLED AGENCIES:**

- a) The vendors, currently empanelled with CITCO are 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.
- c) 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.

- d) Once the agency has submitted the artwork/ other details to CITCO, it shall become the property of CITCO and the company shall provide CDR through email at [tourism@citcochandigarh.com](mailto:tourism@citcochandigarh.com).

### **3. PRICES**

- a) CITCO will provide the basic content and agency will have to prepare creative/ art work and draft quotes, punchlines, content 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 GST will be paid as per rules.

### **5 . CITCO's right to terminate the process:**

- a) CITCO is accepting the offers on a no commitment basis.
- b) 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.
- c) CITCO also reserves the absolute right to reject any or all the offer/EOI/ Application at any time solely based on the past unsatisfactory performance by the agency (s).The opinion/decision of CITCO regarding the same shall be final and conclusive; and
- d) Any unconditional and/or incomplete EOI/Offer/application shall be liable to be rejected summarily.

### **6) CONFIDENTIALITY:**

- a) 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**

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



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## **OTHER TERMS & CONDITIONS**

- 1) 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.
- 2) Agency should have the resources to handle multimedia (including Electronic/Twitter/Facebook etc.) multi-lingual publicity, media

campaigns, Hindi Translation and proofreading facilities in Indian Language.

- 3) The agency shall inform about packages which can bring benefit to CITCO on a regular basis.
- 4) The credit of 30 days shall be allowed by the agency to CITCO.
- 5) No guaranteed business shall be given and the work shall be allocated to the agency as per the discretion/decision of the Corporation which shall be final & binding.
- 6) In case of unsatisfactory services, the Corporation reserves the right to cancel the empanelment of the Agency from the panel of Advertising Agencies at any point of time without assigning any reason.
- 7) No payment for the design art work shall be made by CITCO. The art work prepared by the agency once published/printed will become the property of CITO.
- 8) The agency will be solely responsible for copyright issues concerning usages 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.
- 9) The art work approved by CITCO should be provided to CITCO in digital.
- 10) CITCO may terminate the contract, upon without written notice at any time.
- 11) 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 the agreement. The actual publication rates of the Newspapers applicable to CITCO shall be paid and no extra charges such as designing & processing charges shall be paid by CITCO.
- 12) The Advertising Agency would assist the CITCO Management in design composition, texts, art work , copy writing and PPTs etc made as and when required.
- 13) The Advertising Agency would be responsible for timely providing of all ad material for publication including all necessary art work and digital

files, the timings and format of which will be specifically set forth in the Order by CITCO Management. The tender advertisement will be designed in a span of two hours and display artwork in a span of 5-8 hours.

- 14) In the event of a date bound task or that of utmost urgent nature, it will be binding upon the Agency to depute the designer to complete and deliver the task in desired time frame under supervision and satisfaction of CITCO Management .
- 15) The agency will be bound to respond to the emails of CITCO Management in a Reply by return of Mail' mode.
- 16) In the event it is so required by CITCO Management, the Agency will be bound to provide coloured print outs of the texts/designs.
- 17) The Agency will advise the CITCO Management most upto date, decent and profitable mode of Advertisement & Publicity material.
- 18) It will be the sole prerogative of CITCO to give to tender advt , display advt or any creative to any advt agency considered good at liasoning and prompt on handling the work of CITCO.
- 19) The agency shall submit documentary of establish i.e. Article of Association, M.O.U Registration Certificate etc.

MANAGING DIRECTOR