

NUMBER OF AGENCIES NEEDED:

There are only one agency needed for the releasing of advertisement. Bid not meeting qualification criteria will not be considered Bidders who offer overall highest discount (Termed as H₁) on the official tariffs of different newspapers/ magazines will be considered for release of advertisement.

If there are two Bidders for H₁, then these Two bidders will be considered for empanelment, the distribution of jobs shall be in the ratio of 50 :50.

❖ PROCESS OF ISSUE OF ADVERTISEMENTS AND PAYMENT OF BILLS :-

The advertisements are required to be issued to the newspapers on. The advertisement issuing authorities located at various places within the jurisdiction of the zones obtain the names of newspapers from the respective officers before issue of each advertisement. The agency concerned will have to collect the advertisement matter along with release order from the advt. issuing office by special messenger/fax/email, promptly. Agency has to Typeset the advertisement text in minimum space taking into account the specific instructions as contained in **Annexure - 'A'** enclosed herewith. Agency should get the advertisement published in the newspapers suggested by the office concerned within due date and submit the bill in triplicate along with voucher copies to the advertisement issuing authority.

❖ BENEFITS TO BE OFFERED :-

All the advertisements of CWC Mumbai Region are issued to the newspapers in the approved list and their bills are paid at approved rates as notified vide relevant office orders of CWC, Mumbai Region. The advertisement rates mentioned in the approved list are basically the commercial rates. It is expected that agencies may offer some service & other benefits. The bidding agencies may also specify whether service tax or any other tax is attracted on their bills and whether the same is to be borne by CWC or the agencies themselves.

❖ TWO BID PROCESS :-

The agencies will be selected by inviting the proposals in two bid process i.e. Technical Bid and Financial Bid. The Technical Bid will be opened first and Financial Bid of

those qualified in technical bid, will be opened later. The tender document details and Schedule will be as under :-

- a. Tender No. :
- b. Cost of Tender Documents : There is no Tender fees and no EMD.
- c. Last Date and Time For submission: - **22.06.2017 up to 15.00 hrs.**
- d. Date, Time and Place of Opening of Technical bid : on **22.06.2017 at 15.30 hours** at Regional Office, Mumbai, Sector - 20, Near Turbhe Railway Station, Navi Mumbai - 400 703.

SUBMISSION OF OFFER IN TWO BID SYSTEM :-

Offer must be submitted in two parts, each offer securely closed (sealed) separately in two envelopes Part-I & Part-II as stated below:-

Part-I :- This Envelope super scribing the Tender No., Due date and time and Technical Bid should contain the Following and other details offered by the Tenderer as per the proforma at

- a. Prequalification documents as Qualified Criteria as described

Part-II:- This securely closed (sealed) Envelope super scribing Tender Enquiry No. due date and time should contain only the PRICES for the listed items strictly in the prescribed format “**FINANCIAL BID**” at **Enclosure** provided with the tender. If the space provided is not sufficient, bidder may attach additional sheets. Offer in any other format is liable to be rejected.

Both these security closed Envelopes i.e. Part-I & Part-II should be put in a third Bigger Envelope securely closed (Sealed), super scribed with Tender No., Due date, time and addressed -

**To,
The Regional Manager
Central Warehousing Corporation.
Regional Office, Mumbai, Sector - 20,
Near Turbhe Railway Station,
Navi Mumbai - 400 703.**

and should be submitted or deposited in the on or before Tender due date and time. If the third bigger envelope is not sealed and marked as above, the Employer will assume no responsibility for the misplacement or premature opening of the bid. Any Bid received by the Employer after the deadline for submission of Bids prescribed as above will be returned unopened to the bidder. The risk of delay /loss in transmission by Post/Courier rest with the Bidder/Tenderer. The Technical bid will be opened on **22.06.2017 at 15.30 Hrs** on in the presence of available tenderers or their authorised representatives. Bidders intending to witness the Tender opening shall have to submit the letter of authority to the Tender opening Officers and will sign on the sheet of paper in token of his presence at the time of tender opening. On acceptance of technical bid, Price bid of the technically qualified tenderers will be opened later, which will be informed accordingly.

❖ **BID REJECTION CRITERIA:** - Following bids shall be categorically rejected :-

- 1) The Bids received after tender closing date and time.
- 2) Following bid rejection criteria shall also render the bids Liable for rejection :-
 - i. Bidder's failure to submit sufficient or complete details for evaluation of the bids within the given period which may range in between two to three weeks depending on the deficiencies noticed in the technical date which shall not however conflict with validity period.
 - ii. Incomplete/misleading/ambiguous bids in the considered opinion of CWC. Bids with technical requirements/scope of contract at QUALIFICATION CRITERIA and or terms not acceptable to CWC.
 - iii. Bids received without Pre-qualification document(s) as per SAID EARLIER above.
 - iv. Bids not meeting the pre-qualification parameters stipulated in the tender enquiry.

❖ **TENURE OF WORK CONTRACT :-**

The agencies will be appointed initially for a period of one year and further extension will depend upon their performance. The period could be extended for another one year as may be decided by the competent authority in case of agencies performing well to our satisfaction. We reserve the right to discontinue the services of any agency at any point of time, if it is found to be not performing to our expectation.

The benefits offered must be applicable throughout the financial year 2017-18.

The rights to split the contract between more than one agencies or period in case of identical bids etc. are reserved.

PROFORMA OF FINANCIAL BID

1. Name and address of the Agency :
2. Overall Rebates % on Card Rate/Special Card :
Rate/ Rebated Rate offered to CWC from
time to time on all the releases in any of the
chosen publication throughout Maharashtra
and Goa.
3. Percentage of Service Tax - Whether will be :
waived or will be charged indicate the % to
be charged.
4. Charges for Advertisement Creative or :
developing the advertisement of adaptation in
Vernacular/ Regional languages, if any.

Grand Total (2+3+4) :

Date : [Sign. with Name, Designation and Seal of the Agency]

(**Note** : The benefits offered must be applicable throughout the financial year 2017-18)

UNDERTAKING

We, M/s (*name of Advt. Agency*) submit this undertaking that if selected, we will abide by following conditions:-

- a) Except advt. bills of newspapers, we will not charge on any account.
- b) It will be our responsibility to prepare artwork of the material given by your offices at our cost before passing it on to the newspaper. Also, to ensure that minimum space is utilized by the publication without affecting the results desired from such advertisements.
- c) We will collect advertisement material on the same day after intimation from concerned offices in respective zone by special messenger/fax/e-mail etc.
- d) It will be our responsibility to procure suitable space in the newspapers on the dates as prescribed in your release order.
- e) We will check the advertising material and ensure its accuracy as per the Company guidelines. For mistakes, a corrigendum will be inserted at our cost, apart from your rights to levy penalty at your discretion.
- f) We accept the condition of Tax Deduction at Source (TDS) as applicable.
- g) We will pay the penalty charged by the advt. issuing authority in case of delay in publication or for mistakes or non-publication of advertisements as follows:-

For delays - Rs.500/- per day up to 2 days, if very purpose of advt. is not defeated & if acceptable to the advt. issuing authority. In case of a newspaper having multiple editions, a penalty of Rs.500/- only will be charged for all the editions (and not edition wise). No payment of bills for delays beyond 2 days. For non publication - Rs.2,000/- per newspaper on first occasion. If this happens for second time with respect to any particular newspaper, a penalty of Rs.5,000/- will be levied. And if so happens for third time in case of the same newspaper, then penalty of Rs.10,000/- will be levied and contract will be terminated forthwith. With this punitive action agency will also be banned for future contracts.

- h) The media plan framed by CWC Mumbai shall be acceptable to us in to-to. We abide by the condition that any deviation on our part will amount to discontinuance of contract forthwith.
- i) We will not drag the CWC in any dispute/ controversy between our agency and any newspaper or any other organization.
- j) We will not withdraw our offer any time during the year.
- k) We will not object if the contract is given for a period less than one year or it is given to more agencies.

Date:

[Sign. with Name, Designation and Seal of the Agency]

INSTRUCTIONS FOR PRINTING THE ADVTS.

ANNEXURE – 'A'

- 1) The advertisement must be set in minimum space.
- 2) Spacing between 2 lines of the text of the advertisement should be kept minimum.
- 3) The English text of the advertisement should be preferably in 10 pt. and not exceeding 8 pt. type. Hindi & Marathi text should be printed in 10-12 pt. type size. In case bigger size types, are used resulting in utilization of additional space then, appropriate deduction will be made from the bill.
- 4) The office address of the authority who has issued the advt. should not be given at the top or bottom, if the same is incorporated in the text matter. If the same is not incorporated in the text matter then it should be given at the top and only in the black type (bold type) of the text matter. But in any case it should not appear at more than one place and in bigger size than the one specified in Clause No.5 herein.
- 5) The name of the Company should not be repeated at the top as the same are already incorporated in the emblem. Similarly, telegraphic address, telephones, date on which advertisement is issued etc. should not be given in the advertisement, unless there are special instructions to do so.
- 6) At the end of advertisement only the designation of the officer is to be printed and not his name or address, except in cases where it is statutorily or legally required to be mentioned and it should not exceed 8 pt. (bold type) in English & 12 pt. in Hindi & Marathi.
- 7) The advertisement should be without mistakes. In case there are mistakes in the published advertisement which changes the essence of the advertisement, such advertisement should be republished or corrigendum be issued at your cost. The Charges for the re-advertisement/ addendum will not be paid to you. In case of other mistakes deduction will be made from the bill, as deemed fit.
- 8) If there is any change in respect of information given by you like change in address, telephone, mobile, fax no., etc. it should be immediately intimated to this office.

(P.K. SHARMA)
SUPTDG. ENGINEER (E)
FOR REGIONAL MANAGER

Date : 02.06.2017