

## EXPRESSION OF INTEREST

The Rajiv Gandhi National Institute of Youth Development (RGNIYD), Sriperumbudur, Tamil Nadu, is an Institute of National Importance by an Act of Parliament under the Ministry of Skill Development, Entrepreneurship, Youth Affairs & Sports, Government of India. RGNIYD functions as a vital resource centre with its multi-faceted functions of offering academic programmes at Post Graduate level encompassing various dimensions of youth development, engaging in seminal research in the vital areas of youth development and coordinating Training Programmes for state agencies and the officials of youth organisation, besides the Extension and Outreach initiatives across the country.

RGNIYD has been previously releasing advertisements through DAVP and directly through various newspaper dailies at DAVP rates. RGNIYD invites Expression of interest/Tender from reputed INS accredited advertising agencies for empanelment of advertisement and media agencies for release of advertisements/tender notices in different national, regional and local newspapers and to undertake specific media and advertising related activities on mutually agreed terms and conditions.

Interested Creative/Media/Advertising Agencies with INS Accreditation may please visit our website: [www.rgnyd.gov.in](http://www.rgnyd.gov.in) for details. Agencies meeting the eligibility criteria and those who are interested in submitting their EOI, need to write to the Registrar, Rajiv Gandhi National Institute of Youth Development, Pennalur, Sriperumbudur – 602 105 in the prescribed form hosted on the Institute's website.

Interested Agencies, may apply along with a non-refundable application fee of Rs.500/- (Rupees five hundred only), payable in the form of a Demand Draft drawn on a nationalised in favour of the Director, Rajiv Gandhi National Institute of Youth Development payable at Sriperumbudur. Filled-in applications on the prescribed formats with all credentials & other related documents must be on or before the last date ie., 24.11.2014.

Incomplete applications or applications received after the last date of submission mentioned above will not be considered for short listing/empanelment.

The selection of agencies will be based on a two-stage process. At the first stage, the Agencies will short list on the basis of the eligibility criteria given in application form (**Annexure-I**). The Financial bids of the short-listed agencies shall only be considered. The short-listed agencies may be required to make a presentation of creative strategy on a given subject for a given budget. The financial bid on prescribed format of the Rajiv Gandhi National Institute of Youth Development (**Annexure-II**) should be enclosed separately in a sealed envelope.

### 1. ELIGIBILITY CRITERIA:

The following are the eligibility criteria for empanelment of Advertising Agencies.

The Advertising Agency should have –

- 1.1. A minimum of five year's continuous experience as a full INS accredited agency.  
(updated documentary evidence to this effect should be enclosed),
- 1.2. The Agency should have office in Chennai and with requisite infrastructure and manpower/creative personnel/department (enclose organizational structure)

- 1.3. PAN India presence with offices at least in major metros so as to enable prompt delivery of material for country wide publication related work.
- 1.4. Creativity in development communication should be of high standard befitting the expectations of a premier professional Institute.
- 1.5. Proficiency and proof reading facilities in major Indian Languages.
- 1.6. Minimum 5(five) years experience in advertising with experience of work undertaken for Government/Public Sector Undertaking/Autonomous Body and professional Educational Institutes. (Documentary evidence to this effect from at least 5 organizations should be enclosed).
- 1.7. Be in the panel of advertising agencies of at least two government organizations/ Universities/Educational Institutions during the year 2013-14.
- 1.8. Annual turnover preferably around Rs.1 crore (Documentary evidence (Audited Annual Report of the last three financial years of 2011-12, 2012-13 and 2013-14) to this effect should be enclosed.
- 1.9. The Advertising Agency applying for empanelment should not have been blacklisted by any organization at any point of time. (An undertaking in this regard should be submitted duly signed by the authorized person of the Organization).
- 1.10. PAN number issued by the IT department in favour of the agency.
- 1.11. The Agency should have Service Tax registration number issued by the Central Excise Department in favour of the agency (documentary evidence to be submitted).
- 1.12. The Advertising Agency should have adequate infrastructure for timely publication.

**Desirable:**

- a. Accreditation by Doordarshan and All India Radio.
- b. Proficiency in translation and proof reading facilities in major Indian languages.

**2. SCOPE OF WORK**

- 2.1. Institute's advertising works range from classified advertisements, tender advertisements to full-fledged advertisements for student's admissions, recruitment, tender etc. They are expected to be released in major newspapers, magazines and Journals all over the country at short notice.
- 2.2. To cater to such requirements, Advertising Agency is required to have good infrastructure and have adequate experience in the field. These should include creation of artwork, concept, design, editing & release of advertisements in Newspapers, Magazines & Journals etc.

2.3. Arranging articles & advertorials in magazines & newspapers (including the ones engaged by the RGNIYD) through print publications, education writers etc. It will be the job of the agency to provide the coverage detail on RGNIYD for the month supported by clippings of newspapers/magazines and other materials.

2.4. Dispatches of print and electronic material to the media when so desired.

2.5. Coordinating media coverage (both electronic and print) to cover the major activities of the Institute locally and nationally.

2.6. Press releases on major initiatives / achievements/activities/events of the Institute to media (both locally and nationally) as per requirement of RGNIYD.

2.7. Presentation of detailed clippings dockets.

2.8. Any other work on mutually agreed terms.

### **3. TERMS AND CONDITIONS:**

3.1. The bidding agency should have notable background in the advertising market and an exposure of working with Govt. institutions.

3.2. The Indian Newspaper Society (INS) accredited agencies will only be considered while evaluating the bids.

3.3. Agency will be empanelled for a period of two years.

3.4. The agencies should submit an EMD amount of Rs 5,000/- through a demand draft drawn on a nationalised bank in favour of the Director, Rajiv Gandhi National Institute of Youth Development, payable at Sriperumbudur along with the technical bid without which the offer would not be considered.

3.5. Successful bidder/s shall have to submit a Performance Security of Rs. 15,000/- in the form of a Demand Draft drawn from a nationalized bank or Fixed Deposit Receipt (F.D. R.) duly pledged in favour of the Director, Rajiv Gandhi National Institute of Youth Development, Sriperumbudur or a Bank Guarantee for equal amount furnished on prescribed Proforma, from a nationalised bank payable at Sriperumbudur. On submission of which, the EMD of the successful bidder will be refunded. The Performance Security without any interest will be refunded to the empanelled agency on successful completion of the contract.

3.6. The Institute reserves the right to reject any application without assigning any reason.

3.7. The Institute may empanel more than one Advertising Agency and shall be free to release advertisements through any one or more of them. However, the act of empanelment shall not prohibit the Institute of its right to release advertisement directly without routing them through the empanelled advertising agencies.

3.8. The Institute will have the right to drop any Agency from the empanelled list without assigning any reason whatsoever. Institute also reserves the right to modify the Terms and Conditions for empanelled Agencies.

3.9. The empanelment of Agency does not guarantee to get the job/work for the advertisement. The Institute does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and your performance. It is clearly understood by the parties that no financial liability of any type is created by issuance of the letter of empanelment.

3.10. Empanelled Agency will not be allowed to engage any other Sub-agency to execute the assigned work/job.

3.11. The Institute shall have the discretion to give work to any empanelled Agency selected through tendering process and the Agency will have no right or claim for getting the job.

3.12. RGNIYD reserves the right to empanel any other Advertising Agency or cancel the empanelment of the selected agency without assigning any reason with due notice thereof even before expiry of the period of empanelment.

3.13. The empanelled Agency should be able to execute all kinds of Advertising Assignments.

3.14. It shall be the responsibility of the Agency to release all the Advertisements in the minimum possible space in the newspapers.

3.15. All the Advertisements concerning the Institute shall be issued with the prior approval of the RGNIYD.

3.16. The representative(s) of the Agency will collect the matter personally from RGNIYD and the Agency will arrange to get it published in the desired media, on desired date(s) and on the defined page(s) time band.

3.17. RGNIYD being a Premier Educational Institute, many of the requirements could be of emergency in nature. The Advertising Agency has to respond to such requirements at short Notice despite holidays/beyond office hours.

3.18. RGNIYD reserves the right to make necessary modification to the selected art work, concept etc and the concerned Advertising Agency will be required to carry out the modifications suggested in the artwork.

3.19. Selection of artwork will be entirely on Institute's discretion and RGNIYD will not pay charges for submission of artwork.

3.20. No extra payment shall be made for conceptualization, creation, designing and development of Advertisements issued through Newspapers/Magazines/Journals.

3.21. Translation of the Advertisement matter whenever required will be done by the Agency free of cost and the Agency will be responsible for the same.

3.22. The empanelled Advertising Agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to Institute's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication, RGNIYD reserves the right to impose penalty in case of any violation of the above.

3.23. If the Advertisement is misprinted or published differently from the approved one, the Agency will publish corrigendum/correct Advertisement etc. thereof at their own cost at the earliest (within a week)

3.24. Payment shall be made within 30 days after receipt of the final bill, duly supported by all the newspaper clippings (in original). The payments shall be released by RGNIYD against the bills received from the agency after having completed the job to the satisfaction of the Institute. The Institute shall not make any advance payment to the advertising agency for any of the work assigned by it.

3.25. The performance of the Agency shall be regularly reviewed on the key parameters of creativity, initiative, competency and response time. In the event that your Agency fails to meet our requirements, RGNIYD shall be constrained to terminate the empanelment with due notice of one month.

3.26. In case of any dispute arising out of the terms and conditions of contract or assignment, the matter shall be referred to the Sole Arbitrator to be appointed by the Director, RGNIYD and the award of the sole Arbitrator will be binding on both the parties to this agreement. Any legal dispute arising out of any breach of contract pertaining to this tender shall be settled in the court of competent jurisdiction located within the local limits of Chennai, Tamil Nadu.

3.27. The performance security will be forfeited in the event of a breach of contract by the agency in terms of the relevant contract.

**Note:**

1. Expression of interest not received in the prescribed format of RGNIYD will be summarily rejected.
2. Applications received after due date & time or without necessary documents will be rejected.
3. The agencies black listed by other government organizations/autonomous bodies will not be considered for empanelment.
4. The decision of Competent Authority, RGNIYD will be final in all matters relating to the empanelment and decision thereof.

**Registrar  
RGNIYD**

Read and Accepted

Signature of Tenderer (s)  
With seal and date