



ARIASSOCIETY

Assam Rural Infrastructure and Agricultural Services Society
(An Autonomous Body of the Govt. of Assam)

Project Coordination Unit (PCU) of the World Bank financed
Assam Agribusiness & Rural Transformation Project (APART)
Agriculture complex, Khanapara, G.S. Road, Guwahati-781022 (Assam, India)
Tel: +91 361-2332125; email: spd@arias.in ; website: www.arias.in

No: ARIASS/CCSDP/Accounts/47/2016/Pt/2017/23

Dated Guwahati **20** September, 2021

From : Vinod Seshan, IAS
State Project Director, ARIAS Society.

To,

Interested Bidders

Sub : Request for Quotations for Hiring of Advertising Agency for the office of ARIAS Society

1. Government of Assam created the Assam Rural Infrastructure and Agricultural Services (ARIAS) Society in November 1998, as an autonomous body, headed by the Chief Secretary, Assam, as its President (Project Guidance Council) and the Agriculture Production Commissioner, Assam as the Chairman (Governing Body). The key mandate of the Society is to manage, coordinate, implement World Bank aided projects and any other externally funded projects as authorized by the State Government, and to monitor the implementation performance of the line departments of the projects.
2. The ARIAS Society now intends hire an Advertising Agency for the office of the State Project Director, ARIAS Society especially for publication of tender notices, recruitment notices, etc. It is therefore requested to submit quotations from interested and eligible vendors for the same.
3. In this connection, you are requested to submit your Quotation in sealed envelope addressed to "The State Project Director, ARIAS Society, Agriculture Complex, Khanapara, G.S. Road, Guwahati-781022 (Assam)" on or before **30 September, 2021, by 11:00 AM**.
4. This Request for Quotation includes documents to facilitate preparation and submission of quotations, criteria for qualification, evaluation, and for award of contract; and relevant forms to be filled by the bidders.
5. The sealed envelope should be superscribed as "Quotation for Hiring of Advertising Agency for the office of ARIAS Society"; and shall be opened on the same day, i.e. **30 September, 2021 at 11:15 AM** in presence of the bidders or their representatives who choose to attend at the office of the undersigned.

(Vinod Seshan, IAS)
State Project Director, ARIAS Society

"INSTRUCTION TO BIDDERS"

1. Preparation and Submission of Quotation:

- a) Quotation shall be addressed to "The State Project Director, ARIAS Society, Agriculture Complex, Khanapara, G.S. Road, Guwahati-781022 (Assam)."
- b) Quotations shall be submitted as per the format given at Annex- I along with other supporting documents as mentioned in the bid with a copy of the RFQ placed in a single sealed envelope, clearly marked as "Quotation for Hiring of Advertising Agency for the office of ARIAS Society"; Not to open before 30th September 2021 at 11.15 AM". The name of the bidder, address and contact no. should be mentioned on the reverse of the sealed envelope.
- c) All pages of the quotation shall be signed and stamped by the authorized person to indicate that the bidder has agreed to all terms and conditions of the quotation. Overwriting, alterations, if any, in the quotation should be signed by the authorized signatory.
- d) Quotation not accompanied by specified documents, self-declarations, signatures may be rejected by the office as non-responsive and may not be evaluated.
- e) All duties, taxes and other levies payable by the bidder under the contract shall be shown separately.

2. The Quotation shall comprise the following: *(The bidder must submit mandatorily copies of the following self attested documents along with the Quotation)*

- a) Letter of Quotation
- b) Should be a professional agency registered under the applicable law of India; *(attach Agency Incorporation certificate)*
- c) **Qualification Criteria 1:** Firms in advertising business for the past 5 (five) years *(Bidder's financial statements/Balance Sheet/Profit & Loss Statements for the last five years)*.
- d) **Qualification Criteria 2:** Copy of work orders/completion certificates of similar work in the last 3 years *(name of client with work orders) (Minimum 2)*
- e) **Qualification Criteria 3:** Should be empanelled as advertising agencies with at least 3 Govt. /PSU organizations for the last three years.
- f) Documentary evidence of the card rate by the various newspapers as mentioned in the Letter of Quotation
- g) The agency should be able to publish advertisements in all leading national and local daily newspaper at a short notice including Govt. holiday i.e. on Mission Mode working culture
- h) Full-fledged established office in Guwahati with adequate infrastructure and manpower including creative personnel.
- i) Creativity in designing advertisement should be of high standard befitting the image of the Project Office and for which charges applicable, if any
- j) Annual Business Turnover for last three years: (Year 2017-18; 2018-19 and 2019-20 certified from auditor)
- k) Complete address and contact details of the Bidder having the following information:
Name of Firm:
Address for communication:
Telephone No(s): Office
Mobile No.:
Electronic Mail Identification (E-mail ID):

- l) GST Registration Certificate
 - m) Up-to-date valid Trade License.
 - n) PAN card.
 - o) Bank details.
3. **General Conditions:**
- a) The bidding Agency should have a notable background in the advertising market and an exposure of working with Govt. institutions.
 - b) The Office will enter into the contract for a period of (1) one year, extendable to a further period depending on the mutual agreement of the Office and the Agency with such modifications as may deem necessary.
 - c) The Office shall not make any advance payment to the advertising Agency for any of the work assigned. The payments shall be released by the Office against the bills received from the Agency after having completed the job to the satisfaction of the Office.
 - d) The Office reserves the right to remove the Agency if the service provided by the Agency is found to be unsatisfactory or if the information provided is proved to be false.
 - e) The State Project Director, ARIAS Society reserves the right to accept/ reject any application without assigning any reason thereof.
4. **Quotation Prices**
- a) The rates quoted by the bidder shall be fixed for the duration of the bid validity period and shall not be subject to adjustment on any account.
 - b) GST and any other taxes, which will be payable on the goods at the time of invoicing in connection with the sale, shall be shown separately.
 - c) Corrections of the quoted rate, if any, shall be made by crossing out, re writing, initialing and dating.
 - d) 'Discount' or extra charges if any mentioned by the bidders shall not be considered unless these are specifically indicated in the price schedule.
 - e) The Prices shall be quoted in Indian Rupees only.
5. **Validity of Quotation:** Quotation shall remain valid for a period not less than 30 days after the deadline date specified for submission.
6. **Signing of Quotations:** The name and position held by each person signing the quotation and related documents must be typed or printed below the signature.
7. **Quotation Submission:** Bidders may submit their sealed envelopes containing the bids by post or by hand or drop in the box earmarked by the Employer. The copies of all the supporting documents shall be signed/ self attested by the Bidder.
8. **Evaluation of Quotations:**
- a) The SPD, ARIAS Society shall evaluate and compare the quotations determined to be substantially responsive, i.e. which,
 - i. are properly signed and sealed;
 - ii. have submitted the required documents and meet the criteria specified as indicated above;
 - b) Evaluation shall be carried out on the basis of the price quoted in Annexure 1 for;
 - c) mere submission of quotation does not entitle a bidder for award of contract.
9. **Award of contract:**

- a) The SPD, ARIAS Society shall award the contract to the bidder whose quotation has been determined to be substantially responsive and who has offered the lowest evaluated quotation price, calculated after discounts offered on the card rates for Sl. No 1 to 5.
- b) Notwithstanding the above, the SPD, ARIAS Society also reserves the right to accept or reject any quotations and to cancel the bidding process and reject all quotations at any time prior to the award of contract.
- c) The bidder whose quotation is accepted will be notified of the award of contract by the SPD, ARIAS Society prior to expiration of the quotation validity period. The terms of the accepted offer shall be incorporated in the supply order.
- d) The services of the bidder are effective from the date of issue of Work Order.

10. Payments:

- a) Payment shall be made after satisfactory completion of publishing of advertisements and certified by the concerned officer of the ARIAS Society.
- b) All payments to the successful bidder shall be made by Account Transfer only.
- c) All taxes (including GST, etc.) shall be dealt with as per the Govt. laws
- d) No advance payment shall be made.

11. **Adjustment:** Any discrepancy between the unit price and the total price (obtained by multiplying the unit price and quantity) shall be re-computed by the ARIAS Society. The unit price shall prevail and the total price shall be corrected, in case of any discrepancy. If the supplier does not accept the final price based on re-computation and correction of errors, its quotation will be rejected.

LETTER OF QUOTATION

(This form must be submitted only using the official letterhead of the Firm/Agency).

RFQ No: ARIASS/CCSDP/Accounts/47/2016/Pt/2017/23

Our Reference: No.....

Dated.....

To,

The State Project Director

Assam Rural Infrastructure and Agricultural Services (ARIAS) Society

Agriculture Complex, Khanapara, Guwahati- 781022.

Sub: Quotations for Hiring of Advertising Agency for the office of ARIAS Society

Sir,

1. We, the undersigned, hereby submit our Quotation:
2. In submitting our Quotation, we make the following declarations:
 - (a) **No reservations:** We have examined and have no reservations to the RFQ document;
 - (b) **Conformity:** We offer to provide service in conformity with the RFQ document.
 - (c) **Quotation Validity Period:** Our Quotation shall be valid for the period of 30 days, from the deadline fixed for the Quotation submission.
 - (d) **Fraud and Corruption:** We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in any type of corrupt, fraudulent, collusive, coercive, or obstructive practices, and we will strictly observe all the laws against fraud and corruption in force in India including the "Prevention of Corruption Act 1988."
 - (e) I/We have read and understood the detailed terms & conditions mentioned in the quotation and shall abide by it in case being invited for the award of contract.
 - (f) It is hereby declared that particulars furnished herewith are true and correct as per my/our knowledge and belief. In the event of any particulars are found to be false, I/We shall be liable to such consequences/lawful actions as the State Project Director, ARIAS Society wish to take

Sl. No	Publication	Categories	Edition	Unit (a)	Card Rate* (Rs/sq.cm) (b)	Discount Offered on card rate {in percentage (%)} (inclusive of design and all other charges) (c)	Quoted rate (Rs/sq.cm)** (inclusive of design and all other charges) (d)
1.	The Times of India	(NIT/REOI/RFP/ Public Notices Ads etc).	Delhi	Sq.Cm			
			Mumbai				
			Kolkata				
			Chennai				
2.	The Hindu		Delhi	Sq.Cm			
			Mumbai				
			Kolkata				
			Chennai				
3.	The Indian Express		Delhi	Sq.Cm			
			Mumbai				
			Kolkata				
			Chennai				
4.	The Telegraph		Delhi	Sq.Cm			
			Mumbai				
			Kolkata				
			Chennai				
5.	The Hindustan Times	Delhi					
		Mumbai					
		Kolkata					
		Chennai					
6.	Local Newspaper		Assam	Sq.Cm	As per DIPR rates		

* Documentary evidence of card rate to be provided.

** GST will be as per applicable law.

Note:

- Publication within Assam (rates must be as per DIPR rates including all designing charges).
- Publication outside Assam (the rates must be percentage (%) below card rate inclusive of all design charges).
- As and when required, ARIAS Society may ask publishing of newspaper advertisement in other cities of India.
- The rates must be percentage (%) below card rate as mentioned in the quotation including all designing charges.

Yours faithfully,

(Authorized Signature)

Name

Name of the Bidder.....

Contact No..... email id..... Address.....