



Central Cottage Industries Corporation of India Ltd.
(A Govt. of India Undertaking)
Jawahar Vyapar Bhawan
Tolstoy Marg, Janpath
New Delhi – 110 001

Tender for

Empanelment of Advertising Agencies

**For providing services in the field of
Publicity, Designing, Printing, PR Activities etc.
With Print/Electronic Media**

1. DEFINITIONS

CCIC shall mean Central Cottage Industries Corporation of India Limited.

Bidder shall mean the firm who participates in the tender and submits its Bid.

Bid/ Proposal shall mean the Bid submitted by the Bidders in response to this tender.

Bid Validity Period shall mean a period of not less than **180 days** from the last date for submission of the Bid Proposal.

Services shall mean providing services in the field of publicity, designing, printing, PR activities etc. to CCIC

2. BRIEF ABOUT CCIC

Central Cottage Industries Corporation of India Limited (CCIC) is Government of India Undertaking under Ministry of Textiles. CCIC operates retail showrooms in the name and style of Central Cottage Industries Emporium in New Delhi, Mumbai, Kolkata, Bengaluru, and Chennai. The first overseas showroom on franchisee basis was opened in Copenhagen, Denmark in April, 2009.

CCIC retails high quality handicrafts and handlooms products from all over the country. The handlooms includes, Sarees, shawls, ready-to-wear for men, women, children, accessories, Home furnishing such as table Linen and Bed Spreads, material for dresses and other made ups. Handicrafts products include brassware, marble ware, art objects, lamps, furniture and wooden ware, carpets, pottery and terracotta items.

CCIC showrooms are visited by VVIPs, art lovers, delegates, dignitaries, NRIs and foreign tourists. Many Heads of states and Spouses have visited Central Cottage Industries Emporium during the last few years. A visit to CCIC invariably finds a place in the itinerary of a foreign tourist as this provides an opportunity to witness the rich heritage, tradition and culture of India.

CCIC sources its merchandise directly from artisans, weavers, potters, sculptors and craftspersons. It has a large base of artisans and craftsmen from all over the country. Many of the suppliers are National Awardees, State Awardees and Shilpgurus. This provides a marketing platform for craftspersons of India to market their production for their sustained development.

By virtue of its long experience in handicrafts business spanning over 58 years, CCIC has a brand name and goodwill for quality.

3. BID SCHEDULE & VENUE

S.No.	Activity	Scheduled Date & Time
1.	Date of commencement of Bid Document	From the date of release of Ad i.e. 9/9/2011
2.	Last Date to obtain Bid Document	Can be downloaded from the website of CCIC from 9/9/2011 onwards.
3.	Submission of Technical Bid	Bids should be dropped in tender box for the same purpose, up to 30/9/2011 till 3:00 PM
4.	Location of Tender Box	General Administration Department in CCIC's Showroom at Jawahar Vyapar Bhawan, Janpath, New Delhi-110 001
5.	Venue of Opening of Technical Bid	Board Room, Central Cottage Industries Emporium, Jawahar Vyapar Bhawan, Janpath, New Delhi 110001
6.	Date & time of Opening of technical Bid	At 4.00 PM on 30/9/2011

4. THE TENDER

Applications are invited from reputed advertising agencies accredited with INS and accredited or registered with AIR for empanelment with CCIC. The selection of agencies will be based on a two-stage process. First CCIC will short list the agencies on the basis of their meeting the eligibility criteria. Short-listed agencies will, in the second stage, be required to make a presentation of creative strategy on a given subject. The final selection of agencies for empanelment would be done on the basis of creative presentation. The applications have to be submitted to General Manager, CCIC of India Ltd., Jawahar Vyapar Bhawan, Janpath, New Delhi-110 001.

The offers must be submitted in a cover duly sealed & superscribed, failing which the documents would not be accepted. CCIC reserves the right to reject any application without assigning any reason.

5 SUBMISSION OF BID

- 5.1 The tenders are required to be submitted in a sealed envelope containing Tender application Form along with document of eligibility criteria and other supporting documents, superscribing the same as “**Technical Bid for empanelment of Advertising Agencies** to provide services related to publicity, designing, printing, PR activities etc. with Print/Electronic Media” to CCIC.

The bidder should take care in submitting the bid properly filed so that enclosed papers are not found loose and fall apart at the time of opening of the tender or later. The bid document should be properly numbered and signed on each page by the authorised signatory of the company under company seal and submitted in a file in proper manner so that paper do not bulge out and tear during scrutiny.

5.2 Parts of Technical Bid

ANNEXURE - I contains instructions for the bidders.

ANNEXURE – II is the format for Technical Bid

ANNEXURE-III – PROFORMA seeking Mandatory Information for Payment through NEFT/RTGS

ANNEXURE-IV – Declaration by bidder.

To ensure uniformity at the time of evaluation and finalization of offers the bidder shall ***strictly follow the format & procedure*** indicated in the Annexure.

- 5.3 EXAMINATION OF TECHNICAL BIDS : The Technical bids will be examined by the Technical Committee of CCIC which may call for clarifications/ additional information from the bidders which must be furnished to the Technical Committee in the time stipulated by the Technical Committee.

Yours Faithfully
-sd-
R.K. Singh
General Manager

Annexure-I

6. INSTRUCTIONS TO THE BIDDER

GENERAL TERMS & CONDITIONS OF THE TENDER

- 6.1.1 Sealed tenders (superscribing Bid for Empanelment of Advertising Agencies) are invited from advertising agencies accredited with INS and accredited or registered with AIR by Central Cottage Industries Corporation of India Ltd.
- 6.1.2 The technical details with the relevant information / documents / acceptance of all terms and conditions strictly as described in this tender document should be submitted.
- 6.1.3 Tender should strictly conform to the specifications. Tenders not conforming to the specifications will be rejected summarily.
- 6.1.4 Any incomplete or ambiguous terms/conditions/quotes will disqualify the offer.
- 6.1.5 The original Technical proposal shall contain no interlineations or overwriting, except as necessary to correct errors made by the bidders themselves. The person who signed the proposal must initial such corrections.
- 6.1.6 An authorized representative of the Advertising agency shall initial all pages of the original Technical proposal. The authorization shall be in the form of a written power of attorney accompanying the proposal or in any other form demonstrating that the representative has been duly authorized to sign. The signed Technical proposal shall be marked "ORIGINAL".
- 6.1.7 Any proposal received by the Employer after the deadline for submission shall be returned unopened.
- 6.1.8 CCIC reserves the right to accept / reject any or all quotations without assigning any reasons therefor.
- 6.1.9 Any new set of terms and conditions from the bidders is not acceptable to CCIC.
- 6.1.10 CCIC reserves the right to stop the tender process at any stage and go in for fresh tendering without assigning any reasons.
- 6.1.11 CCIC may, in its absolute discretion, seek additional information or material from any Respondents after the Bids closes and all such information and material provided must be taken to form part of that Respondent's response.
- 6.1.12 Respondents should provide details of their Fax, email and full address(s) to ensure that replies to Bids could be conveyed promptly.
- 6.1.13 The Advertising Agencies shall also attach list of its clients, performance certificates including Government bodies & PSUs.

- 6.1.14 Any sister concern of the applicant is not permitted to apply against the same tender. Sister concern means a company, partnership firm or proprietorship firm having one or more common persons as Directors/partners/owners in the applicant firm.
- 6.1.15 If CCIC, in its absolute discretion, deems that the originator of the question will gain an advantage by a response to a question, then CCIC reserves the right to communicate such response to all Respondents.
- 6.1.16 CCIC may, in its absolute discretion, engage in discussion or negotiation with any Respondent (or simultaneously with more than one Respondent) after the bid closes to improve or clarify any response.
- 6.1.17 Any form of canvassing / lobbying / influence / query regarding short listing, status, etc will be a disqualification.
- 6.1.18 The Proprietor/authorised representative of Advertising Agencies will be required to give a declaration in the enclosed proforma(Annexure IV).
- 6.2.1 NAME OF WORK: **“Empanelment of Advertising Agencies”** to provide services related to publicity, designing, printing, PR activities etc. with Press/Electronic Media to CCIC.
- 6.2.2 Please read the terms & conditions governing the tender carefully.
- 6.2.3 Please fill in the relevant information in the blanks provided.
- 6.2.4 Please sign in full by the Authorised Signatory(ies) with Company Seal in all the relevant Annexure and return the complete set in sealed cover.
- 6.2.5 Sealed Envelop of Bids should be dropped in Tender Box kept in General Administration Department of CCIC of India Ltd., Jawahar Vyapar Bhawan, Janpath, New Delhi-110 001. No advance copy of bid through Email/Fax or in any other form should be disclosed to any of the employee of CCIC/ bidder.
- 6.2.6 No consideration will be given to bids received after the time stipulated above and no extension of time will be permitted for submission of quotation.
- 6.2.7 The bidder will submit his Bids after carefully examining the document/conditions and the items covered under the tender.
- 6.2.8 Bids not fulfilling any or all of the conditions prescribed or which are incomplete are liable to be rejected.
- 6.2.09 During the validity period of tender quotes, any upward change in the duty or tax are to be borne by the bidder. In the event of any downward revision of levies/duties etc., the same should be passed on to CCIC, notwithstanding what has been stated in the quotation or in the Letter of Intent.
- 6.2.10 Canvassing in connection with tender process is strictly prohibited and bids submitted by bidders who resort to canvassing are liable to be rejected.
- 7. CONDITIONS GOVERNING THE TENDER:**
- 7.1.1 Signature: The authorised person(s) should sign the Tender Document and related Annexure only. A copy of the letter issued by competent authority authorising the person(s) to sign on behalf of the company should be enclosed.

8. SCOPE OF WORK

8.1.1 To provide services related to publicity, designing, printing, PR activities etc. to CCIC.

9. MINIMUM ELIGIBILITY CRITERIA

The Bidder must satisfy the following minimum criteria.

9.1.1 The Advertising Agencies shall have at least experience of Five Years in this field and should have annual turnover of minimum Rs. **5.00 crore** (Rupees Five crores only) during the preceding three years (i.e. 2007-2008, 2008-2009 & 2009-2010). An audited copy of Balance Sheet, Profit & Loss account and Audit report if any, attested by a Chartered Accountant, be submitted as supporting documents.

9.1.2 The Agency must be accredited with INS and accredited or registered with AIR.

10. BIDDER NOT TO MAKE ALTERATION IN TENDER DOCUMENT:

10.1.1 No alterations, which are made, by the bidder in the specifications accompanying this notice shall be recognised, and if any such alterations are made, the quotation shall be invalid. Any quotation, which purports to alter, vary or omit any of the conditions herein, is liable to be rejected.

11. BIDDER TO GATHER ALL INFORMATION

11.1.1 Bidder to gather all information for the purpose of submission of bids. He will also bear cost for submitting the bid.

11.1.2 The bidder must obtain for himself on his own responsibility and at his own expenses all the information necessary including risks, contingencies and other circumstances to enable him to prepare a proper quotation and to enter into a contract with CCIC.

11.1.3 The bidder should also bear all the expenses in connection with the preparation and submission of his quotation.

12. VALIDITY PERIOD OF BID

12.1.1 The bid should be firm for a minimum period of six months from the date of submission of bids.

13. Rights of CCIC:

13.1.1 CCIC does not bind itself to accept the lowest quote and reserves the right to reject any or all the quotes received, without assigning any reason there for.

14. PAYMENT TERMS:

14.1.1 No advance payments shall be made to the vendor under any circumstances.

14.1.2 The payments shall be released by CCIC against the bills received from the vendor after having completed the job to the satisfaction of CCIC within 30 days of receipt of bill.

14.1.3 Alongwith the bill for payment the Agency shall furnish a tear off sheet of each publication carrying advertisement and the bills in original received by them in respect of CCIC Advertisement, which should confirm that the advertisement has been released.

14.1.4 All payments shall be subject to TDS.

15. EARNEST MONEY DEPOSIT(EMD)

15.1.1. All the agencies are required to deposit a sum of Rs.25,000/- by way of Demand Draft/Bankers Cheque in favour of CCIC of India Ltd. towards EMD. The said amount of Rs.25,000/- will be returned to all such agencies not considered for empanelment with CCIC. In case of agencies considered for empanelment with CCIC, the said amount of Rs.25,000/- towards EMD will be converted into Security Deposit and will be retained with CCIC till such time the concerned agencies are on the panel of CCIC.

16. SUBCONTRACTING NOT ALLOWED WITHOUT PERMISSION OF CCIC

16.1.1 The bidder shall not, without the prior written consent of CCIC sub-contract or permit anyone other than the bidder's own personnel to perform any of the work, services or other performance required of the bidder.

Annexure-II

Format for Technical Bid

To,

Central Cottage Industries Corporation of India Ltd.
Jawahar Vyapar Bhavan,
Janpath,
New Delhi – 110001

Description of the works : Empanelment of Advertising Agencies accredited with INS and accredited or registered with AIR

1.	Name of the Organisation/Agency/Firm	
2.	Address of Corporate Office	
3.	Address of Dealing Branch Office & other Branch offices	
4.	Fax No. Email No.	
5.	Details of proprietor or partners or Directors i.e. their names, address, telephone numbers, CV (Attested copies of registered partnership Deed, Form A&B to be enclosed) Note: The CV should include qualification/experience of key personnel	

6.	Whether the Agency is accredited with INS and accredited or registered with AIR	
7.	Experience in business (No. of years)	
8.	Names of important clients/firms to whom such services have been rendered/are being rendered by the organization/agency/firm	
9.	Nature of Business/services	
10.	<p>Details of sister concerns</p> <p>(i) Name and Address</p> <p>(ii) Activities engaged in by sister concerns</p> <p>(iii) Name, address and telephone numbers of proprietors/Directors/ Partners of Sister concerns</p>	
11.	<p>Constitution of the Firm Whether proprietor or Partnership or Co.op. society or Company(enclose copy of partnership deed/registration of society/Memorandum and Articles of Association, duly attested)</p> <p>Whether registered or not, in case registered, Registration No. and date/place of Registration or incorporation.</p>	

12.	<p>PAN No.(copy to be enclosed)</p> <p>Service tax registration no.(copy to be enclosed)</p> <p>VAT registration no.(copy to be enclosed)</p>	
13.	<p>Whether the Agency is empanelled with the Govt. Of India Departments/PSUs (Please mention the names and addresses)</p>	
14.	<p>Details of prominent jobs done for Govt. Of India Departments/PSUs</p>	
15.	<p>Does your company have an existing relationship with CCIC? Describe the nature and extent of this relationship.</p> <p style="text-align: center;">OR</p> <p>If worked with CCIC earlier, give details of the period for which worked and under what name & style</p>	
16.	<p>Financial status</p> <p>Whether Income Tax Assessee or not (enclose latest income tax clearance certificate)</p>	
17.	<p>Turnover (enclose a copy each of audited balance sheet, Profit & Loss A/c. as well as Attested copies of Assessment orders>Returns filed with Income Tax Deptt. For the last 3 years)</p>	
	<p>Year 2009-10</p>	
	<p>Year 2008-09</p>	

	Year 2007-08	
18.	<p>i) Details of bankers, addresses, telephone numbers and Bank A/c Number</p> <p>ii) Details of credit limits, if any</p>	
19.	<p><u>Infrastructure available/ installed</u></p> <p>1. Details of creative team for advertising and PR work</p> <p>2. Printing and production facility – in-house or outsourced. Please mention the addresses in both the cases.</p> <p>3. Infrastructure available while dealing with Electronic media – whether inhouse facilities available or to be outsourced</p>	
20.	Whether any criminal case or FIR filed against any partner or proprietor or director or convicted by any Court of Law or any case pending under Essential Commodities Act or any other Act pending in any other Court of Law if so, give details.	

Signature of Authorized Signatory: _____

Name and Title Of Authorized

Signatory: _____

Name of Firm/Company: _____

21. CONTACT DETAILS OF THE EXISTING CLIENTS OF THE BIDDER

Sl. No.	Contact Details of the existing clients of the Bidder	Running live since date

22. CONTACT DETAILS OF THE BIDDER

Name of the company	
Company's address in India	
Contact Person	
Telephone no.	
Fax	
E-mail address	

Annexure-III

23. Mandatory Information for Payment through NEFT/RTGS

1.	Name of the Supplier/ Company/ Firm Name	
2.	Address of the Supplier	
3.	City	
4.	State	
5.	Land line no. with std code	
6.	Fax No. with std code	
7.	Mobile no.	
8.	E-mail Address	
9.	PAN no. (Mandatory)	
10.	Service Tax Registration No. With Date	
11.	Core banking account no. (for NEFT / RTGS	

	transfer)	
12.	Name of the account holder	
13.	IFSC code of bank branch (for NEFT / RTGS transfer)	
14.	Bank name	
15.	Branch name	
16.	Branch telephone with std code	
17.	Branch address	
18.	MICR code of bank branch	

1. **COPY OF CANCELLED CHEQUE** of above mentioned account and **COPY OF PAN CARD** is enclosed.
2. I hereby declare that particulars given above are correct and complete, if the transaction is delayed or not effected at all for reasons of incomplete or incorrect information, I would not hold the CCIC OF INDIA LTD. responsible, I have read the option invitation letter and agree to discharge responsibility expected of me as a participant under the scheme.
3. I / We also undertake that I / We shall inform any changes in my / our bank account particulars in future to CCIC, failing which payment shall continue to be made as details submitted to CCIC by me/us, for which CCIC shall not be held responsible.
4. Certified that the particulars furnished above are correct as per my knowledge.

Date: _____

(Signature of the Proprietor / Partner /
Director)

Annexure IV

Declaration:

1. The particulars furnished in the above tender form are true to the best of my / our knowledge and belief and no material fact has been concealed therein.
2. I/We carefully have gone through the attached terms and conditions and I/We undertake to abide by the same and execute necessary agreement containing attached terms and conditions or any additional terms & conditions which the CCIC may like to add with mutual consent.
3. I/We hereby declare that I/We am/are proprietors/ partners/Director in other firm, viz. M/s. _____ and these sister concerns have not applied against the same advertisement.
4. I / We hereby declare that no criminal case is pending in any court of India against the Firm / Company or its Partner / Director for any criminal act alleged to be committed in the course of providing the advertising related services by the Firm / Company to any of its Client.
5. The following documents / annexures duly filled in are enclosed :
 - a)
 - b)
 - c)
 - d)

Dated _____

Signature of the applicant

Name _____

(in full) & Status in the firm (Seal)