

# **NATIONAL INSTITUTE OF FASHION TECHNOLOGY**

(A statutory body governed by the NIFT Act 2006 and set up by the Ministry of Textiles, Govt. of India)

## **TENDER DOCUMENT FOR HIRING OF ADVERTISING AGENCY**

**NIFT Head Office**

**NIFT Campus, Hauz Khas, New Delhi – 110016**

### **Time schedule for tender process:**

Date & time of publication of tender notification on official website/e-Portal / CPP Portal	11.6.2020 (Thursday) at 04:30 PM
Download of tender document commence from	11.6.2020 (Thursday) at 05:00 PM
Last date and time for receipt of duly filled in e-tenders	06.07.2020 (Monday) upto 02:30 PM
Date and Time of the opening of Technical Bids	06.07.2020 (Monday) at 03:00 PM
Date and Time of the opening Financial Bids	will be notified to the technically qualified tenderers

***Note: This tender document contains 15 pages (total no. of pages including Annexures) and tenderers are requested to sign on all the pages.***



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## 1. INTRODUCTION:

National Institute of Fashion Technology (NIFT) was set up by the Ministry of Textiles, Government of India in 1986 which has been accorded statutory status under the Act of Parliament in 2006 (NIFT Act 2006) for the promotion and development of education and research in field of Fashion Technology. NIFT provides fashion business education across the country through its network of 17 Campuses. It provides four years under graduate (UG) program in design and technology, two years post graduate (PG) program in design, fashion management & fashion technology and short duration education program to address the specialized needs of professional and students in the field of fashion. NIFT has its Head Office at New Delhi with its Campuses located at Bengaluru, Bhopal, Bhubaneswar, Chennai, Gandhinagar, Hyderabad, Jodhpur, Kangra, Kannur, Kolkata, Mumbai, New Delhi, Panchkula, Patna, Raebareli, Shillong and Srinagar.

## 2. NOTICE INVITING TENDER

The NIFT Head Office invites Online tenders under "**TWO BID SYSTEM**" for selection of an advertising agency at NIFT Head Office, NIFT Campus, Near Gulmohar Park, HauzKhas, New Delhi-110016 from reputed agencies. The contract period will be initially be for a period of one year extendable on satisfactory performance and mutual consent on same terms and conditions on yearly basis by another two years.

The details of the tender are given below:-

- a. Description of Services: selection of an agency for the purpose of hiring Advertising Agency for **NIFT Head Office, NIFT Campus, Near Gulmohar Park, Hauz Khas, New Delhi-110016.**
- b. Closing date & time for submission of bids: **06.7.2020 (Monday) till 02.30 PM**
- c. Date & time of opening of Bid:
  - i. **Technical bid: 06.7.2020 (Monday) at 03:00 PM** (in presence of the tenderers or their authorized representatives.
  - ii. Financial bid : After evaluation of Technical Bid date & time will be informed to technically qualified bidders.
  - iii. Bid validity upto: 30 days from the date of opening of financial bid

"**TWO BIDS SYSTEM**" shall be followed for this tender. Bids received shall be evaluated as per the criteria prescribed in the tender document. NIFT will not entertain any modifications subsequent to opening of bids and bids not conforming to tender conditions shall be liable to be rejected. Therefore, bidders are advised to submit their bids complete in all respects as per



requirement of tender document specifying their acceptance to all the clauses of Bid Evaluation Criteria, General terms and conditions and compliance to the Scope of Work requirement etc.

The tender document is not transferable to any other person. The tender document can be downloaded from the NIFT's official website [www.nift.ac.in](http://www.nift.ac.in) as well as from Central Public Procurement Portal i.e. <https://nifttenders.eproc.in>

In case of any clarification required relating to downloading or registration of this tender on CPP portal, the same can be sought from the following officers of NIFT:

- a. Purchase Officer, National Institute of Fashion Technology, Head Office, Near Gulmohar Park, Hauz Khas, New Delhi – 110016  
Phone No. 011-26542176/71, and email id : ad.purchase.ho@nift.ac.in.

### **3. ONLINE SUBMISSION OF TENDER**

Online submission of eligibility criteria and Technical & Financial bid as prescribed in Annexure- I & II are to be made along with scanned copies of Earnest Money Deposit (EMD) of INR 4,00,000 (Rupees Four lakhs only) in the form of Demand Draft/Banker Cheque, fixed deposit receipt, Bank Guarantee in favor of 'National Institute of Fashion Technology' and payable at New Delhi with all relevant documents. The bidder can also submit the EMD online in NIFT account as per bank details given below:

<b>Name of Beneficiary</b>	<b>: National Institute of Fashion Technology</b>
<b>Bank</b>	<b>: Union Bank of India, Yusuf Sarai Branch, New Delhi – 110016</b>
<b>IFSC / RTGS Code</b>	<b>: UBIN0534064</b>
<b>Savings Bank A/c No.</b>	<b>: 340602050000022</b>

Online financial bid may be submitted /filled only as per **Annexure–II**.

Original EMD may be sent to Protocol Officer, National Institute of Fashion Technology, Head Office, Near Gulmohar Park, Hauz Khas, New Delhi – 110016. Phone No. 011-26542016/26530812 **on or before 06.7.2020 (Monday) upto 02.30 PM.**

The online financial bid will be opened on the date which will be communicated to only those bidders who are found to be technically qualified after evaluation of technical bids.

*The interested bidders are advised to read carefully the entire tender document before submitting their tender. The tender documents not received online in prescribed format and/or are found incomplete in any respect will be summarily rejected.*



Any further clarifications can be sought from the service provider for online submission of the tender on e-portal i.e. Mr. Sandeep Bhandari Mobile No. +91 8826814007

***You are required to sign each page of each part of this tender document for acceptance of terms and conditions and submit alongwith your bid.***

This tender document is being issued with no financial commitment and the buyer reserves the right to change or vary any part thereof or foreclose the procurement case at any stage. The Buyer also reserves the right to disqualify any vendor, should it be necessary, at any stage on grounds of National Security.

You may contact The Purchase Officer, National Institute of Fashion Technology, NIFT Campus, Near Gulmohar Park, Hauz Khas, New Delhi-110016, Phone No. +91 11 26542071/2176, email-[purchase.ho@nift.ac.in](mailto:purchase.ho@nift.ac.in) for grievance related to bidding condition, bidding process and/or rejection of bid. With regards to bidding condition, this shall be done in writing atleast 10 days in advance of the stipulated date of submission of bid.

#### **4. PROCESS OF ONLINE REGISTRATION**

The interested vendors should apply online and submit their tender and the bids along with scanned copies of all the relevant certificates, documents, etc. in support of their technical & price bids, all duly signed, on the <https://nifttenders.eproc.in> from **11.6.2020, 5.00 PM upto 06.7.2020, 02.30 PM**. Tender document is also available for viewing on the “tenders” link of the NIFT website i.e. <https://nifttenders.eproc.in> ; <http://www.nift.ac.in>.

Applications to this tender will be accepted only through the online mode through <https://nifttenders.eproc.in>.

No other mode of application will be considered.

For applying online, the firm should get itself registered at <https://nifttenders.eproc.in> by paying online.

Please note that:

- a) The bidder needs to mention his Company Name, Address, User ID to register.
- b) Registration Charges of Rs. 2000/- + 360/- (18%GST) = Rs. 2,360/- (Two Thousand Three Hundred Sixty only – Non refundable are to be borne by Seller)
- c) Bid Processing Fee charges of Rs. 5000 + 900 (18%GST) = Rs. 5900 (Five Thousand and Nine hundred only, non refundable)



The basic requirements for registration and applying for tender online are as under:

- a) Operating System should be Windows 7 and above.
- b) Java version: Java 8 update 25 and Java 8 update 77
- c) Internet Explorer 11.
- d) All java add-ons must be enabled in the system.
- e) Use Class III B Digital Signature Certificates (DSC) having Signing and Encryption both.

### **5. GENERAL INSTRUCTIONS:**

- i. Tender shall be submitted in prescribed tender form only. The tender shall be liable for rejection if not submitted in the prescribed format.
- ii. The list of the services to be rendered should not be altered by the tenderer. If the tenderer wants to propose any modifications / alterations to the tender document then the same should be proposed through a separate letter accompanying the tender. No paper shall be detached from the document.
- iii. The name and address of the tenderer must be clearly written in the space provided and no overwriting, correction, insertion shall be permitted in any part of the tender
- iv. The tender is liable to be rejected if complete information is not given there-in or if the particulars of data (if any) asked for in the Tender document are not filled in.
- v. Tenders received after the specified date and time, due to whatever reason, shall not be considered for bidding.
- vi. All the technical bids will be opened by the Committee authorized for this purpose in the presence of tenderers / authorized person(s) of the tenderers on **06.7.2020 (Monday) at 03:00 PM.**

Financial Bid of the technically qualified tenderers will be opened later on and the date and time will be informed accordingly.

### **6. ELIGIBILITY CRITERIA**

Tenders are invited from reputed and experienced INS Accredited Advertising Agencies to work as an approved Advertising Agency for releasing the press release/ advertisement of NIFT. All the advertising jobs given by the Institute are confidential and time bound. Most of the advertisement works are related to Admission, Recruitments and Events organized by the Institute. The Agencies applying for selection should preferably have

- i. Advertising agency should be active for minimum 15years as Fully Accredited by Indian Newspaper Society with corporate office/office in New Delhi/NCR. Franchisees can not apply **(Please enclosed a copy of proof).**



- ii. *The agency should have experience of providing advertising services to minimum 5 Recognized Universities, Scientific / Technical & Management Institutes (Enclosed a copy of proof).*
- iii. *The agency should have released minimum 4 Admission Notices on National level in last two financial years i.e. 2017-18 and 2018-19(Enclosed a copy of proof).*
- iv. *Advertising agency should have experience in handling job of press advertising & media released of a single contract of amount not less than rupees 2.0 Crores and at least five jobs of press advertising contract of amount not less than Rupees 0.50 Lakhs in last two financial years i.e. 2017-18 and 2018-19(work order duly to be enclosed).*
- v. *The agency should have released minimum 01 media contract in education sector of not less than Rupees 1 crore in last two financial years i.e. 2017-18 and 2018-19 (work order to be enclosed).*
- vi. *Advertising agency should have experience in coordinating at least one International media released for any Education / University account of repute in the last one year i.e. 2018-19(work order & related Documents to be enclosed as proof).*
- vii. *Advertising agency should have experience of have providing its services on DAVP rates to at least two Ministries.(proof to be enclosed).*
- viii. *The annual turnover of Advertising agency should be minimum Rupees 10Crores(every financial year) during the last three financial years i.e. 2015-16, 2016-17 and 2017-18(CA Certificate with Audited statement to enclosed).*
- ix. *The advertising agency applying for empanelment should not have been blacklisted by any organization. (Self certification on the letter head of the Agency may be enclosed)*
- x. *The company is required to submit the copy of PAN, GST No. etc. in support of other documents.*

**(Signature of the authorized person with seal)**



## **7. Scope of Work**

Advertising Agency shall have to release the press release / advertisement of NIFT-Head Office works which are related to Admissions, Recruitments, Tenders and various Events related to Academic responsibility. As the matters are strictly time bound, the Agency has to execute the work in stipulated time and advertise as per specific directions on Commercial / DAVP rates.

## **8. TERMS&CONDITIONS**

1. The online bids will be received by **NIFT on or before 06/07/2020 upto 02.30 PM**. Any bid received after the prescribed deadline shall not be considered irrespective of rates. The Technical bids will be opened on the same date i.e. **06.07.2020 at 03.00 PM** in the presence of the representatives of the bidders present, if any. Date of opening of financial bids of such firms which meet the prescribed technical criteria will be notified separately.
2. Earnest Money (EMD) of **Rs. 4,00,000/- (Four lakhs only)** in the form of Demand Draft /Banker Cheque/Fixed Deposit receipt/Bank Guarantee (as per Annexure-III) in favor of ‘National Institute of Fashion Technology’ and payable at New Delhi with all relevant documents (except those who are specifically exempted by NSIC certifications) should accompany with the Technical bid document. Such EMD shall not carry any interest. Any bid not accompanied with required EMD shall be deemed to be invalid and will be rejected by NIFT. The bidder can also submit the EMD online in NIFT account as per bank details given below **on or before 06.7.2020 upto 02.30 PM**.

<b>Name of Beneficiary</b>	<b>: National Institute of Fashion Technology</b>
<b>Bank</b>	<b>:Union Bank of India, Yusuf Sarai Branch, New Delhi – 110016</b>
<b>IFSC / RTGS Code</b>	<b>: UBIN0534064</b>
<b>Savings Bank A/c No.</b>	<b>: 340602050000022</b>

3. The EMD shall be forfeited if:
  - a. The bidder withdraws his bid during the period of bid validity.
  - b. In the case of successful bidder, if he fails to furnish the required Security Deposit within the specified time limit.
4. The EMD of the successful bidder shall be retained towards making of the security deposit for the performance of the contract and shall be discharged after submission of the required security deposit.
5. The bid shall remain valid for a period of 4 months from the date of receipt of the bid.
6. The Advertising Agency should be sincere and prompt at call of the NIFT. The execution of job is to be time bound and with all required information so as to avoid



the delay or duplication. The Agency shall be required to execute the task even at the shortest notice and on holidays.

7. No artwork charges will be paid in any case.
8. The Agency shall keep all the information of the NIFT **CONFIDENTIAL** and shall not divulge/ divert the same to any outsider.

9. RATES AND PRICES

All statutory applicable duties and GST maybe clearly specified. Price quoted shall be firm and any variation in rates, prices or terms during validity of the offer shall require forfeiture of the EMD.

10. TERMS OF PAYMENT

Payment will be released on monthly basis within a fortnight after receipt of bills and certification by respective department that the service provided by the agency is satisfactory. The agency shall submit an undertaking & proof of advertisement in the News Papers to NIFT along with claim for payment.

11. COMPLIANCE WITH THE LAWS & REGULATION

The Agency will be required to follow professional ethics and regulatory rules/ laws, if any, while dealing with NIFT and ensure confidentiality in matters that may become detrimental/ cause loss or damage to the interest/ image of NIFT in any manner.

12. LIQUIDATED DAMAGES

NIFT reserves the right for termination of the contract at any time by giving one month written notice, if the services are found unsatisfactory, and also has the right to award the contract to any other agency at the cost, risk and responsibilities of bidder and excess expenditure incurred on account of this will be recovered by NIFT from Security Deposit or pending bill or by raising a separate claim as the case may be.

13. SECURITY DEPOSIT: The successful bidder shall deposit an amount of **Rs. 9,55,000/- (Rupees Nine lakh Fifty Five Thousand only)** as security deposit in the form of Demand Draft / banker cheque/FD/BG in favour of NIFT, payable at New Delhi shall be submitted in sealed envelope addressed to Protocol Officer, National Institute of Fashion Technology, 2<sup>nd</sup> Floor , Room No. 9, NIFT Campus, Hauz Khas, Near Gulmohar Park, New Delhi – 110016. The successful bidder can also submit the Security Deposit online in NIFT account as per bank details given below:



**Name of Beneficiary** : **National Institute of Fashion Technology**  
**Bank** : **Union Bank of India, Yusuf Sarai Branch, New Delhi – 110016**  
**IFSC / RTGS Code** : **UBIN0534064**  
**Savings Bank A/c No.** : **340602050000022**

EMD of successful bidder may be converted into security deposit on written request to the competent authority.

14. EMD of unsuccessful bidders shall be discharged after award of work to the successful bidder and signing of contract thereof.

15. CONCILIATION/ ARBITRATION

- a. If any dispute (s) or difference (s) of any kind whatsoever arise between the Parties, the Parties hereto shall negotiate with a view to its amicable resolution and settlement through a committee appointed by NIFT.
- b. In the event no amicable resolution or settlement is reached between the parties within 30 days after receipt of notice by one party, then the disputes or differences are detailed above shall be referred to and settled by the Sole Arbitrator to be appointed by NIFT.
- c. Notwithstanding the existence or any dispute or differences and/or reference for the arbitration, the agency shall proceed with and continue without hindrance the performance of the work under the contract with due diligence and expedition in a professional manner and the payment due to the agency shall not be withheld on account of such difference of arbitration proceedings unless such payment is a subject matter of the arbitration.
- d. The venue of the arbitration shall be New Delhi, India. The fee & other charges of Arbitrator shall be determined by the arbitrator in terms of the Act and shall be shared equally between the parties.
- e. The arbitrator will give the speaking and the reasoned Award. The Parties will not be entitled to any pendente-lite interest during arbitration proceedings.

16. FORCE MAJEURE

- a. In the event of either party being rendered unable by Force Majeure to perform any obligation required to be performed by them under the contract, the relative obligation of the party affected by such Force Majeure shall be suspended for the period during which such cause lasts.
- b. The term “Force Majeure” as employed herein shall mean acts of God. War, Civil Riots, Fire directly affecting the performance of the Contract, Flood and



Acts and Regulations of respective government of the two parties, namely NIFT and the Advertising Agency.

- c. Upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid thereby, shall notify the other party in writing, the beginning of the cause amounting to Force Majeure as also the ending of the said clause by giving notice to the other party within 72 Hours of the ending of the cause respectively. If deliveries are suspended by Force Majeure conditions lasting for more than 2 (two) months, NIFT shall have the option of canceling this contract in whole or part at his discretion without and liability at his part.
- d. Time for performance of the relative obligation suspended by Force Majeure shall then stand extended by the period for which such cause lasts.

17. APPLICABLE LAW AND JURISDICTION

All matters connected with this shall be governed by the Indian law both substantive and procedural, for the time being force and shall be subject to the exclusive jurisdiction of Indian Courts at Delhi.

18. No alternative offer shall be considered.

19. NIFT reserves the right to annul the bidding process at any time prior to award of contract including rejection of any or all bids after the same have been received, without thereby incurring any liability to the affected bidder or any obligation to inform the affected bidder/s on the ground of NIFT action.

20. Any clarification on the documents may be obtained from:-  
Protocol Officer  
National Institute of Fashion Technology  
NIFT Campus  
Head Office, HauzKhas, New Delhi – 110016.  
011-26542016, 26530812

21. After award of LOA, the Agency is required to enter into an Contract within one month period with NIFT on the terms and conditions as detailed in the tender document.

22. On finalization of tender the selected bidder needs to submit declaration under anti profiteering applicable as per GST laws.

**(Signature of the authorized person with seal)**

**TECHNICAL BID**

	Name of the Agency	
	Registered Office	
	Nature of Agency(Ltd. Co., Partnership etc.)(Attach copy of partnership Deed/Certification of Incorporation)	
	Year of Establishment as INS	
	Registration Number, if any/ : Trade License No. (Attach photocopy)	
	Address of Communication	
	Telephone number of the contact : Person (Mobile number if any)	
	Name of Director /Proprietor /Partners (With address and telephone No.)	
1.	Advertising agency should be active for minimum 15years as FullyAccredited by Indian Newspaper Society with corporate office/office in New Delhi/NCR. Franchisees can not apply <b>(Enclosed a copy of proof)</b> .	
2.	<i>The agency should haveexperience of providing advertising services to minimum 5 Recognized Universities, Scientific / Technical &amp; Management Institutes <b>(Enclosed a copy of proof)</b>.</i>	
3.	<i>The agency should have released minimum 4 Admission Notices on National level in last two financial year i.e. 2017-18 and 2018-19<b>(Enclosed a copy of proof)</b>.</i>	
4.	Advertising agency should have experience in handling job of press advertising & media released of a single contract of amount not less than rupees 2.0Croresand at least five jobs of press advertising contract of amount not less than Rupees 0.50 Lakhs in last two financial year i.e. 2017-18 and 2018-19 <b>(work order to be enclosed)</b> .	
5.	<i>The agency should have released minimum 01 media contract in education sector of not less than Rupees 1 crore in last two financial years i.e. 2017-18 and 2018-19 <b>(work order to be enclosed)</b>.</i>	
6.	Advertising agency should have experience in coordinating at least one International media released for any Education /University account of repute in any of the last three years i.e. 2016-2017, 2017-2018 and 2018-19 <b>(work order &amp; related Documents to be enclosed)</b> .	
7.	Advertising agency should have experienced of have providing its services on DAVP rates to at least two Ministries in any of the last three years i.e. 2016-2017, 2017-2018 and 2018-19. <b>(proof to be enclosed)</b> .	
8.	The annual turnover of Advertising agency should be minimum Rupees 10Crores(every financial year) during the last three financial years i.e. 2015-16, 2016-17 and	

	<b>2017-18 (CA Certificate with Audited statement to enclosed).</b>	
9.	A self attested form stating that “ <i>the advertising agency applying for empanelment should not have been blacklisted by any organization</i> ” is required to be enclosed	
10.	Permanent Account Number	
11.	GST no.	
12.	<b>EMD Money of Rs. 4,00,000/- (Rupees Four lakhs only)</b>	
13.	Those exempted from submission of EMD and Tender fee , must submit certificate issued by Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) or are registered with the Central Purchase Organization or the concerned Ministry or Department or Start-ups as recognized by Department of Industrial Policy and Promotion (DIPP).	

Any other information which you would like to add (may be given on a separate page)

(Supporting Documents to be attached duly signed by the authorized signatory of the organization)

I/We do hereby certify that the information as provided above in the proposal is true in all respects. In case of furnishing of any false information or suppression of any material information, the proposal shall be liable for rejection. Besides initiation of penal proceeding by NIFT, if deems proper.

**(Signature of the authorized person with seal)**



**Annexure - II**

**FINANCIAL BID**

1 a). We are offering .....% (percent) discount on Commercial Card Rate in all Publications/Editions.

\*\*\*\*\*X\*\*\*\*\*X\*\*\*\*\*

1 b) We are offering .....% (percent) discount on DAVP Card Rate in all Publications/Editions.

Signature :

Name of the Signatory :

Name of the Firm :

Company Seal :

Date.....

Place.....

**Note:**

- a. The award of the contract will be given to the agency, whose overall (%) percentage of discount is on the higher side in Commercial card rates and in DAVP rates.**
- b. In case the bidder quotes highest discount rates in both commercial and DAVP only one bidder will be selected otherwise different Agency will be selected for commercial and DAVP card rates..**
- c. The bidder shall have to mention the newspaper wherein advertisement will be published which shall have no effect in determining the H-1 discount card rate. The rates quoted should be firm and there should not be any ambiguity in the figures and words. The GST and other standard dues should be separately mentioned.**

**(Signature of the authorized person with seal)**



**Annexure – III**

**BANK GUARANTEE FORMAT FOR FURNISHING EMD**

Whereas.....  
(hereinafter called the “tenderer”)

has submitted their offer dated .....for .....  
(hereinafter called the “tender”)

against the purchaser’s tender enquiry No. .... KNOW ALL MEN by these presents that WE ..... of..... having our registered office at ..... are bound unto **National Institute of Fashion Technology** (hereinafter called the “Purchaser”) in the sum of -----for which payment will and truly to be made to the said Purchaser, the Bank binds itself, its successors and assigns by these presents. Sealed with the Common Seal of the said Bank this ..... day of ..... 2020

**THE CONDITIONS OF THIS OBLIGATION ARE:**

- (1) If the tenderer withdraws or amends, impairs or derogates from the tender in any respect within the period of validity of this tender.
- (2) If the tenderer having been notified of the acceptance of his tender by the Purchaser during the period of its validity : -

- a) If the tenderer fails to furnish the Performance Security for the due performance of the contract.
- b) Fails or refuses to accept / execute the contract.

WE undertake to pay the Purchaser up to the above amount upon receipt of its first written demand, without the Purchaser having to substantiate its demand, provided that in its demand the Purchaser will note that the amount claimed by it is due to it owing to the occurrence of one or both the two conditions, specifying the occurred condition or conditions.

.....  
(Signature of the authorized officer of the Bank)

.....  
Name and designation of the officer

.....  
Seal, name & address of the Bank and address of the Branch