



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:**

