



**Guwahati Municipal Corporation**

EXPRESSION OF INTEREST (EOI)

for

**EMPANELMENT OF ADVERTISING AGENCIES.**

**Issue of EOI Documents: 14/08/2017**

**Last date for submission of the EOI: 28/07/2017**

Office of the Commissioner, Guwahati Municipal Corporation, Panbazar, Guwahati -

## SCHEDULE OF EOI PROCESS

GMC would endeavour to adhere to the following schedule from the date of issue of notification during the Process:

<b>Events</b>	<b>Date</b>
Date of Advertisement	14/08/2017
Downloading of the EOI document	14/08/2017
Due Date / last date for submission of the EOI	28/08/2017
Opening of Technical Bids	28/08/2017
Address for communication	Commissioner, GMC Panbazar, Guwahati -781 001



**OFFICE OF THE COMMISSIONER  
GUWAHATI MUNICIPAL CORPORATION  
PANBAZAR: GUWAHATI-01**

No: GCS/PMC/828/17/1274

Date: 14/08/2017

**EXPRESSION OF INTEREST (EOI)**

1. Commissioner, Guwahati Municipal Corporation invites sealed EOI from empanel reputed and professionally- managed Advertising agencies with a good track record for undertaking various jobs for Guwahati Municipal Corporation. The agency should have full accreditation by the Indian Newspaper Society (INS) not less than 5 years without any breaks and INS accreditation certificates must be attached. Accreditation must be full and should be valid at the time of submission of the document. Provisional accreditation will not be accepted.
2. EOI documents can be downloaded from the website of Guwahati Municipal Corporation [www.gmcportal.in](http://www.gmcportal.in) from **14/08/2017** onwards.
3. EOI must be submitted to the office of the Commissioner, Guwahati Municipal Corporation, Panbazar, Guwahati -781001 on or before 1400 hours on **28/08/2017** and the opening of the Technical Bid will be on **28/08/2017** at 1430 hrs. An amount of Rs. 1000.00 (Rupees One Thousand Only) have to be deposited along with EoI as tender fees (non-refundable) in the form of Demand Draft or banker's cheque drawn on any Scheduled Bank in India in favour of the Commissioner, Guwahati Municipal Corporation.
4. The Pre-bid meeting will be held on **20/08/2017** at 1100 hrs at the Conference Hall, Guwahati Municipal Corporation office, Panbazar, Guwahati.
5. If any date specified herein is a holiday, then the next working day will be considered for the activity and the time will remain the same.
6. Other details can be seen in the EOI documents.

-Sd-

**Commissioner,  
Guwahati Municipal Corporation,  
Guwahati**

Memo No: GCS/PMC/828/17/1274

-A

Date:14/08/2017

Copy forwarded to:

- 1) Chief Engineer, Guwahati Municipal Corporation for information and necessary action.
- 2) Chief Accounts and Audit Officer, GMC for information.
- 3) Municipal Secretary, GMC for the kind appraisal of the Hon'ble Mayor and Members, Mayor-in Council.
- 4) The Software Developer, PMC, GMC for uploading on the website of Guwahati Municipal Corporation.
- 5) Cashier, GMC for information and necessary action.
- 6) In-charge, Tender Room, Office of the Commissioner, GMC, Panbazar for information and necessary action.

-Sd-

**Commissioner,  
Guwahati Municipal Corporation,  
Guwahati**

Expression of interest (EOI) is invited from reputed and professionally-managed Advertising agencies with a good track record for undertaking various jobs at Guwahati Municipal Corporation, Guwahati. The agency should have full accreditation by the Indian Newspaper Society (INS) not less than 5 years without any breaks and INS accreditation certificates must be attached. Accreditation must be full and should be valid at the time of submission of the document. Provisional accreditation will not be accepted.

Taking into consideration the complex needs in furtherance of its mandate, GMC intends to empanel technically competent, experienced and financially sound advertising and publicity agencies. The services of advertising and publicity agencies will be mainly utilized for advertising and publication of work reports, brochures and branding of GMC. GMC has decided to empanel such eligible firms for a period of 02 (two) years extendable further on mutually agreed terms and conditions, who would render assistance in realizing the objectives as stated above from time to time. The selection of the agencies will be through a competitive bidding process.

**Term of Contract :** The Term of Contract will be for a period of 1 (one) year from the date of empanelment.

## **1. SCOPE OF WORK**

- a) Conceptualization of creative, designing and media management including release of advertisements in Newspapers, Commercials on TV / Radio etc. for GMC'S corporate campaign.
  
- b) Designing, Printing and Production of :**
  - i) Annual Reports
  - ii) House Journals (English / Hindi / Assamese)
  - iii) E-Newsletters
  - iv) Corporate Brochures
  - v) Hoardings/Banners
  - vi) Greeting cards
  - vii) Diaries
  - viii) Calendars
  - ix) Exhibitions/ Posters/Display materials
  - x) Any other print / production jobs
  
- c) Design & release of Advertisements in print media for :**
  - i) NITs, RfPs, EoIs
  - ii) Speech of Mayor and Commissioner.
  - iii) Recruitment/ Auction notices etc
  - iv) Classified Ads, Tenders, etc.
  - v) To provide inputs such as circulation figures, cost etc for various newspapers to plan and decide media plan.
  - vi) To liaison with the newspapers and arrange for release of advertisement at a short notice on desired dates.
  - vii) Production of TV spots/Radio jingles etc.
  - viii) Organizing Exhibitions, setting- up of stalls / pavilions

- ix) Arranging publication of articles in leading news dailies/ magazine.
  - x) Any other work related to publicity and corporate communication of the organization both in Print & Electronic media.
  - xi) Media campaign , printing etc .as decided from time to time.
- d) **Event Management of various programs held by the Corporation and such other related works.**

GMC reserves the right to award work to any agency, not necessarily empanelled with GMC.

**2. QUALIFYING CRITERIA - Total Marks: 100 (A + B+C)**

- A. **(Marks: 40, each point 10 marks )**
- a) The agency should be fully accredited with INS for not less than 5 years without any breaks and INS accreditation certificates must be attached. Accreditation must be full and should be valid at the time of submission of the document. Provisional accreditation will not be accepted and will be summarily rejected.
  - b) The agency should have a minimum annual turnover of **Rs.2 crores** each of the three consecutive financial years i.e. 2013-14, 2014-15 & 2015-2016. **Complete set of Audited Annual accounts including Balance Sheet and Profit & Loss a/c duly certified by Chartered Accountant for the last 3 years i.e. 2013-14, 2014-15 & 2015-2016.**are to be submitted along with valid Income Tax Clearance Certificates / Income Tax return filed and copy of valid service tax registration certificate.
  - c) The Advertising Agency must have a full- fledged office functional in Guwahati continuously for the last five years with sufficient manpower having both fixed and mobile, fax number, and e- mail, which may be contacted even 24x7 for work. Documentary evidence of functioning of Advertising Agency's viz. Telephone Bills/ Electric Bills/ rental receipts, rent agreement, valid service tax registration certificate must be attached along with the application. Advertising Agency's office in Guwahati must be in an Area / Building authorized for running Advertising Agency. The Advertising Agency will have to attach a self declaration to the effect, that its Guwahati office is located in an area/building authorized for running Advertising Agency. In case of incorrect declaration the application / empanelment of the Advertising Agency will be rejected / cancelled. A declaration to the effect must be submitted along with the application by the Advertising Agency that the office premises/building is authorized owned or rented, by the Chairman - cum Managing Director, Managing Director Partner or owner in the Advertising agency.

- d) The agency should have proven experience in advertising i.e. release of NIT, office press release, Recruitment ads, classified ads, RfP / EoIs, corporate campaigns etc. (proof to be attached) both in Print & Electronic media.

**B. Sub Parameters**

**(Marks: 50. For a ,b & c 10 marks each & for d 20 marks)**

- a) List of clients, names of PSUs, Government Sectors, Undertaking presently servicing with dates from and to regarding period of engagement, must be attached with copy of empanelment letter .
- b) Details of National / International Exhibitions organized during 2013-14,2014-15 & 2015-16 ( copy of the work order to be furnished)
- c) Quality of brochures / Annual reports, Newsletters etc produced / printed by the Agency during 2013-14, 2014-15 & 2015-16. Only ONE sample of each with work order is to be enclosed.
- d) List of creative media campaigns handled with value during 2013-14,2014-15 & 2015-16 (copy of the work order to be furnished)

**C. CD Presentation : (Marks : 10)**

(A CD containing a presentation on the 'Theme' mentioned below is to be enclosed along with the Offer Documents).

The total duration of the presentation should be approx. 3/5 minutes.

“INNOVATIVE IEC AND PUBLIC AWARENESS APPROACH ON SOURCE SEGREGATION OF WASTE AND SANITATION UNDER SWACHH BHARAT MISSION”

**3. EVALUATION CRITERIA**

All the proposals will be scrutinized to assess their eligibility based on the “minimum Qualifying Criteria” (refer to Para 7 (A+B+C)). The pattern of awarding marks will be as under:

**3 (A) Total Marks:-40.**

Point (a) For compliance = 10 marks. For non compliance = zero

Point –(b) Average of last 3 years will be taken into account and accordingly marks will be awarded viz. for Rs.2 to 6 crores = 5 marks, above 6 crores and up to 10 crores = 7 marks and above Rs.10 crores =10 marks.

Point ( c) for compliance = 10 marks . For non compliance = zero

Point (d) for compliance = 10 marks. For non compliance = zero

**3(B) Total Marks: 50.**

Point a) to c) = For compliance 10 marks for each point and for non compliance = Zero.

Point-(d) value up to 10 lacs = 5 marks, above 10 lacs and up to 20 lacs=10 marks and above 20 lacs = 20 marks.

**3(C) Total Marks: 10**

The marks will be awarded by the committee based on sub parameters viz. Line of approach and language of the text, Style of presentation, Strategy adopted, Corporate strength, media strength, PR services, CD presentations, Rationale of the presentation and its relevance to the theme, creativity /overall quality of the campaign.

**4. JOB ALLOCATION**

Short Tender Notice will be called amongst the selected and empanelled agencies. Work will be allotted as per condition of tender notice.

**5. WORK PROCEDURE**

- i. Advertising Agency shall release the advertisement, as per direction of GMC.
- ii. Advertising Agency shall ensure that the advertisements appear in the specified newspapers in a conspicuous and impressive manner while occupying minimum space.
- iii. Advertising Agency shall undertake designing, type setting, art work preparation of block and matrix as well as art pulls required for release of advertisement, free of cost/without any charges irrespective of size of advertisement, or number of newspapers to which classified/display advertisement is to be released.
- iv. It is made clear that no incidental charges of any nature will be payable by GMC to cover any such cost incurred by the Agency during the process of receipt / execution of release orders issued by the PR office.
- v. Advertising Agency shall also ensure that advertisements are published in time. In case of late publication of the advertisements after stipulated period/date, it will be the discretion of GMC to impose damages and/or disallow partial/total payment. In case there is an error in publication of the advertisements as compared to advertisement's text approved by GMC, the Advertising Agency shall arrange to publish the corrigendum immediately, under advice to this office, at its own cost. No bill should be raised for this and GMC will not pay any charges for publication of published corrigendum, what-so-ever.
- vi. The Advertising Agency will ensure that the language of Advertisements published in the newspapers should be the same as the language of the newspapers until & unless specially instructed.
- vii. All the display advertisement's layouts and classified advertisements as designed by the Advertising Agency will be subject to approval by GMC prior to release to the newspaper. Size of advertisements should be got approved prior to release to the newspaper and Advertising bills should be



claimed strictly in accordance with the Size / specifications / design approved. Advertising Agency will ensure to supply the copies of the newspapers in which the respective advertisement has been published.

- viii. All the layouts including design and art work of the display advertisements will be strictly subject to approval by GMC prior to release for publication in the Daily Newspapers & periodicals. Translation in newspaper's language and proof reading will be the total responsibility of the Advertising Agency.
- ix. Whenever required, the Advertising Agency shall have to accept and get advertisement published at a very short margin of time in specified newspapers on a specified date as indicated by GMC . It is the responsibility of the Advertising Agency to ensure that correct and readable advertisement is published. In case, incorrect and not legible Ads are published by the newspapers, the Advertising Agency must not accept Advertising Bill of the newspaper and send it back to newspaper telling reasons in writing for not accepting the bill. Copy of such letter should be sent to GMC also for information.

## **6. OTHER TERMS AND CONDITIONS –**

- I. Bills raised for advertisement releases should invariably be supported by the original publication / media bills, voucher copies and other relevant bills in duplicate. Payment in each case will be made after verifying these documents.
- II. Charges for jobs, other than press advertisements like printing, production of TVCs / radio jingles, setting- up of stalls in trade fairs/ exhibitions etc. will be decided on competitive bidding basis amongst the empanelled agencies.
- III. The Agency will not be paid for generating designs, creative options, translation of material from English to Hindi or into any other Indian language.
- IV. Advertising Agency shall render free service to GMC with regard to collection of advertisement materials, dispatch of designs and layouts to newspapers, copy of published advertisements in newspapers etc by deputing its executives/staff frequently as required.
- V. GMC reserves the right to get Advt. designed as well as release any advertisement directly to the newspapers, magazines etc.
- VI. GMC reserves the right to use the logo, design, layout etc. prepared by any Advertising Agency for releasing advertisements directly through any other Advertising Agency or any other source as deemed fit by this organization without Advertising Agency's consent, which designed the advertisement.
- VII. The Agency will have to ensure compliance with copyright, patents and other intellectual Property laws, in all materials, including art work/design, supplied by the Advertising Agency. The Advertising

Agency will be completely liable in all such cases, and no liability shall lie with GMC

- VIII. GMC have all rights to inspect Advertising premises during office hours on any working day.
- IX. If Agency fails to release and publish the advertisement within the specified time limit as stipulated by GMC or the advertisement in question is published on a later date, GMC (GMC) will have every right to impose damages on the Advertising Agency and the amount as decided, will be deducted from the bills of the Advt. Agency.
- X. All creative's submitted along with the application of empanelment will become the property of GMC . GMC reserving the right to utilize them for any of their media campaigns with no compensation or remuneration to be offered for the same.
- XI. GMC reserves the rights to add, delete or revise any of these conditions, and also include special conditions as new ones, as and when required.

**Security Deposit** :-The empanelled agency will be required to submit Security Deposit in form of Demand draft or Bank guarantee from Scheduled banks amounting Rs.50,000/- in f/o. GMC.valid upto the contract period and the same shall be refundable at the time of expiry of the tenure without interest. SD in other forms shall not be entertained. The security deposit is liable to be forfeited wholly or partially if deficiency is found in the services of the party or fails to fulfill any agreed terms and conditions

## **APPLICATION FOR EMPANELMENT OF ADVERTISING AGENCY**

Name of Advertising Agency:

Full Address :

Tel Nos:

Fax No:

Name of Contact Person :

Tel No:

Fax No-

E-mail :

Mobile No:

To,  
The Commissioner,  
Guwahati Municipal Corporation(GMC)  
Panbazar  
Guwahati - 781001

Dear Sir,

I/We have perused the attached “Expression of Interest for Empanelment of Advertising Agencies” and hereby agree to abide by all the said conditions. I/We have signed on each page, along with our seal, signifying our acceptance.

I/We attach all documents as mentioned in below, of this application, failing which my/our application will be deemed incomplete and may be summarily rejected.

I/We have understood and agree that in case we indulge in canvassing or trying to influence the process of empanelment or the decision of GMC before, during or after the empanelment process, our application will be summarily rejected.

**The following documents are enclosed with this application for empanelment.**

1. EOI document signed on each page, along with our seal, signifying our acceptance.
2. Full accreditation with INS for not less than 5 years without any breaks and INS accreditation certificates is attached and valid at the time of submission of the document.
3. For minimum annual turnover of Rs. 2 crores Complete set of Audited Annual accounts including Balance Sheet and Profit & Loss a/c duly certified by Chartered Accountant for the last 3 years i.e. 2013-14, 2014-15 & 2015-2016 along with Valid Income Tax Clearance Certificates/Income Tax return filed & copy of valid service tax registration certificate for last 3 years.

4. Proven experience in advertising i.e. release of NIT, Chairman Speech, Recruitment ads, classified ads, UFR/AFR ads, corporate campaigns etc. (proof attached) both in Print & Electronic media.
5. List of clients, names of PSUs, Government Sectors, Undertaking presently servicing with dates from and to regarding period of engagement, must be attached with copy of empanelment letter.
6. Details of National / International Exhibitions organized during 2013-14,2014-15 & 2015-16 ( copy of the work order enclosed)
7. Quality of brochures / Annual reports, Newsletters etc produced / printed during 2013-14, 2014-15 & 2015-16. (One sample of each with work order is enclosed).
8. List of creative media campaigns handled with value during 2013-14,2014-15 2015-16 (copy of the work order enclosed).
9. Copy of CD containing presentation on given topic at Point 7 C.
10. Attested copy of the documentary proof that Advertising Agency's office in Guwahati is an Area / Building authorized for running Advertising Agency.
11. Copy of Memorandum and Articles of Association / Partnership Deed / Proprietorship Deed / Certificate of Incorporation(in case of Companies).
12. List of professionals on rolls at the Agency, along with details of the professionals, such as their names, designation, academic & professional qualifications, length of service with the agency, copy of ESI/PF/EPF etc duly certified by Agency's Chartered Accountant.
13. Details of infrastructure at Agency Office (office space and equipments and machinery), duly certified by the Agency's Chartered Accountant.
14. Attested copies of the documentary proof establishing that my/our advertising agency's office is functional for the last 5 years without any break.

All statements made and all documents and data enclosed, are true to the best of my/our knowledge and belief, and liable to proof when asked by GMC. All copies of documents enclosed are true to the originals which can be called for inspection and verification by GMC Office at any time.

This application have also been signed by me/us.

Signature

Name of the Signatory

(In Block Letters)

Address of the Agency

With Official Seal

Place

Date