

**North East Rural Livelihoods Project
Ministry of DoNER, Govt. of India
House no. 2, Near Nayantara Super Market
Six Mile, G.S. Road, Guwahati – 781022**

No. PD/NERLP/2009-10/23

Dated: 31-10-2012

To,

The Agency

Sub: Empanelment of Advertising Agency for NERLP office.

Sir/Madam,

North East Rural Livelihoods Project intends to avail the services of reputed Advertising Agency for publication of its advertisements in national, regional and local newspapers. The Regional office of the Project is located at House No. 2, Near Nayantara Super Market, Six Mile, G.S. Road, Guwahati – 781022 Guwahati while the district offices are located in the states of Mizoram, Nagaland, Sikkim and Tripura. The following documents are enclosed herewith –

General Terms and Conditions	Annexure 1
Empanelment Form	Annexure 2

In case you are interested, you may submit the empanelment form duly filled in and signed on your letter head. The form may be placed in a sealed envelope superscribing '**Empanelment of Advertising Agency**'.

The offer should reach the office of the North East Rural Livelihoods Project latest by **1400 hours on 15-11-2012**. The same shall be opened in presence of the bidders or their authorized representatives who choose to attend at **14:30 hours on 15-11-2012**.

It may be noted that Agencies who do not fulfil the General Terms and Conditions or information asked on the Empanelment Form is incomplete, shall be summarily rejected. NERLP reserves the right to accept or reject any or all offer without assigning any reason thereof. The Empanelment Form and other details are also available on the office website www.nelp.gov.in.

This has the approval of the competent authority.

Yours faithfully,

Enclo: As stated above

Project Manager (A&P)
NERLP, Guwahati - 22

Annexure 1

GENERAL TERMS AND CONDITIONS

A. Eligibility Criteria

The agencies meeting the following eligibility criteria shall only be considered:

1. A minimum of five year's continuous experience as a full INS accredited agency.
2. Be in the panel of advertising agencies of at least 3 Govt./PSU organizations for the last one year.
3. Full-fledged established office in Guwahati with adequate infrastructure and manpower including creative personnel.
5. PAN number issued in favour of the Agency.
6. Service Tax Registration number issued in favour of the Agency.
7. The Agency should be able to publish advertisements on all leading national, regional and local dailies (including the dailies in the Project States) at a short notice.
8. Creativity in designing advertisement should be of high standard befitting the image of the Project Office.

B. General Conditions

1. The bidding Agency should have a notable background in the advertising market and an exposure of working with Govt. institutions.
2. The Office will enter into the contract for a period of one year, extendable to a further period depending on the mutual agreement of the Office and the Agency with such modifications as may felt necessary.
3. The Indian Newspaper Society (INS) accredited Agencies will only be considered while evaluating the bids.
5. 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.
6. The Office reserves the right to remove the empanelled Agency if the service provided by the Agency is found to be unsatisfactory or if the information provided for empanelment is proved to be false.
7. The Office may empanel more than one Advertising Agency and shall be free to release advertisements through any one or more of them. However, the act of empanelment shall not prohibit the office of its right to release advertisement directly without routing them through the empanelled advertising agencies.
9. The Office reserves the right to reject any application without assigning any reason.

C. Desirable

1. Accreditation by Doordarshan and All India Radio.
2. Proficiency in translation and proof reading facilities in local languages of the North East States.

Annexure 2

EMPANELMENT FORM

(to be submitted on Agency's Letter Head)

1. Name of the Advertising Agency:
2. Date of Establishment:
3. Registered Office Address (with telephone no. & e-mail address):
4. Registration no/Trade License no:
5. Permanent Account Number (PAN):
6. Website url (if any):
7. Address of the Branch Offices (with telephone no. & e-mail address):
8. Status of the Organization:
(Proprietary/Partnership/Pvt. Ltd./Public Ltd. Company)
9. Name and address of Directors/Partners/Proprietors
 - a.
 - b.
 - c.
10. Name of the representative who shall be assigned with the job:
(with designation and phone number)
11. Name of the cities/towns where company is having branches:
12. Total number of employees: Creative _____; Others _____.
13. Annual Business Turnover for last three years:
(Year 2009-10; 2010-11 and 2011-12 certified from auditor)
14. Name of the clients - Govt. organizations/PSUs/reputed companies:
(attach testimonials)
15. Any other information:

Declaration

I/We do hereby certify that the information as provided above is correct and true in all respect. In case of furnishing any false information or suppression of any material information, the application shall be liable for rejection besides penalty can be imposed, if it deemed fit.

Date:
Place:

Authorized Signatory
Designation & Seal