

**MAHARASHTRA NATIONAL LAW UNIVERSITY,
NAGPUR**

(Established by Government of Maharashtra under Act VI of 2014)



**EMPANELMENT OF
ADVERTISING
AGENCIES**

Maharashtra National Law University, Nagpur
Waranga, PO: Dongargaon (Butibori), Nagpur 441108
Maharashtra, India 0712-2812605, +91 7410094602

EMPANELMENT OF ADVERTISING AGENCIES

Maharashtra National Law University, Nagpur (MNLU, NAGPUR), invites Expression of Interest (EoI) for Empanelment of Advertising Agencies who can provide complete solution for its advertising and publicity requirements. INS Accreditation with excellent track record of the agencies having well equipped office in Nagpur is pre-requisite. The EoI in the prescribed format along with enclosures in sealed envelopes marked “**EOI for Empanelment**” must be submitted to addressed to Registrar, Maharashtra National Law University, Nagpur and it should reach to the University on or before **16.06.2022** up to 3.00 p.m. **along with Earnest Money of Rs.20000/- in the form of Demand Draft of in favour of Maharashtra National Law University, Nagpur** from any of the Nationalized Bank including the Public Sector Bank or Private Sector Banks authorized by RBI (operating in India having branch at Nagpur) in the separate sealed cover should be remitted along with the Application. Application without E.M.D. will not be termed valid. In case of non-receipt of EMD as mentioned above your application will be rejected by MNLU Nagpur as non-responsive. For further details, visit University website <www.nlunagpur.ac.in>

Application for Empanelment of Advertising Agency

1. Name of the Firm :
2. Nature of Firm :
3. (Ltd., Co., Partnership etc.) (Attach copy of Partnership Deed/Certification of Incorporation.) :
4. Year of Establishment :
5. Registration No. if any / Trade License No. (Attach photocopy) :
6. Registered Office :
7. Complete address of Registered Office of Advertising Agency (with telephone No., Fax No., E-mail ID) :
8. Network of offices with complete addresses (Telephone No., Fax No., E-mail ID of all networks of offices) :
9. Details of total no. of full time employees at Nagpur office and complete infrastructure :
10. Name of Director/ Proprietor/ Partners (With Address and Telephone Nos.) :
11. Annual business turnover for last three (3) years (Attach copy certified by the auditor) :
12. Permanent Income Tax Account No. :
13. ST/CST No. :
14. Last Income Tax Clearance Certificate (Attested photo copy) :
15. Name of Bankers with Full address: :
16. Name of Govt./PSUs/MNC/ Large organization/ institution clients Where already empaneled :
 - a Name of job :
 - b Name of the Company: :
 - c Value of Contract :
Value of Contract :(Supporting documents to be attached as per the format enclosed duly signed by the Authorized signatories of these organizations.)

CERTIFICATE:

This is to certify that M/s _____ is on our panel as an advertising Agency since _____. The value of their annual contract is Rs. _____.
The dealing of the said firm with us are satisfactory.

Name & Designation of the Signatory

(Duly supported by the rubber stamp of the institution)

(This certificate may be obtained from at least 3 reputed organizations and submitted along with the application)

17. Details of experience:

18. Whether any Civil Suit/ Litigation arisen in the contracts executed during the last 5 years/being executed. If yes, please furnish the name of the contract, employer, nature of work, contract value, work order and date and brief details of litigation.

19. Any other information which you like to add

I/ We do hereby certify that the information as provided above is correct and are true in all respect. In case of furnishing of any false information or suppression of any material information, the application shall be liable for rejection besides initiation of penal proceedings by the Board, if it deems fit.

SIGNATURE:

NAME:

FIRMS NAME:

SEAL:

ADDRESS:

DATE:

APPLICATION REQUIREMENTS

Eligibility Criteria:

The following are the eligibility criteria for empanelment of advertising agencies.

The advertising agency should have –

1.	Full accreditation of Indian Newspaper Society (INS) (<i>Latest INS accreditation certificate should be attached</i>).
2.	Full-fledged office established in Nagpur with infrastructure and manpower/creative personnel.
3.	Proficiency and proof reading facilities in major Indian languages.
4.	Minimum 10 year experience in advertising and mass communication.
5.	Experience of work undertaken for government/public sector / MNC/ Large organization/ institution.
6.	Certified average annual turnover of business – Rs.8 crores <i>annually</i> .
7.	Latest Income Tax, Sales Tax, Service Tax, etc., clearance.
8.	The agency should have experience with Govt. Departments/Public Sector Undertaking.
9.	The period of empanelment of advertising agency would be for one year and further extendable by one or two more years at the discretion of the MNLU, Nagpur and subject to satisfactory performance of agency.
10.	Advertising agency will not charge the MNLU, Nagpur for advertising space more or less than the price charged by the member newspapers for the space occupied by the advertisement.
11.	The eligibility will be considered as on 10.6.2022.
12.	That in case of empanelment to undertake the advertising work of the MNLU, Nagpur, agency will have to render prompt services with regards to publication of Tender/Public Notices/Recruitment, etc in suggested media and data within time schedule.
13.	The agency will be deposited earnest money of Rs. 20000/- in the form of Demand Draft in favour of “Maharashtra National Law University Nagpur” payable at Nagpur with the application.

You are, therefore, requested to submit your offers keeping in view the terms & conditions as detailed above so that the same could be examined for empanelment of suitable agency (ies) to undertake the advertisement assignment of the Maharashtra National Law University, Nagpur.

List of documents to be enclosed with application

1.	Name of the Advertising Agency/Brief Profile of Executives and their experience in the advertising field.
2.	Date of establishment.
3.	Agency Structure (whether a partnership firm/sole proprietor/a limited company etc.)
4.	Principal places of business, that, the head office and their branch offices with detailed addresses and contact numbers.
5.	Profile of its team handling their qualifications and experience.
6.	Details of their accreditation with Indian Newspaper Society (INS) along with the date of each accreditation and whether it is current.
7.	Details of membership with other professional organizations/associations and international alignments, if any.
8.	Audited annual accounts for last three financial years ending 31 st March. (only

	audited balance-sheet and profit & loss account statement) agency along with the gross billing in last three financial years (2018-19,2019-20,2020-21) duly certified by a chartered accountant.
9.	List of clients.
10.	Permanent account number (PAN)
11.	GST certificate
12.	Any other information that the agencies may like to provide.

All the documents to be submitted should be serially arranged in sequence signed/self-authenticated and page numbered with index sheet and enclosures.

GENERAL INSTRUCTIONS: -

1. The applicant will be given one chance to submit shortfall in documents/omissions etc. within (7X24) days, by their registered e-mail. It is sole responsibility of the applicant to provide working email ID of their office. The applicant shall have to comply the MNLU, NAGPUR requirement within the specified time. In case of non-compliance to such queries, the application will be out rightly rejected without entertaining further correspondence in this regard.
2. MNLU, NAGPUR reserves right to accept or reject application without assigning any reason thereof. No applicant shall be granted any hearing in connection with this notice for empanelment and no correspondence will be entertained in this regard, unless and until, specifically called for in writing. Please read carefully and apply.
3. The agency shall seal the envelope and marked **“Empanelment of Advertising Agencies”** and shall be addressed MNLU, NAGPUR at the following address on or before the date and time specified in through **Registered/Speed post/Courier only**. No other mode shall be considered. The offer to the documents shall reach the office of the Registrar, MNLU, NAGPUR on or before 3.00 P.M., 16th June 2022. MNLU, NAGPUR shall not the responsible for any postal delay/loss in postal transit.

The Registrar,
Maharashtra National Law University, Nagpur
Waranga, PO: Dongargaon (Butibori), Nagpur 441108

4. In case applicant fails to comply the requirements of MNLU, NAGPUR within a stipulated time as given by MNLU, NAGPUR, without furnishing sufficient grounds which is convincing to the competent authority of MNLU, NAGPUR then the latter reserves the right to Ban applicant for specific period from participating in any EoI process initiated by MNLU, NAGPUR.
5. The MNLU, NAGPUR may, at its discretion, extend the date and time for submission of applications in which case all rights and obligations of the MNLU, NAGPUR and applicants shall be subject to the extended date & time.
6. If the date fixed for receiving and opening of applications is declared as holiday by the MNLU, NAGPUR the applications will be received and opened on next working day, with no change in the timing unless notified.
7. The MNLU, NAGPUR reserves the right to accept or reject any application, and to the applying process and reject any or all applications, at any time prior to the empanelment without assigning any reason(s), whatsoever and without thereby incurring any liability towards the affected applicant(s) on this ground.

8. The empanelment can be terminated on one month's notice by the MNLU, Nagpur, without assigning any reason.
9. The MNLU, Nagpur reserved the right to switch over/entrust the advertisement/publicity job to DAVP or Govt. Nodal Agency at any time.
10. Do not change this document. Any change/s made in the document by the Agency will lead to disqualification. Agency are required to sign and submit all the pages of this document and all other required supporting documents.
11. Income tax as may be prescribed by the Income Tax Department from time to time would be deducted from the bills for its onwards transmission to the concerned Income Tax office.
12. The Agency should not have been debarred/blacklisted by any Govt. Dept. /Semi-Govt. Dept. /Educational Institute/University or any other organization. Undertaking in this regard is to be submitted by Agency.
13. The Agency will have to ensure publication of such advertisements in the prescribed leading newspapers on or before the stipulated time as per guidelines and specific instructions mentioned in release orders. Normally, 1-2 days' time will be given. However, depending upon the exigency of work, the time limit may be reasonably reduced. As and when required and intimated, the Agency will have to (a) collect the matter of advertisement (b) club the matter (c) translate in the language to be published (d) edit these as advised (e) compose these in the specified typed face (f) prepare the final art work (g) put up the final art work within two days of collection of material for final approval and publication. Estimate will be submitted before publication. However, the agency will bear full responsibility to publish the advertisement without any mistake in the given newspapers and the advertisement should be published in financial viable manner as per the guidelines.
14. In case of any mistake in printing, translation or typographical error in published matter due to fault of the agency / newspaper, the agency will publish corrigendum, FREE OF COST promptly i.e. well before or during the date of sale of tender documents with permission from the authorities concerned.
15. The advertising agency will extend a helping hand FREE OF COST in public relations activities as and when requested by way of distribution of press release / handouts, press visits, P.R. presentations and P.R. campaigns
16. Agency claims will be examined strictly as per the bills of newspapers and size of the press notices/tenders ordered to agency.
17. The Agency will submit the bills on account of publication of advertisement in a consolidated manner, in triplicate, duly pre-receipted enclosing therewith a copy of relevant bill / bills of newspaper / newspapers concerned and voucher copy of the newspaper in original. Payment will be made within 30 days if bill is found in order and formalities have been complied with.

18. **Delayed publication / non publication:-**

1. In case the advertisement is published by the agency after the due date, the Registrar will have discretion to deduct the entire amount from the bill of the particular agency, if it is ascertained from the tendering authority that the purpose of tender has been defeated by delayed publication. The payment on such account to the newspaper/newspapers shall be borne by the defaulting agency.

2. In case delayed publication necessitates re-tendering, the advertising agency will have to publish such tender at their risk and cost.
3. However, if it is ascertained from the tendering authority that delayed / faulty publication has in any way affected the purpose of tender, a penalty of 15% only may be deducted on this count from the bill of that particular agency at the discretion of the Registrar. However, the full payment to the newspaper / newspapers may be made by the defaulting agency at their own cost.
4. Delayed publication beyond three days from the date of publication stipulated in Release Order would be treated as non-publication and would be viewed seriously. While no payment whatsoever will be made for such publication, it may attract termination of empanelment if the explanation offered by the agency does not appear to be satisfactory. The payment to the newspaper / newspapers may be borne by the defaulting agency at their cost.

MNLU,NAGPUR,

Acceptance with seal

Signatory (Advertising Agency)

PERSONAL GUARANTEE

1. MNLU, Nagpur will have the right to ask for personal guarantee from defaulting agencies and from those agencies who have collected advertisement dues but not paid to member publication within the credit period. Such guarantees will be furnished by the Proprietors/ Partners/Directors of the agency jointly and severally as and when and to the extent demanded by MNLU, Nagpur.
2. It has a place of business and a properly equipped office.
3. It is properly constituted as a sole proprietorship concern a partnership or a limited company or a cooperative society.
4. It carried on advertising business as its main occupation and that advertising does not constitute an allied department nor is it an adjusted to its any other business carried on by it.
5. It or any of its partners has not been removed from the list of accredited agencies or refused accreditation as an advertising agency on any previous occasion provided that Director(s) may be employed after a period of twelve months after disaccreditation with prior intimation and permission of the MNLU, Nagpur
6. It is free from control or interference of any business or person who own or controls any newspaper or other advertising medium or media.

MISCELLANEOUS

The advertising agency shall be paid commission in accordance with the INS's Rules and the Regulations on Accreditation of advertising agencies from the member newspapers. That it will retain full commission earned as an advertising agency from member publications and that it will at no time pay or otherwise allow any part of such commission to any advertisers or representative of any advertiser for whom it may be acting, or has acted as an advertising agency.

The advertising agency shall not charge any advertiser for advertising space more or less than the price charged by the member newspaper for the space occupied by such advertisement.

The advertising agency shall continue to abide strictly by all the norms of eligibility for accreditation as set out in the INS Rules and Regulation on Accreditation of Advertising Agencies. Blocks or positives, if art work is required to be made (as case may be) be called from the agencies before processing their claims and be forwarded to the MNLU, Nagpur, concerned office along with claim.

