



**DOCUMENT FOR SUBMISSION OF EXPRESSION OF  
INTEREST FOR EMPANELMENT OF ADVERTISING/  
PUBLICITY AGENCIES FOR ADVERTISING/  
PUBLICITY PROGRAMMES OF ASSAM AYURVEDIC  
PRODUCTS, BAMUNIMAIDAN, GUWAHATI – 21.**



**ASSAM SMALL INDUSTRIES DEVELOPMENT CORPORATION LIMITED  
(A Govt. of Assam Undertaking)  
M.R.D Road, Bamunimaidan, Guwahti-781021**

**Issued to :.....**

***Cost of documents : Rs 500/ (Rupees Five Hundred only)***

**Assam Small Industries Development Corporation Ltd.**  
**(A Govt. of Assam Undertaking)**  
**MRD Road, Bamunimaidan, Guwahati-21**  
**Email: asidcassam@gmail.com**

Ref: SIDC/AAP/EOI/303/2017

Date:25-01-2017

**Expression of Interest for Empanelment of Advertising/ Publicity Agencies**

Expression of interest are invited by the Assam Small Industries Development Corporation for empanelment of technically competent, experienced and financially sound advertising/ publicity agencies for advertising/ publicity programmes of Assam Ayurvedic Products, Bamunimaidan, Guwahati, a Ayurvedic medicine manufacturing unit under ASIDC Ltd.

The RFP documents may be downloaded from [www.assamsidcltd.com](http://www.assamsidcltd.com) or may be collected from the office of the undersigned between 25-01-2017 to 15-02-2017 during office hours on payment of Rs. 500/- (Rupees Five Hundred) only as E.O.I fee.

The E.O.I must reach the undersigned on or before 15-02-2017 upto 2.00 PM and will be opened on the same day at 3.00 PM. If the last date as fixed happens to be a holiday, the next working day will treated as last date.

The Assam Small Industries Development Corporation Ltd., reserves the right to accept or reject any or whole E.O.I without assigning any reason thereof.

Sd/-

Managing Director  
Assam Small Industries  
Development Corporation Ltd.,  
Bamunimaidan, Guwahati-21

# **Assam Small Industries Development Corporation Ltd.**

(A Govt. of Assam Undertaking)

M.R.D Road, Bamunimaidan, Guwahati-21

Email: asidcassam.in@gmail.com

## **Expression of Interest for Empanelment of Advertising/ Publicity Agencies**

|                                                      |   |                                                                                                                                          |
|------------------------------------------------------|---|------------------------------------------------------------------------------------------------------------------------------------------|
| Reference No.                                        | : | No. SIDC/AAP/EOI/303/2017<br>Date:25-01-2017                                                                                             |
| Date of issue of RFP document for EOI                | : | 25-01-2017                                                                                                                               |
| Last date for sale of RFP documents                  | : | 15-02-2017                                                                                                                               |
| Last date and time for receipt of E.O.I              | : | 15-02-2017 up to 2:00 P.M.                                                                                                               |
| Time and date of opening of E.O.I<br>(Technical Bid) | : | 15-02-2017 at 3:00 P.M.                                                                                                                  |
| Place of opening of E.O.I                            | : | ASIDC Ltd., Bamunimaidan, Guwahati-21.                                                                                                   |
| Address for communication                            | : | Managing Director<br>Assam Small Industries Development<br>Corporation Ltd.<br>MRD Road, Bamunimaidan<br>Guwahati – 781021               |
| Cost of E.O.I documents                              | : | Rs. 500.00 only in favour of ASIDC Ltd.,<br>Bamunimaidan, Guwahati-781021 in the<br>form of demand draft/ banker's cheque or in<br>cash. |

**Assam Small Industries Development Corporation Ltd.**  
(A Govt. of Assam Undertaking)  
MRD Road, Bamunimaidan, Guwahati – 781021

**Ref: SIDC/AAP/EOI/303/2017**

**Date:25-01-2017**

Assam Small Industries Development Corporation, Bamunimaidan, Guwahati-21 (hereinafter referred as Tender Inviting Authority unless the context otherwise requires) invites Expression of Interest for Empanelment of Advertising/ Publicity Agencies for advertising/ publicity programmes of Assam Ayurvedic Products, Bamunimaidan, Guwahati,

**A) Scope of work.**

The empanelled agency shall, as and when referred by ASIDC Ltd., render the following services.

- 1) To conceptualise and design materials for print and electronic media.
- 2) To conceptualise and design printed materials like brochure, booklets, folders, leaflets, posters, etc.
- 3) To conceptualise and design material for outdoor activities such as hoardings, bus/ train panels, other promotional materials, etc.
- 4) Audio visuals including but not limited to production of films, audio spots and presentations in various electronic formats.
- 5) Publicity & branding work.

**B) Essential eligibility criteria.**

The advertising agency should fulfil the following criteria.

- 1) The applicant should be legal entity having registered office within Assam.
- 2) The agency/firm/company shall abide by the rules and regulations of State/Central govt. authorities particularly applicable to the business and shall have requisite licenses, registration, accreditation, which should be valid during the tenure of contract.
- 3) Minimum 3 years experience in advertising & publicity.
- 4) In house proficiency, translation and proof reading facilities in Assamese and English.
- 5) Agency should not have been black listed by any Central/ State government / public sector undertaking Govt. of India.

**C) General conditions.**

- 1) Service Tax/ GST registration.
- 2) Up-to-date Income Tax Return against PAN of the agency.
- 3) Successful bidders shall have to submit a performing security of Rs. 50,000/- in the form of a demand draft drawn from any nationalised bank, bank guarantee, NSC/KVP in favour of ASIDC Ltd., Bamunimaidan, Guwahati – 21.
- 4) No advance payment will be made to the advertising agency for any of the work assigned by ASIDC Ltd. The payments shall be released by ASIDC Ltd. against the bills received from the agency after having completed the job to the satisfaction of the Corporation.
- 5) ASIDC Ltd. reserves the right to remove any such agency from the empanelled list along with forfeiture of performance security, if the service provided by the Agency is found to be unsatisfactory or if the information provided for empanelment is proved to be false.
- 6) ASIDC Ltd. may empanel more than one advertising agency and shall be free to release advertisement through any one or more of them.
- 7) ASIDC Ltd. reserves the right to reject any or all applications without assigning any reason.
- 8) The performance security will be forfeited in the event of a breach of contract by the agency in terms of the relevant contract.
- 9) The Agency shall seek written approval of all visuals, artwork, copy, scripts, etc. and the Agency shall not proceed further with any work until approval of related documents by ASIDC Ltd.
- 10) ASIDC Ltd. will retain the absolute copyright and all such related rights including and not limited to rights for adaptations/ translation, reproduction, alteration and archiving without any restriction of time period to all such creatives and their inputs which might be produced by the agency for executing a work and such creatives could be used in any such future campaigns that ASIDC Ltd. may consider appropriate.

## D) Form for Empanelment of Advertising/ Publicity Agencies

- 1) Name of the Advertising Agency
  - (i) Whether Proprietorship / Sole/ Partnership/ Pvt. Ltd/ Ltd. Co.....
  - (ii) Name of the Director/ In-charge .....
  - (iii) Name of the contact person .....
  
- 2) Head Office
  - (i) Complete Address .....
  - (ii) Telephone Number(s) .....
  - (iii) Fax Number .....
  - (iv) E-mail Address .....
  - (v) Mobile No. ....
  
- 3) Branch Office(s)
  - (i) Complete Address .....
  - (ii) Telephone Number(s) .....
  - (iii) Fax Number .....
  - (iv) E-mail Address ..... (Add separate sheet, if required)
  
- 4) Contact person
  - (i) Name .....
  - (ii) Designation .....
  - (iii) Contact Number(s) .....
  - (iv) Fax Number .....
  - (v) E-mail Address .....
  - (vi) Mobile No. ....
  
- 5) Years of Establishment (attach proof) .....
  
- 6) Registration Number of the firm .....
  
- 7) Staff strength (full time) .....
  
- 8) Service Tax Registration number .....
  
- 9) Payment Details .....
  
- 10) Annual Turnover of the last three years along with audited accounts (Minimum turnover required Rs 15.00 Lakhs per annum)
  - 2013-14 .....
  - 2014-15 .....
  - 2015-16 .....
  
- 11) Detail of appreciation(s) awards(s) received by your agency (if any) in advertisement campaign (Attach separate sheet, if required) .....

Note: Documentary evidence may be provided, wherever applicable, in the form of photo copies (Accreditation Certificates, Audit Reports, Work Orders, Release Orders, etc.)

**E) Declaration**

- 1) I ..... (Name of the person), am authorised to declare on behalf of the agency ..... (Name of the Agency) hereby declare that the agency has.
  - (i) Full-fledged office establishment in Assam with needed manpower.
  - (ii) Creativity in development communication of high standard befitting the expectations.
  
- 2) I also declare that all the statements made in this application are true, complete and correct to the best of my knowledge and brief. I understand that if at any stage, it is found that any information given in the application is false/incorrect or that our agency does not satisfy the eligibility criteria, our candidature/ empanelment is liable to be cancelled/ terminated.
  
- 3) I understand that the decision taken is final in all matters.
  
- 4) I hereby agree to work as per the terms and conditions rolled out by ASIDC Ltd.
  
- 5) I understand that the ASIDC Ltd. reserves the right to accept or reject and to cancel the empanelment process and reject all expressions of interests at any time prior to the award of contract, without assigning any specified reasons whatsoever.

Signature ..... Place ..... Name .....

Date ..... Designation .....

## F) Assignment Specific Information

Evaluation of the response to EOIs:

| Sl. No. | Technical capacity criteria                                                                                                                                                                                                                            | Maximum Score (Total 100) |
|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| 1       | Relevant experience as advertising agency for three years                                                                                                                                                                                              | 30                        |
| 2       | Key resources<br>(i) Team Member (2)<br>(ii) In-house language translators (5)<br>(iii) In-house creative art designers/ copy writers (10)<br>(iv) Infrastructure details                                                                              | 20                        |
| 3       | Policy & Profile<br>(i) Nature of assignment if any carried out during its presence on the panel of government enterprises/ PSU's<br>(ii) Firm's/ Agency's policies on data protection, confidentiality & conflict of interest<br>(iii) Client profile | 20                        |
| 4       | Presentation, Conceptualization, Branding, Strategy                                                                                                                                                                                                    | 30                        |

The bids shall be opened on 15-02-2017 at 3:00 P.M. and the score will be given as per the above criteria. Bids scoring minimum 60 (sixty) and above only shall be shortlisted.

The shortlisted bidders will be called for a brief interaction cum presentation before a committee. Each of such session will be of 10 minutes duration.

During the interaction/ presentation, the shortlisted bidders will be rated on the following parameters.

- Ability to communicate the organisational expertise.
- Relevance of in-house resources to the Scope of Work & clarity of thoughts.
- Case presentation on any one of the most significant assignments completed during the preceding year.

The bids obtaining the highest total combined score in evaluation of technical capacity criteria and presentation will be ranked as H-1 following by the bids securing lesser marks as H-2, H-3, etc. High scoring bids up to 5 (five) (number may be less than five but not exceeding five) based on the technical capacity criteria shall be shortlisted. The shortlisted agency will be required to submit the rate / cost for the different items of publicity work as per date & time fixed. The agency selected will have to sign an integrity pact and enter into an agreement with ASIDC Ltd for execution of the work and will be strictly as per the terms and conditions and TOR stipulated. The validity of this empanelment will remain for a period of 3 (three) years.

Sd/-  
Managing Director,  
ASIDC Ltd.