

# Tender Notice

## For Empanelment of Print Media Advertising Agencies

Project Description - State Health Society, Bihar (SHSB) is implementing the National Rural Health Mission (NRHM) to improve the availability of and access to quality health care for people in the basic health care delivery system. The Goal of the Mission is to improve the availability of and access to quality health care by people, especially for those residing in rural areas, the poor, women and children.

Sealed bids are invited for empanelment of Print Media Advertising Agencies for planning & conducting of Print Media Advertising of SHSB in the format. The rate should be inclusive of all taxes and shall be valid for 2 Years. Bids received in any other format will not be considered. Details of the tender can be obtained from our website - ([www.shsbihar.org](http://www.shsbihar.org))

The last date for submitting the complete tender document is 5th May 2008 (5 pm). The bid will be opened on 6th May 2008 (3 pm) at SHSB in the presence of the parties those who wish to participate. SHSB reserves the right to accept or reject any offer/all offers without assigning any reason.

For all enquiries the interested agencies may contact Mr. Alok Ranjan, Tel no. 0612-3244036 during office hours on all working days.

Executive

Director

## Eligibility Criteria

Tenders in one large envelope marked as “*Bid for Empanelment of Print Media Advertising Agencies*” containing two separate sealed envelopes

- 1) Envelope ‘A’ marked with “*Technical Bid for Empanelment of Print Media Advertising Agencies*”
- 2) Envelope B marked with “*Financial Bid for Empanelment of Print Media Advertising Agencies*”

Financial Bids of only those tenderers, who qualify in the technical bid, will be opened.

Interested agencies must enclose the following credentials in the Technical Bid marked as Cover ‘A’:

- ✓ Registration Certificate of Service Tax, Vat No., Pan No., as applicable.
- ✓ Audited Statement of Accounts for the last three years (Yr 2004-2005, 2005-2006, 2006-2007)
- ✓ The firm should have a minimum annual turnover of Rs 50 Lacs
- ✓ Proof of being accredited with INS (Indian Newspaper Society)
- ✓ Self attested certificate of not being blacklisted by SHSB.
- ✓ Proof of having an adequate/suitable infrastructure for carrying out the assignment, which may subject to physical verification after the agency is short listed.
- ✓ List of clients presently being served (public sector/private sector/others separately in the last three years).
- ✓ Demand Draft of Rs. 10,000/- (refundable) in favour of State Health Society, Bihar

### Financial Bid, marked as Cover ‘B’:

- ✓ Rates for individual items may be quoted as described in scope of working in the prescribed format. (Rate should be inclusive of all the taxes)

### Terms & Conditions:

- ✓ Rates quoted must be inclusive of all taxes.
- ✓ In case of exigencies, SHSB reserves the right to distribute the work among the bidders on lowest rates.
- ✓ The agency empanelled for releasing ads to print media will be responsible for preparing designs for advertisement. No additional cost will be payable for this work.
- ✓ Agency shall arrange for organizing Press Conferences without claiming any extra charges.
- ✓ Agency shall provide a representative at the premises of SHSB, round the clock, with Mobile, Computer System without claiming any extra charges.
- ✓ Agency shall prepare, translate & publish Advertisements/Press Releases on behalf of SHSB without claiming any extra charges.
- ✓ Agency shall provide complementary newspaper supply of Bihar & some of outside, a few National Magazines without claiming any extra charges.
- ✓ Ground work required and expense involved in getting work done will be the responsibility of agency.

- ✓ Agencies who will agree to take up the job at lowest finalized rate (L1) will be empanelled for carrying out the assigned work for a period of two year.
- ✓ The decision of the State Health Society, Bihar shall be final, and no enquiries, or application for review, shall be entertained.
- ✓ The State Health Society, Bihar reserves the right to cancel any/all the bids without assigning any reason, whatsoever.
- ✓ Selected party will have to submit a suitable Bank Guarantee which will be valid for the period of the contract and shall serve as Performance Guarantee.