



Expression of Interest

Empanelment of Advertising Agency for AEGCL

By

Assam Electricity Grid Corporation Limited
Registered Office: (FIRST FLOOR), BIJULEE BHAWAN
PALTANBAZAR; GUWAHATI -781001

EOI No.: AEGCL/MD/T-1019/PR/Empanelment/Advt Agency/2022/05

Date: 18.05.2022

PHONE: 0361-2739520

Web: www.aegcl.co.in

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CONTENTS

Section-I	Expression of Interest
Section-II	Detailed Scope of Work
Section-III	General Information and Terms & Conditions
Section-IV	Qualifying Criteria
Section-V	Application and Forms*

(*The application and Forms contained in Section-V are to be submitted by the Interested Applicant duly filled in, signed and stamped on each page.)

SECTION I- EXPRESSION OF INTEREST
ASSAM ELECTRICITY GRID CORPORATION LIMITED

EOI NO.: **AEGCL/MD/T-1019/PR/Empanelment/Advt Agency/2022/05**

Date: 18.05.2022

1.0 INTRODUCTION:

Assam Electricity Grid Corporation Limited (AEGCL), a vibrant growth oriented Public Sector Company registered under 'Company Act, 1956'. It was formed out of restructured Assam State Electricity Board in 2003 and was notified as the State Transmission Utility (STU). Its core business is to efficiently transport electrical power from electrical power bulk heads to the distribution company networks in the state of Assam.

2.0 Expression of Interest (EOI):

AEGCL hereby invites applications for Expression of interest, with validity of up to 180 days accompanied by requisite details, order executing details, user's performance certificate etc. are invited for **Empanelment of Advertising Agency for AEGCL** from interested advertising agencies.

3.0 Duration of Empanelment of Advertising Agencies:

The empanelment of selected agencies shall be for a period of 2 (two) years with a provision from extension of another 1(One) year, which may be extended twice each for a period of six months depending on satisfactory performance of the empanelled agencies to the satisfaction of AEGCL, Bijulee Bhawan, Paltanbazar, Guwahati-01. AEGCL reserves the right to increase/ decrease the number of empanelled agencies based on requirement.

4.0 Commercial:

- a. Document Cost= ₹ 1000/- (One Thousand) Only in the form of DD only in favour of AEGCL payable at Guwahati. (Non-Refundable)
- b. Earnest Money Deposit (EMD) = ₹ 60000/- (Sixty Thousand) Only in the form of DD only in favour of AEGCL payable at Guwahati. (Refundable)

5.0 Schedule of Activities: -

Sl. No.	Event Description	Estimated date/time
1.	Start date & time of receiving EOI	18-05-2022 & 14:00:00 Hours
2.	Last date & time of receiving EOI	02-06-2022 & 14:00:00 Hours
3.	Opening of bid	02-06-2022 & 15:00:00 Hours
4.	Letter of Award	15-06-2022 (Tentative)

Disclaimer: The above schedule would generally be adhered to. Any change will be communicated.

6.0 Contact Officer: -

All correspondence, clarification and submission of Expression of Interest documents shall be addressed to: -

General Manager (M&PR)
O/o the Managing Director,
Assam Electricity Grid Corporation Limited,
1st Floor, Bijulee Bhawan,
Paltanbazar, Guwahati-01
Email: gm.mpr@aegcl.co.in/ prcell@aegcl.co.in
Contact person: Nitesh Agarwal, AM, Mobile No.- 7086248188

SECTION-II- DETAILED SCOPE OF WORK

- 1.0 The empanelled agency(s) will have to provide needful services primarily on the following activities to facilitate the publication of various advertisements like Tenders Notice, Expression of Interests, Shutdown notices, Charging Notices, Recruitment Notices and any other public information related messages, drawing and designing for any publication, public and media relation, event/image management and for publication in social media platform etc.
- 2.0 Copies of Advertisement/notice released by the Public Relations Cell of AEGCL will have to be collected during office hours by a designated employee of the empanelled agency(s) as and when necessary. Advertisements/notices as mentioned above may be sent through e-mail also if felt necessary by AEGCL.
- 3.0 In case of Emergency, certain notices may be released by the PR Cell directly to the Newspapers and other print medias for immediate publication with necessary intimation to the empanelled agency.
- 4.0 The empanelled agency(s) will ensure publication of advertisements/notices within the specified date, failing which the advertisement/notice will have to be published in the subsequent date without fail at the agency's cost.
- 5.0 No extension of dates for publication of advertisements/notices is allowed. Failure to publish of such Advertisements/notices shall be treated as unsatisfactory service. Which may lead to contract termination along with forfeit performance security.
- 6.0 The text of all the advertisements/notices will be printed only in 7-point type in display and advertisement column (minimum space X 2 column) unless otherwise specified in the release order. The by-line (Tender/Quotation Notice No.) below the title of AEGCL should in no case be printed in types other than 10 point bold.
- 7.0 The empanelled agency will get all advertisement/notice copies photo set at their own cost and send only such copies to the Newspapers and other print medias for publication. Advertisement/notice text must be composed with least gap between lines.
- 8.0 The PR Cell, AEGCL may call for the original bill(s) of the Newspapers and other print medias if felt necessary in connection with verification of bills for advertisements/notices published.
- 9.0 The empanelled agency(s) will intimate the Newspapers and other print medias all the conditions from Sl. no. 6 to sl. no. 8 and ensure that the conditions are fully and diligently met.
- 10.0 It is responsibility of empanelled agency(s) to get the corrected content/corrigendum published on the subsequent date in the newspaper at the agency's own cost if any error/mistake occurred after publication.
- 11.0 The empanelled agency(s) should be equipped to handle the media relations of AEGCL.
- 12.0 The selected agency(s) will charge the prevailing DIPR rates of local Newspapers and other print medias except The Assam Tribune and Asomiya Pratidin. For the Assam tribune and Asomiya Pratidin, their special offered rate on commercial rate card is applicable and for other national Newspapers and other print medias, commercial rates are applicable which has been approved by AEGCL. The agency(s) will not be entitled to any other charges that may accrue in course of publication of advertisements/notices. No commission, postage, telegraphic fax charges, e-mail, photo type-setting charge, DTP charge etc will be admissible.

[Note: AEGCL reserves the right to allotment of the work to the empanelled agency(s)].

SECTION-III- GENERAL INFORMATION AND TERMS & CONDITIONS

- 1.0** The validity of offer should be 2 (two) years from the date of signing of agreement with a provision for extension of another one year.
- 2.0** The EOI will be for: -
Selection of advertising agency for facilitating various advertisements (Notice Inviting Tender, Expression of Interests, Shutdown Notices, Line Charging Notices, Recruitment Notices), all public information related messages, drawings and designing for any publication, public and media relation, event/image management and social media platforms for AEGCL.
- 3.0** EOIs received after the due date and time shall not be accepted under any circumstances:
- i. Withdrawal of offer within the quoted validity period shall not be accepted and performance security money shall be forfeited.
 - ii. AEGCL reserves the right for negotiation of rates, terms and conditions only.
- 4.0** Each and every paper of the hard copy of the EOI should be signed affixing seal by the bidder while submitting bid/application.
- 5.0** **Payment Terms:** 100% (Hundred Percent) payment with full taxes and duties on a monthly basis will be admissible subject to the following conditions: -
- Bills in triplicate supported by voucher copies of the whole page duly verified and signed by the concerned Public Relations Office should be sent to the consignee for payment of bills. No claim for interest will be entertained in case of delay in payment.
- 6.0** All other terms and conditions as mentioned in the “**General Conditions of Supply and Erection 2009**” of AEGCL unless in contravention of the above conditions will remain in force. (<https://www.aegcl.co.in/rules-regulations/>)
- 7.0** AEGCL reserves the right to reject any/all EOIs, the right to accept any EOI or part of an EOI which is advantageous to AEGCL and to award the contract to one agency or split up amongst different agencies. In exercising the above, AEGCL is not bound to assign any reason(s).

Note: The terms and conditions stated above are not final and subject to change or pre bid meeting to be convened after expiry of the EOI date.

SECTION-IV- QUALIFYING CRITERIA
(Other than specified in the Bid Documents)

1. The agency(s) will have to submit a written power of attorney authorizing the signatory of the EOI to commit the agency.
2. To be qualified for this contract, the agency must compulsorily meet the following minimum criteria:
 - i) The agency must be an INS (The Indian Newspaper Society) accredited firm.
 - ii) The agency must have a registered office or branch in Guwahati with adequate experienced manpower for designing of advertisements etc.
 - iii) The agency must have a prior experience of acting as an advertisement agency of a government department/ PSU/ utility for minimum 3 (three) years and must submit the experience certificate issued by the concerned authority.
 - iv) The agency must submit performance report of similar work done previously.
 - v) **PERSONNEL CAPABILITY:** The agency must have suitable experienced and qualified personnel in their payroll for carrying out the job. They must be able to manage various events of AEGCL held at different times of the year.
 - vi) The agency(s) will have to deposit **Rs. 3,00,000.00 (Rupees Three Lakhs Only) per year** (Performance Security Money Deposit) in the form of Bank Guarantee pledged in favour of the Managing Director, AEGCL, Bijulee Bhawan, Paltanbazar, Guwahati-781001 as security on being empanelled and this amount will be released after expiry of the contract period.
 - vii) **LITIGATION HISTORY:** The agency shall submit details of all the litigation, arbitration or other claims, whether pending, threatened, or resolved in the last five years, with the exception of immaterial claims with a cumulative impact of not more than 10 percent of their total assets. The Employer may disqualify agencies in the event that the total amounts of pending or threatened litigation, arbitration or other claims represent more than 50 percent of their total assets.
 - viii) **Settlement of Disputes:** Any dispute(s) or difference(s) arising out of or in connection with the Contract shall to the extent possible, be settled amicably between the parties.

All disputes will be under the jurisdiction of Guwahati High Court only.

Notwithstanding anything stated herein under, AEGCL reserves the right to assess the capacity and capability of the agency to execute the work, should the circumstances warrant such assessment in the overall interest of the Purchaser.

3. Minimum eligibility criteria: -

The advertising agency should fulfil the following criteria:

- a) Minimum 3 years' experience in advertising and publicity.
- b) Agency should have been on panel of at least 02 or more government department/PSU.
- c) In-house Proficiency, translation and proof-reading facilities in Assamese & English.
- d) Minimum annual turnover of Rs. 50 (Fifty) Lakhs during last three years each with documentary proof for certified by CA.

- e) Agency must practice Firewall policy within to deal with contrary interests or with confidential information.
- f) Agency should not have been blacklisted by any Central /State Government / Public Sector Undertaking, Govt. of India.
- g) Agency should not be involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this Request for Empanelment and in the execution of agreement.

4. Qualifying Criteria: -

Sl.	Criteria	Documents to be Submitted
1.	Three Years Continuous and Regular Full Accreditation from Indian Newspaper Society (INS). (A certificate to this effect from INS (for Print Media) to be submitted by the applicant)	INS Certificate (for Print Media)
2.	The advertising agency should have been in operation for at least last five years	Certificate of Incorporation/ registration
3.	GST, PAN Card, Income Tax Return, Balance Sheet and P/L Account of last 3 (Three) Years	A certificate to this effect duly signed and sealed by Chartered Accountant
4.	Requirement of minimum turnover per year i.e., average turnover for the past 3 financial years ending March 31, shall be Rs. 50.00 lakhs with regular billing of minimum Rs. 20.00 lakhs.	Attach copies of audited balance sheets for last three years
5.	The agency should have handled at least 2 (Two) single clients as Government/ PSU/Banking & Financial Institutions accounts/ orders in the past 3 years from the date of EOI	Attach copies of Award Letters/ Other relevant proof
6.	The agency should be fully equipped with adequate infrastructure for designing, preparation and printing of material in English, Hindi, Assamese and other regional languages	Attach relevant artifacts executed by applicant
7.	The Agency should have undertaken Print Advertising as part of its regular operation.	Attach relevant artifacts executed by applicant
8.	The agency should have a full-fledged office with minimum staff strength of 10 Nos. of employees at Guwahati	Self-declaration of staff strength duly signed and stamped by authorized signatory of applicant
10.	The advertising agency should be able to provide and indicate a dedicated team for implementing and monitoring AEGCL's work.	List of team members duly signed and stamped by authorized signatory of applicant
11.	The agency should be able to meet a diversity of communication requirements at short notice	Self-declaration to the effect duly signed and stamped by authorized signatory of applicant
12.	The agency shall be required to provide Designs, Artworks for publicity/ Advertisement in newspaper as well as Social Media Platforms.	Attach relevant artifacts

13.	The agency should have on its roll specialized, qualified and professional people with adequate experience in dealing with advertisements related to print.	List of qualification, specialization of staff duly signed and stamped by authorized signatory of applicant
14.	The agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to AEGCL's interest	Self-declaration to the effect duly signed and stamped by authorized signatory of applicant
15.	The Agency shall maintain confidentiality on matters disclosed till proper instruction is issued for publication. AEGCL reserves the right to impose penalty in case of any violation of the above	Self-declaration duly signed and stamped by authorized signatory of applicant
16.	The Agency should not have been debarred/blacklisted by RBI/ SEBI/ IRDA/ PSBs/ FIs/ PSUs/ Government Organizations. A declaration by the Agency is to be enclosed	Self-declaration duly signed and stamped by authorized signatory of applicant

5. Procedure for Empanelment of Advertising Agencies: -

- a) An initial screening of all the bids/ applications will be undertaken by a Screening Committee;
- b) The Agency will be evaluated at the first instance on the basis of the minimum eligibility criteria as indicated in S. No. 3 of Section-IV (Qualifying Criteria);
- c) Evaluation/ Selection process of agency shall have following stages:

Stage: Evaluation of agencies on the basis of submitted the proofs/documents/ certificates:

Sl. No.	Technical Parameters	Maximum Marks	Marks obtained
(i)	Financial Turnover	10 Marks	
	(a) Between 50 lakhs & 1 Crore (b) Between 1 Crore & 3 Crores (c) Between 3 Crores & 5 Crores (d) 5 Crores and above	05 Marks 06 Marks 07 Marks 10 Marks	
(ii)	Number of clients having value more than Rs.10 lakh from a single client – Banks/ FIs/ PSUs each year	10 Marks	
	(a) 2 to 3 clients (b) 4 to 5 clients (c) 6 clients and more	04 Marks 06 Marks 10 Marks	
(iii)	Organizational set-up of Agency	10 Marks	
	(a) Having Office in Guwahati (b) 1 to 3 Offices other than Guwahati (c) More than 4 Offices other than Guwahati	05 Marks 07 Marks 10 Marks	

(iv)	Staff strength	10 Marks	
	(a) Upto 10 staff (b) 11 to 15 Staff (c) 16 Staff and above	04 Marks 06 Marks 10 Marks	
(v)	Handled as clients Government/ PSU/ Banking & Financial Institutions Accounts during last 3 years	12 Marks	
	(a) Min 2 Clients (b) 3 to 5 Clients (c) 6 Clients and above	04 Marks 08 Marks 12 Marks	
(vi)	Specialization/ Experience	18 Marks	
	(a) Upto 3 years (b) 3 to 5 years (c) 5 years and above (d) With AEGCL, APDCL & APGCL (Additional 5 Marks will be added to item a to c of SI No-Vi)	10 Marks 14 Marks 18 Marks 05 Marks	
(vii)	PAN Card	05 Marks	
(viii)	GST registration certificate GST registration certificate with upto date return	05 Marks 10 marks	
(xi)	Income Tax Return for last three year	10 Marks	
	Income Tax Return not upto date Income Tax Return upto date	06 Marks 10 Marks	

- d) Out of the total bids/ applications received, only top 3 agencies scoring highest marks would qualify for empanelment.
- e) Special Clause: If any two or three agencies obtained same marks or having tie in marks, preference will be given to the parties have experiences in electronic media.

SECTION-V: APPLICATION AND FORMS

Annexure -1

EOI Acceptance Letter

(To be typed & submitted in the Letter Head of the Company/Firm of Applicant)

To,
General Manager
(Marketing & PR)
O/o the Managing Director
Assam Electricity Grid Corporation Limited

Sub: **Acceptance of Terms & Conditions of EOI.**

EOI Reference No:

Dear Sir,

1. I / We hereby certify that I / we have read the entire terms and conditions of the EOI documents of all pages (including all documents like annexure(s), schedule(s), etc.), which form part of the contract agreement and I / we shall abide hereby by the terms / conditions / clauses contained therein.
2. The corrigendum(s) issued from time to time by your department/ organization too has also been taken into consideration, while submitting this acceptance letter.
3. I / We hereby unconditionally accept the EOI conditions of above mentioned EOI document(s) / corrigendum(s) in its totality / entirety.
4. I/We hereby declare that our Company/Organization has not been blacklisted /debarred /banned or disqualified by any Government or any Government agencies including PSUs, Public Sector Banks/ Public Sector Insurance Companies during a period of last five years.
5. Further, we hereby declare that none of our partners /directors of our Company/Organization is blacklisted /debarred /banned by any Government or any Government agencies including PSUs, Public Sector Banks / Public Sector Insurance Companies or has any criminal case against him /her during a period of last five years.
6. I/We certify that all information furnished by our Firm is true & correct and, in the event, that the information is found to be incorrect/untrue or found violated, then your department/ organization shall without giving any notice or reason therefore or summarily reject the Application or terminate the contract, without prejudice to any other rights or remedy including the forfeiture of the full said earnest money deposit /Security deposit or both absolutely.
7. I/We hereby certify that all the information and data furnished by me with regard to the above EOI Specification are true and complete to the best of my knowledge. I have gone through the specifications, condition, stipulations and other pertinent issues till date, and agree to comply with the requirements and Intent of the specification.

8. I further certify that I am authorized to represent on behalf of my company/firm for the above- mentioned EoI and a valid Power of Attorney/Authorization letter to this effect is also enclosed.
9. We hereby confirm that we have not changed/modified/materially altered any of the EoI as downloaded from the website/issued by IFCI and in case of such observance at any stage, it shall be treated as null and void and our EoI shall be deemed to be withdrawn.
10. We also hereby confirm that we have neither set any Terms and Conditions and nor have we taken any deviation from the EoI conditions together with other references applicable for the above referred EoI Specification.
11. We further confirm our unqualified acceptance to all Terms and conditions, unqualified compliance to EoI Conditions, Integrity Pact (if applicable).
12. I/ We confirm that all the Rules prevailing in the concerned state, the Labour Laws, Risk Insurance obligations, State & Central Govt. statutory requirements etc are complied by me/ us.
13. I/We understand that this is merely an application and does not entitle me / us to be necessarily qualified by the AEGCL and the AEGCL reserves the right to reject all and / or any application without assigning any reason whatsoever.
14. We confirm to have submitted offer in accordance with EoI instructions and as per aforesaid reference.
15. We undertake to inform you about any insolvency proceedings, if any initiated against us by any financial/operational creditors within seven days from the receipt of such notice.

Date:

Signature of authorized person

Place:

Full Name & Designation:

Company's Seal

Annexure-II
EOI Submission Form

To
General Manager
(Marketing & PR)
O/o the Managing Director
Assam Electricity Grid Corporation Limited

Sub: - Expression of Interest for Empanelment of Advertising Agency for AEGCL.

Dear Sir,

1.0 Having examined the document "Expression of Interest for **Empanelment of Advertising Agency for AEGCL**. I the undersigned, express my interest for the same.

2.0 In line with the requirements of "Expression of Interest", I submit herewith the following information / data / documents:

A. Application format:

1	Name of the firm	
2	Description of the firm	A separate right-up may be submitted in Company's letterhead
3	Full Address Telephone No. Fax No. Contact Person and Mobile No. E-mail Website	
4	INS Certificate (for Print Media) Submitted?	Yes/No
5	Certificate of Incorporation/ registration Submitted?	Yes/No
6	Goods & Service Tax no. Submitted?	Yes/No
7	Pan Card Submitted?	Yes/No
8	Copies of Income Tax Return, audited balance sheets and P/L account for last three years attached?	Yes/No
9	Self-declaration of staff strength and organizational setup duly signed and stamped by authorized signatory of applicant submitted?	Yes/No
10	List of Team Members (along with their Specialization) Submitted?	Yes/No
11	Certificate in support of experience with Govt. Clients submitted? (Experience with AEGCL/APDCL/APGCL, if any)	Yes/No
12	Power of Attorney, Submitted?	Yes/No
13	And other relevant self-declarations under Point No. 4 of Section-IV, submitted?	Yes/No

For and on behalf of bidder company
(Signature of Authorised representative)

PROFORMA OF BANK GUARANTEE

(To be stamped in accordance with Stamp Act)

The non-Judicial stamp paper should be in the name of issuing bank

Annexure-III - Form of Performance Security

Bank Guarantee

(To be stamped in accordance with Stamp Act)

(The non-Judicial Stamp Paper should be in the name of issuing Bank)

Bank's Name:

Address of Issuing Branch or Office:

Email id and phone no for correspondence:

Beneficiary: Managing Director, AEGCL

Name and Address of Purchaser

Bid Security No.:

WHEREAS _____ [name and address of Contractor] (hereinafter called "the Contractor") has undertaken, in pursuance of LoA No. _____ dated ____ to execute _____ [name of Contract and brief description of Works] (hereinafter called "the Contract"); AND WHEREAS it has been stipulated by you in the said Contract that the Contractor shall furnish you with a Bank Guarantee by a recognized/scheduled bank for the sum specified therein as security for compliance with its obligations in accordance with the Contract; AND WHEREAS we have agreed to give the Contractor such a Bank Guarantee; NOW THEREFORE we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Contractor, up to a total of _____ [amount of Guarantee] _____ [in words], such sum being payable in the currencies in which the Contract Price is payable, and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of _____ [amount of Guarantee] as aforesaid without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the Contractor before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the Contract or of the Works to be performed there under or of any of the Contract documents which may be made between you and the Contractor shall in any way release us from any liability under this guarantee, and we hereby waive notice of any such change, addition or modification.

BG expiry date:

BG claim date:

Bank's seal and authorized signature(s)

NOTE

- 1. All italicized text is for use in preparing this form and shall be deleted from the final document. An amount is to be inserted by the Guarantor, representing the percentage of the Contract Price specified in the Contract.*
- 2. This guarantee shall be valid upto 30 days beyond the Warranty Period as per the Contract.*
- 3. For BG amount equal to or more than 50,000.00, BG should be signed by two bank officers to be valid.*
- 4. Address of the banker with email and phone number for correspondence with banker should be clearly mentioned. Any correspondence related to the BG with the banker shall be made to the address mentioned in the BG.*