



INDIAN INSTITUTE OF TECHNOLOGY GUWAHATI
GUWAHATI- 781039, ASSAM

Phone-0361-2582041, email: admoff@iitg.ac.in

Sealed tenders are invited for empanelment of advertising agencies for publication of institute advertisements. Those without INS accreditation need not apply. The institute reserves the right no to empanel any of the advertising agencies.

Tender Details:

Advt. No: IITG/R/09/2024

Date: 21.11.2024

Last date of receipt of Tender: 11.12.2024 17.30 HRs

Date of opening of Tender: 12.12.2024 11.00 HRs

Joint Registrar (Admin.)

ANNEXURE I
GENERAL TERMS AND CONDITIONS

1. The empanelment will be valid for a period of 2 years which may be extended for further 1 year based on satisfactory performance.
2. In order to facilitate checking of bills, the newspaper copies/ authenticated documents along with the bills will be enclosed by us.
3. The publication of the advertisements shall be arranged by us from time to time according to the specific requirements given on the Institute's letter head accompanied by the advertisements and mentioning due date of publications, the name of publications etc.
4. Copies of their registration, Permanent Account No (PAN), Tan Identification No (TIN), GST etc. shall be provided whenever required.
5. Publication of the advertisements in the newspapers within the stipulated time as decided by the Institute shall be arranged by us. Further, publishing the advertisement in the National as well as Local newspapers on receipt of the advertisement from the Institute shall be arranged by us.
6. We shall collect the advertisements from the Institute for which telephonic/ email intimation will be given. Whenever required, we shall accept and get advertisement published at a very shorter notice in specified newspapers on a specified date as indicated by the Institute.
7. Bank Guarantee from a Nationalized Bank for an amount of ₹ 50,000/- (Rupees fifty thousand only) shall be submitted by us in favour of IIT Guwahati for the entire period of empanelment, which cannot be forfeited without the consent of the Institute in writing.
8. We shall indemnify the Institute in respect of all demands of the publishers against the Institute, if directly made by the publishers in connection with the advertisements published through us, in the event of payment not made to them by the agencies well in time.
9. Our performance will be reviewed periodically for our services.
10. During the period of empanelment, we will not assign or sublet our rights and benefits under this agreement.
11. We will arrange to place IIT Guwahati advertisements in a prominent position of the newspaper without any premium or extra charges.
12. Any change of address/telephone no./ email ID etc. shall immediately be informed by us in writing to the Administration Section. If we fail to carry out the assigned responsibilities as per terms and conditions above and the terms and conditions to be

set by the Institute for the particular advertisement, we shall be debarred from any future dealings with the Institute and the penalty will be imposed by the Institute.

13. The Institute reserves the right for release of any advertisement from any agency on the panel.
14. The Institute reserves all right to terminate the panel/empanelment of agency at any time before expiry of the empanelment period without assigning any reason by giving one month's notice.
15. In case, any portion of the advertisement's matters as contained in this office's release is not clear, we will immediately obtain the clarification; ensuring that this does not delay the publication of the advertisements.
16. In case there is an error in publication of the advertisements as compared to advertisement's text approved by this office, we will arrange to publish the corrigendum immediately, under advice to this office, at our own cost. No bills should be raised to IIT Guwahati. The Institute will not pay any charges for publication of published corrigendum, what-so-ever the amount may be; penalty may also be imposed by the Institute in such cases.
17. All the display advertisement's layouts and classified advertisements as designed by us will be subject to approval by this office, prior to release to the newspapers. Size of advertisements shall be approved by the Institute. Advertisement bill should be claimed accordingly. No other charges will be paid by the Institute, other than the GST as per Government rules.
18. All disputes related to empanelment or operation of the panel will be subject to the jurisdiction of Court at Guwahati only.

I/We have read and agree to the aforementioned Terms & Conditions

Date and Seal

Signature of Authorized Signatory



भारतीय प्रौद्योगिकी संस्थान गुवाहाटी
INDIAN INSTITUTE OF TECHNOLOGY
GUWAHATI
GUWAHATI - 781039

Tender document for empanelment of Advertising Agency
(Refer Advt. No. IITG/R/09/2024 dated 21.11.2024)

To be submitted to:

To
The Registrar
Indian Institute of Technology Guwahati
Guwahati -781 039, Assam, India

Last Date of Receipt: 11.12.2024 17.30 HRs

1.	Name of the Agency	
2.	Address	
3.	Name of the authorized person (Authorization letter is to be attached)	
4.	Contact Details of the person on (3) above • Telephone No / Mobile No • Email ID	
5.	Permanent Account Number (PAN)	
6.	TIN / GST etc.	
7.	Year of Establishment and no. of years of experience	
8.	Name and Address of the Proprietor	
9.	INS Registration No. (Please attach a copy of the valid registration certificate duly attested by a Gazetted Officer.)	
10.	Annual Turnover for the last three years (Please attach supporting documents)	
11.	List of 5 major clients (Govt./PSU/Educational Institute etc.) based at Guwahati with address (Please attach copies of supporting papers)	
12.	Whether agreeing to publish advertisements preferably at DAVP rates (If not enclose justification for the same)	

13.	Details about office at Guwahati/ branch office at Guwahati	
a.	Total number of staff presently working in the Guwahati Office	
b.	Name and address of major clients from Guwahati and North Eastern Region*	
c.	Name and address of the contact person in Guwahati with phone number and e-mail ID	
d.	Year of establishment of the Guwahati Office with exact location and contact numbers	
14.	Please submit below your proposal on the following subjects. *	
a.	Mode of collection of advertisement from the Institute:	
b.	Facilities available with the organization to send / reach the advertisement to the Newspapers situated across the country	
c.	Time between receipt of the advertisement by the agency and floating in the newspaper	
d.	Rate for advertisement to be published	
e.	Billing and payment	
15.	General remark, if any:	

Certified that the above information are true and correct to the best of my knowledge and belief. Further we agree to abide by the terms and conditions as per Annexure I.

Signature of Authorized Signatory

Date:

Name:

Address:

*Use Separate sheets if required

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