



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

(Via Ahmedabad Airport & Indira Bridge); P.O. Bhat 382 428 - Dist. Gandhinagar Gujarat - India

Phone: +91-79-6910 4900/4999/5000; Fax: +91 79 23969164; Email: info@ediindia.org ; Website: www.ediindia.org

TENDER FOR ANNUAL RATE CONTRACT FOR ADVERTISING AGENCY FOR THE YEAR 2025-2027

Entrepreneurship Development Institute of India, located near Village Bhat, via Ahmedabad Airport & Indira Bridge, PO Bhat 382 428, Dist. Gandhinagar, invites sealed tenders for an **Advertising Agency** for a period of two years. The agency will be required to release advertisements at discounted rates, organize press conferences, suggest media plans, negotiate with newspapers/electronic media for better discounts, and carry out promotional campaigns in English, Hindi, and regional languages. Sealed quotations are invited from reputed and experienced advertising agencies.

- TENDER FOR : **Annual Rate contract for Advertising Agency**
- Reference No. : **EDII/ADMN/OSA/ICPR/2025-2027/01**
- Location : Entrepreneurship Development Institute of India, Nr. Village Bhat, Via Ahmedabad Airport & Indira Bridge, Bhat 382428, Dist. Gandhinagar.
- Period of contract : 02 years (2025-2026 and 2026-2027)
01st April 2025 to 31st March 2027
- Submission of Tenders : Sr. Manager (Estate),
Entrepreneurship Development Institute of India;
(Via Ahmedabad Airport & Indira Bridge); P.O. Bhat 382 428
Dist. Gandhinagar Gujarat – India

The bidder would be responsible for Genuity of documents submitted as per the technical specifications prescribed in this tender document.

- Minimum experience of work : 05 years (five years) or more
- Annual Turnover : Minimum Rs. 1 crore in the last year
- Pre-Bid Meeting : For the benefit of prospective bidders, a pre-bid meeting has been scheduled. Interested bidders should submit their queries via email to the Administration Department at admin@ediindia.org before the Query Submission Date specified in the Control Sheet. Any queries submitted after the Query Submission Date may not be considered by the Institute.

Monday, 17th February 2025

- Date of Issue of Tender : Tuesday, 11th February 2025



Last date for submission of tender Earnest Money Deposit : **Tuesday, 04th March 2025 (upto 1500 hrs.)**
: **EMD Payable with Quotation:** Rs. 25,000/- (refundable) in favor of EDI of India by Bank Draft/DD payable at Ahmedabad. The EMD will be adjusted as a security deposit in case of the successful tenderer.

- Any bid submitted without EMD will be summarily rejected.
- The bidders should submit the EMD along with the technical bid. The EMD should be in the form of a Demand Draft in favor of EDI of India, payable at Ahmedabad, and should be valid for a period of 6 months from the date of submission of the bid.
- The EMD of all unsuccessful bidders will be refunded by EDII within 30 business days of the bidder being notified as unsuccessful, without any interest.
- The EMD of the successful bidder will be released upon completion of work, without any interest.
- Micro & Small Enterprises registered with the National Small Industries Corporation (NSIC) or equivalent and having single-point registration are exempt from payment of EMD, to the extent of the monetary limit stated in the registration certificate. The bidder should submit a valid certified copy of the NSIC or equivalent registration certificate/renewal certification. A photocopy of the application for registration/renewal is not acceptable.

Security Deposit : **Security deposit:** Rs.50,000/- to be paid by successful tenderer by Bank Draft/DD in favour of EDI of India payable at Ahmedabad. No interest will be paid thereon.

Documents to be submitted along with Technical Bid : **Guidelines for submission of Bids/Tender:**

1. Bids should be submitted in two bidding systems (Technical Bid and Financial Bid). The tender document comprises terms and conditions, the scope of work, a form of tender, a form of agreement, a bill of quantities, etc.
2. The sealed quotations in the prescribed format (Envelope 1 & Envelope 2 should both be enclosed in a separate envelope) should be super-scribed with "Annual Rate Contract for Advertising Agency at EDII Campus." The envelope should bear the full name, postal address, telephone number, fax number, and email address of the tenderer.
3. **Technical Bid:** The envelope should be super-scribed with the Tender No., the title of the tender (i.e., "Tender for Annual Rate Contract for Advertising Agency at EDII Campus"), and the words "TECHNICAL BID" (as prescribed hereinafter).

The technical envelope should contain the following:

a. Profile of the Agency



Relationship with Employee:

Every bidder should, at the time of submission of the bid, provide a declaration as follows:

"If any employee of the tendering Institute or his/her relative, as defined in Section 2(77) of the Companies Act, 2013, holds 10% or more shareholding in the bidding Institute/firm, the tendering Institute will not engage with such firm. Therefore, the tenderer must specifically disclose this fact in their technical bid. Non-disclosure of such information will result in immediate disqualification of the tenderer from further dealings with the tendering Institute."

Performance Assessment

If, during the execution of the work, the following problems were found, then a penalty of 02% of the Contract value per week (subject to a maximum of 05%) may be imposed by the Institute

- Quality of deliverables is not up to the mark (till the quality is improved to the required extent)
- Delays in deliverables
- Not assigning adequate resources on time
- Not engaging resources on a dedicated basis when required
- Assigning resources that do not meet the client's requirements as per the approved time schedule or the quality of deliverables.

Termination of Contract:

In case the bidder fails to deliver the services within the contractual period, the Institute shall exercise its discretionary power to:

- Recover, from the supplier as agreed, by way of the penalty clause mentioned above; or
- Avail the service elsewhere after giving due notice to the successful bidder, at the account and risk of the unsuccessful bidder, without canceling the contract; or
- Cancel the contract.
- The Institute reserves the right to terminate the contract if the services are found unsatisfactory, by giving 15 days' notice. If the agency wishes to terminate the contract, it must provide 15 days' written notice, along with reasons for the termination.
- The agreement is liable to be terminated due to non-performance, deviation from the terms and conditions of the contract, non-payment of remuneration to employed persons, and non-payment of statutory dues. The Institute will bear no liability for the non-payment of remuneration to the personnel employed by the Security Service Provider or the outstanding statutory dues to statutory authorities. If any loss or damage is caused to the Institute by the deployed personnel, the same shall be recovered from the unpaid bills or adjusted from the Performance Security Deposit.

In the event of risk purchase of services of a similar description, the opinion of the Institute shall be final. If action is taken under clause (a) or (b), the successful bidder shall be liable to pay for any loss that the Institute may sustain on account of this, but the successful bidder shall not be entitled to any savings on such services made against default.

Further, the Institute reserves the right to terminate the contract (i.e., work order/agreement/purchase order) at any time, without assigning any reasons, by giving a notice period of one month from the date of termination of the contract. The Institute will not be



responsible for any compensations, damages, or losses whatsoever on account of such termination of the contract.

Proposal Ownership

The bid and all supporting documentation submitted by the bidders shall become the property of EDII, and it reserves the right to accept or reject any request made by any bidder to return or destroy the bid and accompanying documentation.

Indemnity

The selected bidder shall indemnify, protect, and hold EDII and its personnel harmless against all claims, losses, costs, damages, expenses, actions, suits, and other proceedings.

Confidentiality of tender submissions:

The contractor shall treat and maintain the Employer's confidential information as "Confidential Information" and handle it with the utmost care.

Force Majeure

"Force Majeure" refers to an event beyond the control of the selected bidder, not involving the vendor's fault or negligence and not foreseeable. Such events may include, but are not limited to, acts of God or public enemy, acts of the Government of India in their sovereign capacity, acts of war, fire, floods, strikes, lock-outs, and freight embargoes.

If a Force Majeure situation arises, the selected bidder shall promptly notify EDII in writing of such conditions and the cause thereof within 30 calendar days. In such cases, the time for performance shall be extended by a period not less than the duration of the delay. If the delay continues beyond a period of three months, EDII and the selected bidder shall consult with each other in an effort to find a solution to the problem.

GST Compliance:

The Vendor* hereby undertakes to comply with all applicable GST rules and regulations, specifically but not limited to the GST compliance requirements as stated below. The Vendor also agrees that any loss on account of GST, including the loss of input tax credit (ITC) and any interest and/or penalty thereon, if arising due to non-compliance with GST laws and rules/regulations by the Vendor, shall be borne solely by the Vendor. Under such circumstances, EDII shall have the right to recover the said amount from the next bill payment or any future payment due to the Vendor. The Vendor hereby authorizes the bank to recover such amounts from the Vendor's account maintained with EDII and/or from any payment due from EDII.

*The term "Vendor" includes suppliers, service providers, landlords, etc., and may be suitably modified as per the respective agreement.

- The Vendor hereby undertakes the timely and proper filing of GSTR-1 and GSTR-3B returns as per GST rules and regulations, covering the invoices raised on EDII, so that



EDII may avail of input tax credits (ITC) based on the matching of corresponding vendor invoices with GSTR-2B.

- The Vendor also agrees that if the Vendor's GSTIN is suspended or canceled by the GST authority, resulting in ITC loss for EDII, the Vendor shall be liable to reimburse such loss.
- The Vendor agrees that all payments due from EDII shall be linked to the proper discharge of tax liability by the Vendor within statutory time periods. In case of any disputes due to non-matching of GST credit, the Vendor shall resolve the same within 90 (ninety) days of the invoice date, failing which EDII/the bank shall have the right to recover the GST paid from the Vendor.
- The Vendor agrees that if the Vendor falls under the applicability of E-invoice provisions, the invoice shared with EDII should mandatorily be an E-invoice. If the Vendor is below the E-invoice applicability limits, the Vendor should provide a declaration for the same and also bear the responsibility to inform EDII as and when E-invoice provisions become applicable. Any loss of ITC to EDII due to non-compliance with E-invoice provisions shall be borne by the Vendor.
- The Vendor shall provide invoices, debit notes, and credit notes in accordance with the time of supply provisions to enable EDII to avail ITC in a timely manner, on or before the stipulated time period. All necessary adjustment entries (credit notes, debit notes) shall be made before October 31 of the succeeding financial year.
- Wherever applicable, EDII has the right to deduct 'tax deducted at source' at the rate prescribed under the applicable law and remit the same to the relevant tax authorities.
- Where the supply of goods/services is liable to GST under the reverse charge mechanism, the Vendor must clearly mention the category under which it has been registered and must indicate that "the liability of payment of GST is on the Recipient of Service."
- Any GST liability arising on the Vendor due to contravention of the provisions of GST regulations shall be borne by the Vendor itself, and EDII shall not be liable for compensating the same.

Dispute Resolution

The parties shall use their best efforts to amicably settle all disputes arising out of or in connection with the tender documents in the following manner:

- The party raising a dispute shall address a notice to the other party, requesting an amicable settlement of the dispute within 15 days of receipt of the notice.
- The matter will be referred for negotiation between the Director General or any competent authority of the Institute and the Bidder. The matter shall then be resolved by them.
- The parties agree that any dispute between them that cannot be settled by negotiation, as described above, may be resolved by arbitration. Such a dispute may be submitted by either party to arbitration within 15 days of the failure of negotiations. Arbitration shall be held in Gandhinagar, Gujarat, India, before a sole arbitrator appointed mutually by the parties. The arbitration shall be conducted in accordance with the provisions of the Arbitration and Conciliation Act, 1996, or any statutory modification or re-enactment thereof. The arbitration proceedings shall be conducted in the English language. The arbitration award shall be final, conclusive, and binding upon the parties. Each party shall bear the cost of preparing and presenting its case, and the cost of arbitration, including fees and expenses of the arbitrators, shall be shared equally by the parties unless the award otherwise provides.



General Terms & Conditions:

- **Bid Submission Study:** Bidders are advised to carefully review the tender document before submitting their bids. By submitting a bid, the bidder confirms that they have fully understood the terms, conditions, and implications of the document.
- **Site Visit:** Bidders are encouraged to visit the site where the work will be carried out. At their own expense, they should assess the site conditions, location, climate, utilities, access, applicable laws, and any other relevant factors. Any discrepancies or ambiguities found in the documents should be clarified with the Institute before submission.
- The service provider shall attend to and resolve any complaints from the Institute within 24 hours. Additionally, the service provider shall be required to visit the Institute premises twice a month to address any service-related issues.
- **Confidentiality and Professionalism:** The Agency is required to follow professional ethics and comply with regulatory rules. Confidentiality must be maintained in all matters that could harm the Institute's interests or reputation.
- **Timeframe:** Time is of the essence. The work must be completed within the time schedule specified in the Tender's control sheet.
- **Location and Site Details:** Bidders should ascertain the size, condition, and available areas for their use, as well as other details that may affect the tender.
- **Tender Documentation:** The bidder must complete all sections of the annexed Form of Tender, Schedules, and Bill of Quantities with the requested prices and details. All pages of the documents should be signed and dated.
- **Rate Discrepancies:** Rates should be filled in both figures and words. In case of discrepancies between the two, the rate in words will prevail.
- **Document Integrity:** The Tender Form and its attachments must remain intact. Alterations or mutilations of the documents, other than completing the required sections, are not permitted. Any changes must be made via a covering letter or properly signed corrections.
- **Strict Adherence to Specifications:** Bidders must quote as per the approved makes/models listed in the price bid. Failure to do so may result in the bid being rejected.
- **Payment Terms:** Payments will be made one month after the submission of the bill, and the quoted rates should include all taxes, including GST. A copy of the GST registration document must be submitted with the offer.
- **Tax Responsibilities:** The bidder shall be responsible for paying any applicable taxes, duties, fees, and other charges under relevant laws.
- **Communication During Bidding:** From the time the bids are opened until the contract is awarded, bidders should refrain from contacting the employer regarding their bids. Any efforts to influence the evaluation process may lead to disqualification.
- **Late Submissions:** Any bids received after the submission deadline will be rejected.
- **Cost of Bid Preparation:** The bidder is responsible for all costs associated with the preparation and submission of their bid.
- **Right to Reject:** The Institute reserves the right to reject any or all bids, and is not obligated to accept the lowest bid. The Institute may also reissue the tender without consent from the bidders.
- **Subcontracting:** The successful bidder cannot subcontract the work without prior approval from the Institute. Unauthorized subcontracting may result in contract termination.



- **Contract Rate Stability:** The rates quoted by the bidder will remain fixed throughout the duration of the contract. No price adjustments will be allowed.
- **No Liability for Bidding Errors:** The Institute does not accept any liability for errors arising from the bidder's reliance on any part of the tender.
- **Tampered Documents:** Any tampering or modification of the tender documents (especially the price bid template) will result in immediate rejection of the bid and forfeiture of the Earnest Money Deposit (EMD).
- **Amendments to Tender:** Any amendments to the tender will be published on the Institute's website. No newspaper notices will be issued.
- **Website Monitoring:** Bidders should regularly check the Institute's website for any corrigendum, addendum, or amendments, particularly within the last three days before the submission deadline.
- **Business Relationships:** No bidder who has a direct business relationship (e.g., family members, partners) with another bidder may submit separate bids for the same contract. Such bids will be rejected.
- **Multiple Awards:** The Institute reserves the right to award the contract to multiple bidders or cancel the tender at its discretion.
- **No Email Bids:** The Institute will not accept bids submitted via email.
- **Arbitration:** Any disputes will be referred to a sole arbitrator appointed by the Director-General, and the arbitration will be conducted in accordance with the Arbitration and Conciliation Act, 1996. The decision of the arbitrator will be final and binding.
- **Right to Cancel or Award Work:** The Institute reserves the right to cancel the tender, award work to one or more bidders, or reissue the tender without any obligation to accept the lowest bid.
- **Jurisdiction:** Any legal matters related to this contract will be governed by the laws of Gandhinagar, Gujarat

Sd/-
Signatory

Encl : a/a



Annexure – I

AGENCY INFORMATION SHEET

1.	Name of the Advertising Agency	:	
2.	Address of Registered Office/Head Office: (With telephone no.)	:	
3.	Contact Person/Mobile No.	:	
4.	Email address	:	
5.	Year of Establishment	:	
6.	Constitution of the Firm: (Public Ltd./Private Ltd./Partnership/ Proprietorship, etc.)	:	
7.	Name of the Proprietor/Partners/ Directors: (Strike out whichever is not applicable)	:	
8.	PAN card No.	:	
9.	GST Registration No.	:	
10.	Experience in number of years in handling various accounts	:	
11.	Is the Agency empaneled with Educational Institutions? If yes, name of the Institutes: (Attach separate sheet, if required)	:	
12.	Annual Turnover of the firm during the last financial year. Attach a copy of the certified audited statement of accounts or a certificate of agency's Chartered Accountants.	:	
13.	Details of EMD (amount, bank, demand draft/cheque no./ date, etc.)	:	
14.	Infrastructure available in Ahmedabad and other cities in India	:	
15.	Attach a statement of employees, including technical and administrative staff, etc.	:	
16.	Attach a statement showing list of clients (Names, address, contact person's name and phone nos., etc.) (<i>please refer Annexure –II</i>)	:	



Annexure – II

LIST OF CLIENTS

Sr. No.	Name, Address, Contact Person & Phone No. of the Client	Date and No. of Completion Certificate	Date of Start	Date of Completion	Cost of Work on Completion	Reference and Page No. of Documentary Proof of the detail missing in completion certificate

Date:.....

Signature & Seal of the Advertising Agency:



Annexure – III

FINANCIAL DETAILS

Sr. No.		1 st FY	2 nd FY	3 rd FY	4 th FY	5 th FY
		Rs. (In Lacs)	Rs. (In Lacs)	Rs. (In Lacs)	Rs. (In Lacs)	Rs. (In Lacs)
		a	b	c	d	e
1	Profit / Loss					
2	Gross Annual Turnover of Previous 5 Financial Years ending as on 31st March of last FY					
3	Average Annual Turnover for previous 5 financial years(Rs in Lacs) = $(a+b+c+d+e) / 5$					
4	Net Worth (paid up capital + reserves) as on 31st March of last FY					

(The print is to be taken in the letter head of the Chartered Accountant). The original document is to be submitted along with Technical bid)

Signature of Tenderer with Seal

Signature of Chartered Accountant with Seal



Undertaking & Acceptance of Tender Document

To,

Sr. Manager (Estate),
Entrepreneurship Development Institute of India;
(Via Ahmedabad Airport & Indira Bridge); P.O. Bhat 382 428
Dist. Gandhinagar Gujarat – India

Tender Reference:

Name of the Tender:

Dear Sir/Madam,

1. I/We, having downloaded/obtained the tender document(s) for the above-mentioned "Tender/Work" from the website and in response to your advertisement given in and on hereby confirm that I/we have carefully reviewed and understood the terms and conditions of the tender.
2. I/We certify that we have read the entire tender document(s) from Page no.....to Page no. (including all annexures, schedules, etc.), which form part of the contract agreement. We hereby agree to comply with all terms, conditions, and clauses outlined in the tender document.
3. Any corrigendum(s) issued by your department/organization regarding this tender have also been duly considered while submitting our bid.
4. I/We unconditionally accept all the tender conditions as laid out in the tender document(s) and any corrigendum(s) issued by your organization in its entirety.
5. We understand that you are not bound to accept the lowest bid or any bid you may receive.
6. We have independently considered the Liquidated Damages amount mentioned in the Appendix of the tender document and agree that it represents a fair estimate of the loss likely to be suffered by your organization in the event that the work is not completed on time.
7. Having visited the site and reviewed the Terms and Conditions of the Contract, as well as the Detailed Specifications of the aforementioned work, we hereby offer to complete the entire work in conformity with the said Terms and Conditions and Detailed Specifications, or any other sum as may be determined in accordance with the contract.
8. I/We declare that our firm has not been blacklisted, debarred, terminated, or banned by any Government or public sector undertaking.
9. I/We affirm that all the information provided in our bid is true and accurate. In the event that any information is found to be incorrect or in violation of the terms, the department/organization reserves the right to reject our bid or terminate the contract, with no prior notice or reason, and to forfeit the Earnest Money Deposit (EMD) absolutely, without prejudice to any other rights or remedies.



10. I/We hereby confirm that we have thoroughly read, understood, and agreed to all the terms and conditions specified in the tender document, and we commit to abide by them if the contract is awarded to us.

Thank you for your consideration.

Yours faithfully,

(Signature of the Bidder, with official seal)

M:.....

Email:.....



Declaration for Non-Blacklisting
(To be given on Company Letter Head)

To,

Sr. Manager (Estate),
Entrepreneurship Development Institute of India;
(Via Ahmedabad Airport & Indira Bridge); P.O. Bhat 382 428
Dist. Gandhinagar Gujarat – India

Tender Reference:

Name of the Tender:

Dear Sir/Madam,

We, having our registered office at hereby declare that we are not blacklisted by any Central or State Government, agency of the Central or State Government of India, any Public Sector Undertaking, or any Regulatory Authority in India or in any other country worldwide for any fraudulent activities or misconduct.

We confirm that, to the best of our knowledge and belief, we have not been subject to any action or sanction by any such authorities that would hinder our eligibility for this tender or contract.

Thank you for considering our declaration.

Yours faithfully,

(Signature of the Bidder, with Official Seal)



FINANCIAL OFFER (QUOTATION)

Administration Department

Sr. Manager

Entrepreneurship Development Institute of India

(Via Ahmedabad Airport & Indira Bridge)

P.O. Bhat 382 428 - Dist. Gandhinagar Gujarat - India

Phone: +91-79-6910 4900/4999/5000; Fax: +91 79 23969164

Website: www.ediindia.org

Offered Discount

We have gone through rules, regulations and details mentioned in the tender documents and we hereby submit our rates as under:

Percentage (mention % in figures as well as in words) of discount on the prescribed card rate of newspapers and magazines.

Sr. No.	Heads	Card Rate	Discount Offered (%)
01	Discount offered on the card rate of newspaper to release the advertisement (Commercial)		
	Discount offered on the card rate of newspaper to release the advertisement (DAVP Card Rate)		
02	Advt. designing charges, if any		
03	Goods & Service Tax (GST) or any other tax, if any		

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

- **Quotes are to be submitted in the prescribed format only.**

Place:

Date:

Signature, Name & Stamp of the authorized signatory of the firm

Address:

Mobile No:

Landline:



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA (Via Ahmedabad Airport & Indira Bridge); P.O. Bhat 382 428 - Dist. Gandhinagar Gujarat – India			
VENDOR REGISTRATION FORM			
1	Name of the Vendor/Client (Please submit valid proof for the same)	:	
2	Type	:	<input type="checkbox"/> Company <input type="checkbox"/> Firm <input type="checkbox"/> Proprietorship <input type="checkbox"/> Trust Others Please Specify _____
3	Status of Vendor	:	<input type="checkbox"/> Manufacturer <input type="checkbox"/> Authorised Dealer <input type="checkbox"/> Service Provider <input type="checkbox"/> Stockist/ Traders Others Please Specify _____
4	Registered Address	:	
5	State	:	
6	Name of Contact Person	:	
7	Designation of Contact Person	:	
8	Contact Number	:	
9	Official E Mail Address	:	
10	PAN (Please attach copy for the same)	:	
11	Status of Vendor under GST	:	<input type="checkbox"/> Registered <input type="checkbox"/> Un-registered
12	GST No./Provisional ID Number (Please attach copy for the same)	:	
13	Payment Terms	:	
14	Are you associated or having relationship with any of the EDII employee?	:	<input type="checkbox"/> Yes <input type="checkbox"/> No
15	If YES, please provide the relationship details	:	
16	Have you ever worked with the EDII before	:	<input type="checkbox"/> Yes <input type="checkbox"/> No
17	If YES, please provide the reference of transaction done	:	
18	Name of the Bank	:	



19	Address of the Branch	:	
20	Beneficiary Name (The Bank account to which any payment will be made, preferably, should not be on Individual's name. In case of proprietorship proper KYC should be submitted where name must match with the name provided in 1st row)	:	
21	Bank Account No.	:	
22	Bank Account Type	:	
23	IFSC Code for RTGS/NEFT	:	
	List of Documents to be provided	:	
1	Copy of PAN	:	
2	Copy of GST registration Certificate (All 3 pages) - If registered under GST	:	
3	Cancelled Cheque / Bank Passbook 1st page containing Bank details	:	
4	If Company, Certificate of Incorporation	:	
5	If Partnership firm / LLP, List of Partners	:	

Date:.....

Place:.....

Prepared by:.....

Approved by:.....