



सत्यमेव जयते



**National Institute of Food Technology  
Entrepreneurship and Management**

Ministry of Food Processing Industries, Government of India

Ref. No.: N/S/K/840/2017-18 /4123

Dated: 27 -03-2018

To

1. Airads Limited
2. Alaknanda Advertising Pvt. Ltd.
3. Critique Communication Pvt. Ltd.
4. Garuda Advertising Pvt. Ltd.
5. Pamm Advertising & Marketing
6. Sharad Advertising Pvt. Ltd.
7. Vivid India Advertising & Marketing

**Subject: Empanelment of media agencies with NIFTEM for a period of one year (2017-18)**

Sir/Madam,

With reference to your online Expression of Interest/ Technical bid as presentation before Technical Evaluation Committee for the Empanelment of Media agencies, it is to inform you that the Competent Authority is pleased to empanel your agency with NIFTEM initially for a period of one year w.e.f. 01-04-2018 on the following terms & conditions:-

1. During the period of empanelment, you will be assigned type of media related works:

S. No.	Nature of works	Procedure to award the work
01	Newspaper Advertisement	Designs will be invited from all the empanelled media agencies and will be seen by the Media Committee. While assessment, 80 marks will be for design part and 20 marks for past performance. The work will be awarded at DAVP rates to the agency whose design is found most appropriate and overall scores obtained are the highest.
02	Magazines Advertisement	Quotations will be called and work will be awarded on overall lowest quotes.
03	Advertorial	On discretion of the Institute.
04	Social Media Advertisement	Quotations will be called and work will be awarded either on the item wise lowest quotes or overall lowest quotes, as the case may be. The decision taken by the institute will be final.
05	Electronic Media(Radio/ FM/ TV)	Quotations will be called and work will be awarded on lowest quote basis.
06	Audio/ Video etc.	Work will be awarded on the basis of quality-cum-cost basis (70% / 30%). Test recording will be invited from all the media agencies and will be assessed by the Committee. 70% marks will be given on concept & design and 30% marks will be given for financial quotes. The work will be awarded which designs have been found most appropriate and overall to the agency scores obtained are highest.
07	Designing, Printing & Supplying of Brochures/ Annual Reports/ News Letters/ Magazines/ Pamphlets etc.	Work will be awarded on the basis of Quality-cum-cost basis (70% / 30%). Designs will be invited from all the media agencies and will be assessed by the Committee. 70% marks will be given on concept & design and 30% marks will be given for financial quotes. The work will be awarded to the agency whose design is found most appropriate and overall to the agency scores obtained are the highest.
08	Translation work	Quotations will be called and work will be awarded on lowest quotes basis

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2. Although, sufficient time will be given to the empanelled agencies (03 to 07 days) for invitation of designs/ bids/ rates for the above cited work, but in the case of exigencies or circumstances, time period can be reduced.
3. Before publishing of any advertisement, proof and designs will be shared and approval will be required before finalization.
4. In case of any error on the part of agency, in any advertisement, the agency is required to publish its corrigendum etc. free of cost in the same newspapers.
5. The agency will collect all the material of advertisement for the Institute located, Kundli- 131028, Distt-Sonepat, Haryana.
6. All the advertisement will be released on DAVP rates applicable at the time of release of advertisement on one month credit basis and will submit its bill in duplicate with a reasonable period alongwith three copies of press clips. While submitting bills, the agency is required to submit soft copy of print/published material in CDR/ JPG/ PDF/ Word form etc. form alongwith hard copy of proof as published.
7. The agency will not charge any extra payment for designing & Art work. All Newspapers advertisement of NIFTEM will be provided to empanelled agencies by following procedure as mention in the table to avoid any discrepancy / confusion etc.
8. Release of technical advertisement by the advertising agency shall be published only after approval of advertisement/ design/ artwork on the dates and in the newspaper(s), category and position communicated by the Institute.
9. The empanelled agency shall arrange to place Institute advertisement(s) in a prominent position in the newspaper(s) without any premium or extra charges.
10. It shall be responsibility of the agency to ensure that all advertisement of the Institute would be placed prominently and appear in an impressive manner while occupying minimum space.
11. Whenever, Institute desires to publish advertisement in vernacular language, the agency shall ensure that, the Institute's name and advertisement text is published in that vernacular language script.
12. It is not necessary that Institute will place order to your agency for all our requirements. We are free to select other agencies for placement or orders among Panel of agencies in the Rate Contract and also other agencies.
13. Your EMD of Rs. 1,00,000/- (Rupees One Lakh only) will be converted into security deposit and the same will be retained with NIFTEM till the expiry/ termination of Empanelment without interest.
14. In case during the tenure of empanelment, it is found that the deadlines and other commitments of NIFTEM's system are not adhered to and the agency has failed to give satisfactory services to NIFTEM, the name of agency would be removed from the panel and no further work would be assigned in future to the said agency.
15. Service tax shall be payable as per rules.
16. TDS shall be deducted as per prevailing provisions of Income tax.
17. In case of inefficient, unsatisfactory or undependable services, NIFTEM reserve the right to terminate the empanelment without assigning any reason.
18. In case, the agency does not participate for more than three occasion continuously or more than ten times against twenty calls, it will be presumed that agency is not interested to continue or willing to work, accordingly their empanelment will be cancelled at their cost & risk.

If agreed to work on the above mentioned terms and conditions, convey your acceptance with 15 days from the issue of this letter, failing which it will be presumed that you are not interested for empanelment with us.

*Cui*  
27/3/18  
Registrar

Copy to:-

- 1) PS to Hon'ble Vice Chancellor
- 2) PA to Registrar
- 3) Controller of Examination
- 4) All Deans/ HoD's
- 5) Dy.Controller (Finance & Accounts)
- 6) All AR's / A.O.
- 7) Guard File/ Concern File

*Cui*