

ALL INDIA INSTITUTE OF MEDICAL SCIENCES

Examination Section

Ref.: No. F.AIIMS/Exam.Sec/Advt/1-8/2012

Dated: 18-09-2012

Expression of Interest from Advertising Agencies Accredited by INS

All-India Institute of Medical Sciences was established as an institution of national importance by an Act of Parliament with the objects to develop patterns of teaching in Undergraduate and Post-graduate Medical Education in all its branches so as to demonstrate a high standard of Medical Education in India; to bring together in one place educational facilities of the highest order for the training of personnel in all important branches of health activity; and to attain self-sufficiency in Post-graduate Medical Education.

Examination Section is a dynamic department of AIIMS conducting various entrance and recruitment examination for the Institute.

In the course of its activities the department is required to publish advertisement, related to entrance & recruitment examination, tender notices etc in various leading newspapers of the Country. To meet this requirement, the Institute invites Expression of Interest (EOI) from INS accredited agencies as per the **General Terms and Conditions contained in Annexure-I** and in the **Application Form at Annexure-II**.

The sealed EOI, in the manner prescribed and superscripted as "EOI for Advertisement Agency" may be sent to the undersigned **latest by 12/10/2012** The EOI can also be downloaded from our website at www.aiimsexams.org and www.aiims.edu.

Any form of canvassing, from any source whatsoever, shall invite immediate disqualification.

Sub Dean (Exams)
Examination Section
AIIMS

ANNEXURE-I

GENERAL TERMS AND CONDITIONS

Qualifying Criteria for Agencies:

The Advertising Agencies (referred as the Agency hereinafter) meeting the following minimum qualifying criteria are eligible to apply. Agency which does not meet the following qualifying criteria will be rejected at the first stage:

1. The Turnover of the Agency for last 3 years (2009-10, 2010-11 and 2011 -12) should not be less than 50 Lakhs for each financial year. (Attach Chartered Accountant's Certificate/ Copies of Audited Balance Sheet, P&L Accounts and IT Return Statement of each year).
2. The Agency should submit a list of Govt. clients & other institution, be an empanelled advertising agency currently for at least two Govt. Departments/Autonomous bodies. Agencies having empanelment with any examination conducting body (State/Central Govt.) will be preferable.
3. The Agency should have Indian Newspaper Society (INS) accreditation (Attached copy of proof).
4. The Agency should have empanelment with DAVP (Attached copy of proof).
5. The Agency should be Delhi/NCR based.
6. The Agency should not have been be blacklisted by any Central /State Government / Public Sector Undertaking, Govt. of India. In this regard a self certification needs to be submitted.
7. The 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 expression of interest and in the execution of this contract. Self Certification may be submitted.

Mere fulfilling minimum eligibility criteria do not confer the right on the agency for empanelment. The empanelment of the agency/agencies shall be at the sole discretion of the Institute. The decision of the Institute in this regard shall be final and binding.

B. Payment Terms and Conditions

1. Payment to agency shall be made on monthly basis on submission of the bill, duly supported with all copies of the advertisements released in selected newspapers on DAVP rates.
2. All payments shall be subject to TDS, at the rates as applicable from time to time.

C. Terms and Conditions

1. Release of advertisement shall precede art work. The advertising agency shall release advertisements as per approved art work only on the dates and in the newspaper(s) & category communicated by the Institute.
2. The empanelment of the agency shall not mean that Institute cannot release advertisement directly / through other empanelled agency without routing through the advertising agency.
3. The agency empanelled will have to deposit a Performance Guarantee of Rs.75,000/- in the form of Demand Draft of any Nationalized Bank in favor of Director, AIIMS, payable at Delhi, revocable at the end of the contract period. No interest will be paid on any deposit.
4. The Institute reserves the right to reject any or all EOIs without assigning any reason whatsoever.
5. Any dispute that may arise shall be subject to the jurisdiction of courts in Delhi alone.

ANNEXURE II

Sl. No.	Particulars	
1.	Name of the Agency	
2.	Address with telephone, fax numbers, E-mail & the name(s) of the contact person(s)	
3.	Year of Establishment / incorporation (Certificate to be attached)	
4.	Income Tax PAN/TAN	
5.	ST/CST No.	
6.	Registration details	
7.	Customer Profile: a) List of Govt. Organizations b) List of DST Departments	Attach separate sheet
8.	Infrastructure details	Attach separate sheet
9.	Verification - The application for empanelment should be signed by the authorized signatory verifying that all the details furnished in the application are true and correct to the best of his/her knowledge. In case of furnishing of any false information, the application shall be liable for outright rejection. Further the Institute may initiate action against such agencies as it deems fit.	
10.	Turnover in last three years	Attach audited Balance Sheet for 2009-10, 2010-11 and 2011 -12
12.	Sample copies of 04 advertisement (different sizes) in the last one year	
13.	List of enclosures	