

KRISHAK BHARATI COOPERATIVE LIMITED
A8-10 ,SECTOR – 1 , NOIDA-201301 (U.P.)
EMPANELMENT OF ADVERTISING & PRINTING AGENCIES

1. Introduction

KRIBHCO, a National Level Cooperative society wishes to empanel agencies for Advertising, Designing, Audio Visual Development, Supply of Promotional items, Fabrication & installation of stalls & Printing. Looking forward for INS accredited professionally managed/full advertising agencies for handling various jobs which includes display advertisement and other public awareness/announcement advertisement, besides designing and printing of various publications including the Company's Annual Report, In-House Journal ,Corporate /product Brochures, publicity material Event Management and Product launches etc. The empanelment will be for corporate/marketing office as well as all our offices in different parts of country.

Application may be sent to

C S Azad, ED (Tech)
Krishak Bharati Cooperative Limited
KRIBHCO Bhawan
A-10 Sector-1, NOIDA-201 301, (U.P.)

2. Brief Scope of Work

The empanelled advertising agencies shall be working on various communications assignment for KRIBHCO. The brief detail of work giving an indicative list of assignment is as follows:

- Publication of notices inviting Tender (NITs), Recruitment Advertisement ,Product Advertisement ,Corporate advertisement and others.
- Radio jingles, TV Ads, Event Management , Product Ads and Market Research, Multimedia Presentation and others.
- Hoardings/Roadside Boards, Wall Painting, Tractor Trolley Painting and Product/Brand Campaign etc.
- Designing of Annual Report, In-House Journal , Executive Dairy , Desk Calendars , Single Sheet Calendars ,Product Package designing ,Corporate folder, Folders, Brochures, Pamphlets, Posters ,Invitation Cards and other jobs as may be required from time to time.
- Exhibition /AGM /VVIP visit in Country/Promotional Event.
- Printing of Complimentary items like Executive Diaries, Desk Calander, Single Sheet Calanders, monthly In House Journals, news letters, Corporate folder, Folders, Brochures, Pamphlets, Posters ,Invitation Cards and other jobs as may be required from time to time.

- The above is an indicative list and not an exhaustive list of communication activities that may be under taken by KRIBHCO in future. However ,the activities would be undertaken in line with the company's business and communication strategy and it may be possible that KRIBHCO may not undertake some of the activities mentioned above during the period of empanelment.

3. Duration of Empanelment

- The agencies shall be empanelled initially for the period of five years.

4. Bidder's Eligibility Criteria

Eligibility list of Qualifying Requirement and supportive documents required are placed hereunder. An agency not meeting any of the following requirements or not submitting any of the documents shall be summarily rejected and shall not be considered for evaluation.

**FORM FOR PREQUALIFICATION OF AGENCIES FOR ADVERTISING,
DESIGNING, PRINTING, FILM MAKING/PHOTO&VIDEOGRAPHY,
PROMOTIONAL ITEMS & SOCIAL MEDIA HANDLING**

1	Name of Advertising Agency	
2	Registered Office Address with Mobile / Telephone numbers, Website, E-mail ID etc.	
3	Contact person, Designation, Mobile / Telephone, Email ID, Website etc.	
4	Branches, if any (mention the cities only) with address, Contact person, Mobile / Telephone, E-mail ID, Website.	
5	Legal Status / Identity of Agency / Year of Establishment	
6	GST Registration No.	
7	INS, AIR & Doordarshan accreditation (attach attested photocopy of the certificate)	
8	DAVP Accreditation (attach documentary proof)	
9	Turnover (in Rs. Crore). Please attach certified copies of audited books of accounts, preferably audited balance sheet	FY -2021-22 FY- 2022-23 FY- 2023-24
10	Income tax clearance certificate or ITR acknowledgment for last 3 years	
11	Bank Solvency Certificate from a nationalised bank (issued after date of advertisement) Value : Min. 10 lakh for Advertising Agency & Printing Agency Value : Min. Rs 5.00 lakh for others	
12	Please indicate Sales Tax Registration No. PAN of Income Tax Service Tax No.	
13	<u>Trained manpower</u> (give area of specialisation & work experience of each professional): - Computer Professionals - Visualizers - Copy Writers - Art Director - Graphic Designer - Video Editor - Proof-Reader - Others (specify)	

14	<u>Areas of diversified services</u> (Please tick the relevant box):	
14.1	Advertising Agency	Applicants are required to submit documents as per Annexure - I
14.2	Promotional Items	
14.3	Designing	
14.4	Audio-Visual Development	
14.5	Fabrication & Installation of stalls	
14.6	Printing : Offset & Digital	
15	Printing Press Registration No.(For Printing)	
16	Name of important clients (along with the performance certificate for job undertaken) <u>Fertiliser or Agribased Company,</u> <u>Cooperative /Govt Sector,</u> <u>Fertiliser companies/Pvt. Public Sector</u>	
	Name of Key persons who would handle KRIBHCO account	

Note: Please provide Documents/ Details as mentioned at Annexure- I, II & III

We hereby confirm that the information given by us is true to the best of our knowledge and have no objections if the same is verified by KRIBHCO

It is clearly understood that KRIBHCO reserves the right to reject any or all applications without assigning any reasons whatsoever.

Date: _____
Signatory_____

Signature of authorized

Place: _____

Name: _____

Annexure- I

The proposal submitted must be bound and page numbered with contents as per the requirement stated below

Sr. No.	Eligibility Bidder's Requirement Criteria	Documents to be enclosed/Remarks
1	ANNUAL TURNOVER The agency should have annual turnover during each of the financial year as per following criteria: Advertising Agency: Rs 10 crores Min. Printing Agency : Rs 5 crore Min. Film Making/Photo & Videography: Rs 1 crore Min. Promotional Items supply : Rs 50 lakh Min. Designing Agency : Rs 10 lakh Min.	Copy of audited financial statement (including balance sheet and profit & loss) for three preceding years along with a certificate from their statutory auditor as per proforma provided at format – Annexure-IV. Note: If audited financial results of the immediate 3 financial years are not available by the submission due date (30th September), the agency may submit the audited results for the three years prior to that. Submission of immediate prior year results is compulsory.
2	INCOME TAX RETURN CERTIFICATE	Applicant must submit ITR copies of last three years
3	WORK EXPERIENCE	Work Orders preferably related to Govt. Sector/PSU/Fertiliser sector/ Agriculture sector/ Cooperative Sector
	Advertising Agency: It includes following: Designing Public Relations Media Buying Market Research Electronic Media/Social Media Campaigning	1. Work Order/ Contracts executed during last 02 years. 2. Two creatives of each with notarized copies of work order and completion certificate for Tender/ Advertisements

	Printing: Offset & Digital Print Production	1. Assignment for printing of Annual Report, In-House Journal, Corporate Brochure, Product label design, Product folder, complimentary item – Executive Diary, desk calendar, single sheet calendar , pamphlets, posters, etc. 2. Work Orders of printing Annual Report, Corporate Brochure, Product label design, Product Folders, Diaries, Desk Calendar, Poster, etc. for any company. 3. Details of Infrastructure / Equipments
	Designing: Designing of monthly journals, Annual report, brochure, Executive Diary, Calanders, posters etc.	1. Work Orders of printing Annual Report, Corporate Brochure, Product label design, Product Folders, Diaries, Desk Calendar, Poster, etc. for any company. 2. Details of Infrastructure / Equipments
	Audio visual development: Film Making/Photo & Videography & Social Media Account Handling	1. Work Order for executed Film making during last two years preferably for Govt. Sector/PSU/Fertiliser sector/ Agriculture sector/ Cooperative Sector 2. Contract for photography/ Videography of VIP events/AGMS etc. executed during last two years 3. Details of Infrastructure / Equipments
	Fabrication & installation of stalls: Designing, Fabrication & Installation of Pavilion at an exhibition conducted for any	1. Photographs of the pavilion/stalls along with copies of work order

	institution/State/National organizer e.g. ITPO, PUSA Kisan Mela IARI, Ag Universities etc.	executed during last 02 years and completion certificate. 2. Details of Infrastructure / Equipments
	Promotional Items: Canvas carry bags, T-shirts, key chains etc.	Work Orders executed during last 02 years for supply of various Promotional items
4.	Trained manpower/Infrastructure for Advertising	Agency should have trained manpower (e.g., Art director, Copywriter, Visualizer, Graphic Designer, Video Editor, Proof-Reader, Computer Professionals, etc.) and complete latest technological infrastructure under one roof.
5	Bank Solvency Certificate: Essentially required	Advertising/Printing/Film Making: Min. solvency of Rs 10 lakh Designing/Promotional items : Min. solvency of Rs 5 lakh
8.	Details of Machinery & Equipment /Infrastructure Available	Detailed list of Machinery & relevant equipment available for respective field.
6	Affidavit- Annexure- V	Essential
7	CA certificate for List of Directors - Annexure-III	Essential
7	Advertising Agency: The agency should have full and continuous INS accreditation for the last 3 years and should be valid as on the due date of submission of bid.	KRIBHCO may ascertain accreditation status from INS.

Note: KRIBHCO at its sole discretion and at any time during the evaluation of Proposal, disqualify any Respondent, if the Respondent has :

- Submitted the Proposal documents after the response deadline.
- Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements.
- Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures etc in any project in the preceding three years.
- Submitted a proposal that is not accompanied by required documentation or is non-responsive.
- Failed to provide clarifications related thereto, when sought.
- Declared ineligible by the Government of India/PSU/COOPERATIVE for corrupt and fraudulent practices or blacklisted in any PSU/GOI/COOPERATIVE.

DETAILS OF PRINTING MACHINERY FOR PRINTING AGENCY

[illegible]

(ii) Fully equipped processing unit (available or not)		
(iii) Phototype Setting machine for (8) different languages (Hindi, Punjabi, Tamil, Telgu, Marathi, Kannada, Bangla and Gujarat) High end drum scanner (please specify the make & number of available machines)	Languages	Nos.
(iv) High resolution scanner (please specify the make & number of available machines)	Nos.	
(v) Automatic Cutting machine	Nos.	
(vi) System (please specify the type)	Nos.	
(vii) Binding unit	Nos.	
(viii) Wiro Binding	Nos.	
(ix) Varnishing machines	Nos	
(x) Tin Mounting Machine	Yes/No	
(xi) Pictures/Album of different Gods/Goddesses		
(xii) Outstation Dispatch facilities/Arrangement with Road Transporters for outstation dispatches		

CA Certificate

TO WHOM SOEVER IT MAY CONCERN

A) This is to certify that following individuals are the Directors of M/s _____

1

2

3

As per the records and information given to us, they are not interested in any other concern other than the following concerns/companies:

1

2

3

4

B) We hereby certify that as per information and records produced before us, M/s-----
----- is participating in the tender of your company and as explained and information provided before

C) us, no other Associate company is participating in the said Tender in process

(Company Name)
Chartered Accountants)

(Authorized Signature)

Place:

Name:_____

Dated:

Membership No._____

Annexure- IV

Format for Statutory Auditor's/Chartered Accountant* Certificate for Financial capability of the Bidder

We have verified the Annual Accounts and other relevant records of M/s_____ (Name of the bidder) and certify the following

A. Annual Turnover of Last 3 Years

Year	Amount (Rs.)
2021-22	
2022-23	
2023-24	

Name of Audit Firm/ :

(Signature of Authorised Signatory)

Chartered Accountant :

Name :

Date

Designation :

Seal :

Membership No.

AFFIDAVIT

I _____S/o _____aged _____working as MD/Director/Chief Executive partner/sole proprietor of _____M/s. _____ having its registered office at _____do hereby solemnly affirm and declare on oath as under:

1. That I am competent to swear this affidavit being the sole proprietor of M/s._____/partner_____/MD/Director/Chief Executive of M/s._____vide its resolution no_____dated_____.
2. That my company M/s._____ proprietorship/partnership firm _____ is participating in pre qualification process for advt agencies /offset printers.
3. That I am fully aware of the contents of the empanelment document and I declare that all the contents of the same are true and correct to my knowledge (applicable in case of proprietorship/partnership) and correct as per the records of the company. (applicable in case of a company)
4. That I hereby certify and declare that none of my/our group/associate/sister companies/concerns except me, is participating in the empanelment process.
5. That I further undertake that in case any of the facts contained in our application is found otherwise or incorrect or false at any stage, my company/firm and my group/associated/sister company(ies)/concern(s)/firm(s) will stand debarred from the present and future tenders.
6. That the branch offices mentioned separately is correct to my knowledge. Incorrect/false information will be liable for legal action by KRIBHCO.

DEPONENT

Verified at _____on_____that the contents of paras 1 to 6 of this affidavit are true and correct to my knowledge and no part of this is false and nothing material has been concealed or falsely stated therein.

DEPONENT

Note: Affidavit to be given on stamp paper of Appropriate value.