

**INSTITUTE FOR PLASMA RESEARCH
NR. INDIRA BRIDGE, BHAT, GANDHINAGAR 382 428.**

NOTICE INVITING TENDER FOR EMPANELMENT OF ADVERTISING AGENCY

TENDER NOTICE No: IPR/ADMN2/07/2019 dated 07/07/2019

On behalf of Director, Institute for Plasma Research (IPR), the Chief Administrative Officer invites sealed tenders, as Advertising Agency for a period of 2 years. The Agency will be required to release advertisements on behalf of the Institute at DAVP rates in local / all India or global newspapers, periodicals, journals, magazines in English/Hindi and regional languages. May also be required to design and print educational/statutory/promotional material, if and as required.

Earnest Money Deposit: ₹ 50,000/- Eligibility criteria :

- (1) The agency should have Office set-up in Gandhinagar / Ahmedabad. Registration certificate from competent authority to be submitted.
- (2) The agency should have experience of handling providing advertising services in Central/State/PSU/Autonomous for five years or more as on date of publication of tender. Certificates, etc. to be submitted.
- (3) The agency should have full INS accreditation. INS certificate to be submitted.
- (4) The agency should have media and design facilities and translation facility needed to prepare layout for print media, TV and Radio besides proficient translators and should have proper arrangement for handling press conferences and press releases. Details of staff members – Designers, proof readers, proficient translators, etc. and details of softwares, etc. to be attached as documentary evidence on agency's letter head.
- (5) The agency should have a single client in Central/State/PSU/Autonomous, in last three years, where the billing is ₹25 lacs or more per year per annum. Certificate, etc. to be attached.

Documentary evidences of all above six criteria need to be submitted.

Tender document shall be issued on payment of ₹300/- towards Tender Fee (Non-refundable) in the form of Bank Demand Draft or pay order payable to "Institute for Plasma Research" at Ahmedabad. Agencies may also download the tender documents from IPR website. Last date for receiving filled in tender is 24/7/2019 by 13.00 hours, which shall be opened in the presence of attending bidders carrying authorization on the same day at 14.30 hrs.

Director, Institute for Plasma Research reserves the right to accept or reject any or all tenders in part or full or to allot parts of the work to different agencies without assigning any reason thereof. The agency's representative deputed to collect the tender document must carry an Authority letter.

This Tender Notice can be viewed on our website [.http://www.ipr.res.in/documents/tenders.html](http://www.ipr.res.in/documents/tenders.html)

Chief Administrative Officer