

CENTRAL INSTITUTE OF MEDICINAL AND AROMATIC PLANTS  
P.O.- CIMAP, LUCKNOW- 226015  
( Council of Scientific and Industrial Research)

Empanelment of Advertising Agency(ies)

Applications are invited from the Advertising Agencies for empanelment who have experience of releasing advertisement in National/Local dailies on DAVP rates. The agencies fulfilling the Eligibility Criteria should send their “ Expression of Interest” for empanelment with CSIR-CIMAP, Lucknow

Sealed application giving full details alongwith duly signed each copies of `Expression of Interest` available on the CSIR-CIMAP website [www.cimap.res.in](http://www.cimap.res.in) superscribed “ Expression of Interest for Empanelment of Advertising Agencies” on the envelop must reach the office of Administrative Officer, CSIR-Central Institute of Medicinal and Aromatic Plants, Lucknow on or before 11.10.2022 up to 4.00 PM. Incomplete applications or those received after the due date and time will be summarily rejected.

Details of “Expression of Interest for Empanelment of Advertising Agencies” can be downloaded directly from CIMAP website [www.cimap.res.in](http://www.cimap.res.in)

Administrative Officer  
CSIR-CIMAP, Lucknow

A. Eligibility Criteria :

- (i) Full INS accreditation and minimum annual turnover of Rupees three crores during the last two years ( enclose copies of the INS Certificate and the balance of the agency)
- (ii) Having 5 years relevant experience of working with Govt./Autonomous Bodies/PSUs,
- (iii) Having Office at Lucknow with relevant infrastructure and
- (iv) releasing advertisement at DAVP rates are applicable at the time of release of advertisement.

The "Expression of Interest" should cover (a) Organizational infrastructure, staff strength and annual turnover during the last two years, (b) Professional Competence and expertise of the key personnel on the rolls of the agency; (c) List of major clients each in Govt. PSU and Autonomous Bodies during the last five years (d) PAN and GST registration number (e) Phone no./Mobile No. and email ID of the Agency and (f) Any other relevant aspect(s).

The agencies fulfilling the above requirement will be shortlisted on the basis of their technical competence to undertake national level advertisement at a short notice as per CSIR-CIMAP terms and conditions. The short-listed agencies may be called for further technical discussion, if require.

B. Terms and Conditions for empanelment of Advertising Agencies:

1. The agency shall execute an agreement within ten days of the intimation of empanelment.
2. The empanelment will be initially for period of two years which may be extended on mutually agreed terms and conditions.
3. Advertisement for publication shall be collected by the authorized representative of the advertising agency from CSIR-CIMAP, Lucknow as and when informed.
4. The agency will do designing/artwork for each and every advertisement of CSIR-CIMAP, Lucknow and the draft advertisement after doing designing/artwork editing etc. will have to be approved from CSIR-CIMAP, Lucknow before they are released for publication.
5. Advertisements in newspapers will be published within the stipulated time.
6. The agency will be given up to two days or up to four days for local dailies and outstation dailies respectively for doing the designing/art-work and approval of draft advertisement before actual date of publication.

7. That all the advertisement of CSIR-CIMAP Lucknow will be published on DAVP rates.
8. The agency will submit original bill of the newspapers alongwith paper cutting of the advertisement and also supply the DAVP rate list of published advertisements to enable CSIR-CIMAP to verify the bills.
9. Payment to the agency will be made within 30 (thirty) days from the date of submission of the bills.
10. The agency shall not increase the charges on any ground whatsoever during the period of Agreement unless DAVP/Ministry of I&B does so.
11. CSIR-CIMAP, Lucknow will have right to further adjust and/or deduct any of the amounts from the payment payable to the agency under the contract for providing aforesaid service.
12. Income tax and any other statutory taxes will be deducted from the bills of the agency at source under section 194 (c) of the Income Tax Act, 1961.
13. The agency will have to ensure the publication of advertisement with promptness as per direction given by CSIR-CIMAP, Lucknow from time to time.
14. The agency will get advertisement published in the newspapers in classified columns in type point 8 size, ensuring least expenditure.
15. The agency will have to send a certificate of insertion for our advertisements in the newspapers immediately after its insertion.
16. The agency will translate our manuscript for publication from English to Hindi and vice-versa as and when required for which no extra payment will be made by CSIR-CIMAP, Lucknow.
17. The agency shall make best efforts to accommodate the advertisements in minimum possible space.
18. The agency will not assign the service or any part thereof or extend any benefit or interest herein or there-under sublet whole or part of the contract to any third party.
19. CSIR-CIMAP, Lucknow shall not make any advance payment to the advertising agency for any of the work assigned. The payments shall be released by CSIR-CIMAP, Lucknow only against the bills received from the agency after having completed the job to the satisfaction of CSIR-CIMAP, Lucknow.
20. CSIR-CIMAP Lucknow may empanel more than one Advertisement Agency and will be free to release advertisements through any one or more of them either by rotation or otherwise as decided by the competent authority. Despite empanelment CSIR-CIMAP reserves the right to issue any advertisement directly to the publishing agency without going through any of the empanelled agencies.
21. The application should be clear and without any condition. Conditional applications will be summarily rejected.
22. The agreement will be terminated on expiry of the contract period. It may also be terminated by either of the parties by giving one month notice.

23. In the event of any question, dispute/difference arising under this agreement or in connection herewith or any matter not specified herein above, the arbitrator appointed by the Director General, CSIR shall be final and binding.

( Note: During the notice period for termination of the contract, the agency shall keep on discharging its duties as before till the expiry of the notice period.)

