



UNIVERSITY OF GOUR BANGA

[Established under the West Bengal Act. XXVI of 2007 and Recognized U/S 2(f) & 12(B) of the UGC Act]

Office of the Deputy Registrar

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P.O.: Mokdumpur, Dist.: Malda, Pin – 732 103, West Bengal, India

Ref. No.: 188/UGB/DR-24

Date: 06.06.2024

NOTICE INVITING QUOTATION

NIQ No.: 188/UGB/DR-24, Dated: 06.06.2024

Name of the Work: - Selection of Advertising Agency and Determination of Rates for Advertisements in Local and Indian Newspapers.

Sealed Quotations are invited from bonafide Advertising Agencies having valid Trade License/ Registration Certificate of incorporation/ Deed of partnership to quote their rate (in sealed envelope) for 'Selection of Advertising Agency and determination of rates for advertisements in Local and Indian Newspapers'. All the advertising jobs given by the University of Gour Banga are confidential and time bound. Most of the advertisement works are related to Tenders, Admissions, Recruitments and Events organized by the University.

The agency should submit their quotation as per the following specifications:

Sl. No.	Publication	Edition	Colour	Approximate size in sq cm	Offer/Quotation rate per sq cm (in Rs.) Inclusive of all taxes	
					Rate for Tender & recruitment	Rate for Admission & other academic events
1.	Anandabazar Patrika (Bengali)	All Bengal	Black & White	8 x 4 or 8 x 6 (As per the requirement of the University)		
2.	Bartaman (Bengali)	All Bengal				
3.	Uttarbanga Sambad (Bengali)	All				
4.	Dainik Statesman (Bengali)	All Bengal				
5.	Pratidin (Bengali)	All Bengal				
6.	Aajkaal (Bengali)	All Bengal				
7.	Ei Samay (Bengali)	All Bengal				
8.	The Times of India (TOI) (English)	All India				
9.	The Times of India (TOI) (English)	All Bengal				
10.	Hindustan Times (HT) (English)	All India				
11.	Hindustan Times (HT) (English)	All Bengal				
12.	The Hindu (English)	All India				
13.	The Statesman (English)	All India				
14.	The Statesman (English)	All Bengal				
15.	The Telegraph (English)	All India				
16.	The Telegraph (English)	All Bengal				
17.	The Echo of India (English)	All India				
18.	Prabhat Khabar (Hindi)	All India				
19.	Dainik Bhaskar (Hindi)	All India				
20.	Amar Ujala (Hindi)	All India				
21.	Sanmarg (Hindi)	All India				
22.	Anandabazar Patrika + The Telegraph	All Bengal				
23.	The Times of India (TOI) (English) + Ei Samay (Bengali)	All Bengal				

Terms and Conditions:

1. The quotation should be submitted by the Advertising Agencies in sealed envelope in their original letter head clearly indicating the aforesaid Item rates in details. Name of work and NIQ No. are to be mentioned on the top of the envelope.
2. No EMD to be deposited by the bidders.
3. For arriving lowest Bidder (L-1) following criteria will be followed:
 - a) The agency which quotes lowest rates the lowest rate in all news papers will be considered has L-1.
 - b) If there are more than one bidders given lowest rates for different news papers then the rates quoted, then the agency which quoting lowest rates for maximum news papers will be considered as L-1.
4. Taxes shall be deducted as per Govt. norms.
5. Price quoted should be inclusive of all taxes i.e., GST, & other charges.
6. Price quoted should not increase the Card Rate/ Maximum rate provided by the respective Newspapers.
7. Validity of the quotation will up to 31.03.2025.
8. The Ad Agency should be sincere and prompt at call of the University of Gour Banga. The execution of job is to be time bound and with all required information so as to avoid the delay or duplication. The Agency shall be required to execute the task even at the shortest notice and on holidays.
9. The Agency will be required to follow professional ethics and regulatory rules/ laws, if any, while dealing with UGB and ensure confidentiality in matters that may become detrimental/ cause loss or damage to the interest/ image of UGB in any manner.
10. The University of Gour Banga reserves the right to amend or cancel the scope of the work.
11. No artwork or other charges will be paid in any case.
12. The Agency shall keep all the information of the UGB confidential and shall not divulge/ divert the same to any outsider.
13. The sealed quotations are to be submitted along with valid Trade License/ Certificate of Registration of incorporation/ Deed of partnership, PAN, GST Registration Certificate, Income Tax Return. Balance sheet and P&L Accounts for last two years, credential etc. at the office of the Convener, Tender and Purchase Committee.
14. **The date and time of submission of sealed quotation: 07.06.2024 - 17.06.2024 (Within 12:00 Noon to 4:00 PM). Date of opening of tender paper: 18-06-2024 at 04:00 pm. Any quotation received after the prescribed deadline shall not be considered irrespective of rates.**
15. The sealed quotations should be addressed to: **The Deputy Registrar (Addl. Charge) & The Convener, Tender and Purchase Committee, University of Gour Banga, Malda-732103, W.B, India.**
16. In all cases of disputes, the decision of the University Authority shall be final.
17. At the time of opening the tender, the bidders may attend and for any further enquiry please contact at the Deputy Registrar (Addl. Charge), **University of Gour Banga, Malda-732103, W.B, India.**



**Deputy Registrar (Addl. Charge)
& Convener, Tender and Purchase Committee
University of Gour Banga
DEPUTY REGISTRAR (A/c)
UNIVERSITY OF GOUR BANGA**

Copy forwarded for information to:

1. The Hon'ble Vice-Chancellor, University of Gour Banga.
2. The Registrar (Addl. Charge), University of Gour Banga.
3. The Finance Officer, University of Gour Banga.
4. Members (all) of the Tender & Purchase Committee.
5. Notice Board.
6. The University Website (www.ugb.ac.in).
7. Office File.