

BABASAHEB BHIMRAO AMBEDKAR UNIVERSITY
(A CENTRAL UNIVERSITY)
VIDYA VIHAR, RAEBARELI ROAD, LUCKNOW-226025

QUOTATIONS FOR PUBLICATION OF UNIVERSITY ADVERTISEMENT

KIND ATTENTION: NEWS PAPER ADVERTISING AGENCIES

Babasaheb Bhimrao Ambedkar University (ACentral University) Lucknow, here after BBAU, INTENDS to get its advertisement of Recruitment to be published in leading Hindi & English news papers, Employment News and therefore, desires to invite the competitive rates from various agencies for the said publication, so that the work may be assigned to the best economically and efficiently suiting agency.

In view of the above you are requested to send us your most competitive rates for publication of the University advertisement in various Hindi & English News papers, Employment News along with the maximum discount which can be offered by you to the University latest by 20th October 2009. The proforma containing technical and financial bid and details of News paper may be downloaded from the University Website [www. bbauindia.org](http://www.bbauindia.org). Rates sent to the University should invariably be given on the prescribed proforma given on the University Website.

The selection of agencies will be based on a two-stage process. First, university will short list the agencies on the basis of their meeting the eligibility criteria. Financial bids would be considered of the short-listed agencies only. The financial bid on appropriate form of BBAU (Annexure 2) should be enclosed separately in a sealed envelope.

TERMS AND CONDITIONS

A. Eligibility Criteria

The agencies meeting the following eligibility criteria would be considered:

1. A minimum of One year continuous experience as a full INS accredited agency.
2. Full-fledged established office in U.P./Lucknow with state-of-the-art infrastructure and manpower/creative personnel.
3. PAN number issued by the IT department in favour of the agency.
4. Service Tax Registration number issued by the Central Excise Dept in favour of the agency.

B. General Conditions

1. The bidding agency should have an notable background in the advertising market and an exposure of working with Govt. institutions.
2. The Indian Newspaper Society (INS) accredited agencies will only be considered while evaluating the bids.
3. The University shall not make any advance payment to the advertising agency for any of the work assigned by the University. The payments shall be released by the University against the bills received from the agency after having completed the job with documentary evidences and to the satisfaction of the University.
4. The University reserves the right to reject any application without assigning any reason.

C. Desirable

1. Accreditation by Doordarshan and All India Radio

2. Proficiency in translation and proof reading facilities in major Indian languages

NOTE: The agencies black listed by other government organizations/autonomous bodies will not be considered for empanelment. Expression of interest not received in the prescribed format will be summarily rejected.

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**APPLICATION FORM FOR PUBLICATION OF UNIVERSITY ADVERTISEMENT
IN NEWS PAPER / EMPLOYMENT NEWS**

1. Name of the Advertising Agency:

a. Whether Proprietorship/Pvt.Ltd./Ltd.Co. _____

b. Constitution _____

c. Name of the Director/In-charge _____

d. Name of the contact person _____

2. Head Office:

a. Complete Address _____

b. Telephone Number(s) _____

c. Fax Number _____

d. E-mail address _____

3. Branch Office (s):

a. Complete Address _____

b. Telephone Number(s) _____

c. Fax Number _____

d. E-mail address _____

(Add separate sheet, if required)

4. Contact person at Lucknow

a. Name _____

b. Designation _____

c. Contact Number(s) _____

d. Fax Number _____

e. E-mail address _____

5. Year of Establishment (attach proof) _____
6. Registration Number (if any) _____
7. Staff strength (full time) _____

8. Year in which full INS accreditation was given to the agency _____
9. Validity period of INS accreditation (attach proof) _____

10. Service Tax Registration number issued by the Central
Excise Deptt. in favour of the agency _____

11. PAN Number issued by the IT Deptt. in
favour of the agency _____

12. Annual Turnover of last three years (Along with documentary proof)

2008-09 _____

2007-08 _____

2006-07 _____

13. Are you on the panel of any educational organization having activities similar to that of the BBAU, Lucknow? If yes, give details (Attach separate sheet, if required)

14. Details of appreciation(s)/award(s) received by your agency (if any) in advertisement campaigns (Attach separate sheet, if required)

15. Are you accredited to Doordarshan _____

16. Are you accredited to All India Radio _____

Note: Documentary evidence may please be provided, wherever applicable, in the form of photo copies (Accreditation Certificates, Audit Reports, Work Orders, Release Orders, etc.)

Declaration :

1. I-----**(Name of the person)**, am authorized to declare on behalf of the agency----
----- **Name of the Agency** hereby declare that the agency have:
I, name of the person) am

- a. Full-fledged office established in Uttar Pradesh/Lucknow with needed manpower.
- b. Creativity in development communication of high standard befitting the expectations of the Central University.

2) I also declare that all the statements made in this application are true, complete and correct to the best of my knowledge and belief. I understand that if at any stage, it is found that any information given in this application is false/ incorrect or that our agency do not satisfy the eligibility criteria, our candidature/ empanelment is liable to be cancelled/ terminated.

3) I understand that the decisions taken by the BBAU, Lucknow is final in all matters.

4) I hereby agree to work as per the terms and conditions rolled out by BBAU, Lucknow.

5) I understand that the BBAU, Lucknow reserves the right to accept or reject and to cancel the empanelment process and reject all expression of interests at any time prior to the award of the contract, without detailing any specified reasons whatsoever.

Signature_____

Place_____

Name_____

Date_____

Designation_____

Organization Seal (in case of organization)/Signature

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(Annexure-2)

PROFORMA FOR FINANCIAL BID

1. NAME OF THE ORGANIZATION:-----

ADDRESS:-----

PAN NO:-----

2. Rates Offered:

Sl No	Item/Newspaper	Rate (Rs/sq.cm) (Lucknow)	Rates for Employment Pages /Issues (Rs/sq.cm)	Rates for All Editions (Rs/sq.cm)
1	THE TIMES OF INDIA			
2	THE HINDUSTHAN TIMES			
3	THE HINDU			
4	DAINIK JAGARAN			
5	AMAR UJJALA			
6	THE DECCAN HELARD			
7	THE INDIAN EXPRESS			
8	EMPLOYMENT NEWS			
9	EMPLOYMENT NEWS (HINDI)			
10	Charges(if any) for formatting content			
11	Any other charges to be levied (please specify)			
DISCOUNT IN % age(including & excluding taxes)				

Note: In addition to the above rates, offers/packages/discounts in %age including and excluding taxes offered by the agency may be enclosed separately.

The Financial bid being submitted has the approval of the -----(Name of the Agency)
and I have been authorized to submit it.

Place:

Signature:-----

Date:

Name:-----

Designation:-----

TENTATIVE CONTENT TO BE PUBLISHED

Babasaheb Bhimrao Ambedkar University

(A CENTRAL UNIVERSITY)

Vidya Vihar, Rae-Bareilly Road, Lucknow-226025

Advt. No. / 2009

SPECIAL RECRUITMENT DRIVE FOR SC/ST/OBC/PH

BBAU invites applications to fill up the backlog vacancies of following Teaching/Non-Teaching posts:

1. Professor- Mass Communication & Journalism-(01) **(ST)**
2. Professor-Political Science(01) **(SC)**
3. Associate Professor-Human Resource & Family Welfare **(01-SC) (01-ST)**
4. Associate Professor-Computer Science (01) **(OBC)**
5. Library Attendant- (1) **(PH)**

Complete details regarding qualifications, experience, Pay Scales, general instructions, etc.; and application forms can be downloaded from www.bbainida.org.

Last date of receipt of form: ----- NOV/2009