



**PETROLEUM CONSERVATION
RESEARCH ASSOCIATION
(MINISTRY OF PETROLEUM & NATURAL GAS)**

**TENDER DOCUMENT
FOR
MEDIA BUYING FOR PAN INDIA CAMPAIGN
ON PETROLEUM CONSERVATION FOR PCRA**

(TENDER NO: PCRA/EC/2007-08/T-05)

PART - I (TECHNO-COMMERCIAL PART)

Prepared and Issued By:

**EDUCATION CAMPAIGN DEPARTMENT
PETROLEUM CONSERVATION RESEARCH ASSOCIATION
(MINISTRY OF PETROLEUM & NATURAL GAS)
SANRAKSHAN BHAVAN, 10 BHIKAJI CAMA PLACE
NEW DELHI - 110 066**

TENDER COST: RS. 2000/-

Total Number of Pages 94

TENDER NO : PCRA/EC/2007-08/T-05

TABLE OF CONTENTS

I N D E X

CHAPTER NO.	DESCRIPTION	PAGE NOS.
PART- I (TECHNO- COMMERCIAL PART)		
1.	NOTICE INVITING TENDER	3
2.	INSTRUCTIONS TO BIDDERS (ITB)	8
3.	GENERAL CONDITIONS OF CONTRACT (GCC)	20
4.	SPECIAL CONDITIONS OF CONTRACT (SCC)	37
5.	SCHEDULE OF RATE (MEDIA PLAN)	44
6.	PART-II PRICE BID (Not to be quoted in this part)	55
7.	PART-II PRICE BID (To be quoted in this part)	59

NOTICE INVITING TENDER

NOTICE INVITING TENDER

NIT NO. PCRA/EC/2007-08/T-05

Sealed tenders under two bid system are invited from bonafide experienced & reputed Media Buying Agency of financial standing meeting the pre-qualifying requirement for the job given below:

NAME OF WORK	Media Buying for Pan India Campaign on Petroleum Conservation for PCRA
TENDER NO./ NIT NO.	PCRA/EC/2007-08/T-05
TENDER COST	Rs. 2000/- BY DEMAND DRAFT IN FAVOUR OF PCRA, PAYABLE AT NEW DELHI.
EMD	Rs. 37,50,000 /- BY DEMAND DRAFT IN FAVOUR OF PCRA, PAYABLE AT NEW DELHI OR BY BANK GUARANTEE FROM ANY SCHEDULED BANK IN THE PRESCRIBED FORMAT
CONTRACT PERIOD	12 (TWELEVE) MONTHS
SALE OF TENDER	FROM: 26.12.2007 TO 04.01.2008
PLACE OF ISSUE	ADDITIONAL DIRECTOR (EDUCATION CAMPAIGN) PETROLEUM CONSERVATION RESEARCH ASSOCIATION SANRAKSHAN BHAVAN 10 BHIKAJI CAMA PLACE NEW DELHI -66 OR PCRA web site (www.pcr.org)

SUBMISSION/ RECEIPT OF TENDER	09.01.08 UPTO 12.00 Noon IN THE OFFICE OF: ADDITIONAL DIRECTOR (EDUCATION CAMPAIGN) PETROLEUM CONSERVATION RESEARCH ASSOCIATION SANRAKSHAN BHAVAN 10 BHIKAJI CAMA PLACE NEW DELHI -66
OPENING OF TENDER	PART-I i.e. TECHNO-COMMERCIAL PART SHALL BE OPENED ON THE SAME DAY i.e. 09.01.2008 at 2.00 PM IN THE PRESENCE OF AUTHORIZED ATTENDING REPRESENTATIVES OF BIDDERS. PART-II (PRICE PART) OF THE TECHNO-COMMERCIALY ACCEPTABLE BIDDERS SHALL BE OPENED AT A LATER DATE.

Bids shall be submitted in the manner as described in Instruction to Bidders (ITB) of Bidding Document. Part-I shall contain original offer along with EMD. Part-II shall contain only price as per Schedule of Rates without any condition. The prices shall be filled up both in figure and in words, and the total amount shall be calculated and rounded off to the nearest rupee. No overwriting or use of correction fluid shall be accepted. Any correction shall be legible and signed by the authorised signatory.

A. PRE-QUALIFICATION REQUIREMENTS (Proof for items A-1 to A-4 to be submitted)

In order to qualify to apply for the contract the bidder should fulfill the following pre-qualification requirements:

A-1 Bidder should be accredited with INS for atleast last 3 years. Attach INS accreditation certificate.

A-2 The Annual Turnover of the agency from Media Buying only for advertising in Television, Newspaper, Magazine, Radio, Internet, and Cinema that includes cost of media releases and agency commission should not be less than Rs. 50 crores for each year for last three financial years (2003-04, 2004-05, 2005-06). Attach copy of the following in support of the above.

- Chartered Accountants Certificate for Annual Turnover for Media Buying billing for Television, Newspaper, Magazine, Radio, Internet and Cinema of financial years 2003-04, 2004-05 and 2005-06.
- A-3 Total Media Buying billing of the agency from single client for advertising in Television, Newspaper, Magazine, Radio, Internet, and Cinema that includes cost of media releases and agency commission in one year out of the last three financial years should be atleast Rs. 5 crores. Attach Chartered Accountants certificate.
- A-4 Audited balance sheet for Annual Turnover for Media Buying billing for advertising in Television, Newspaper, Magazine, Radio, Internet and Cinema of financial years 2003-04, 2004-05 and 2005-06.
- A-5 The agency should have a full-fledged office in Delhi with complete infrastructure and manpower. The agency should also preferably have offices in Mumbai, Chennai, Kolkata and major cities. Attach relevant certificate in support of the above.

B. TERMS & CONDITIONS

1. Tender documents can either be purchased from the PCRA designated official as mentioned above or can be downloaded from the PCRA web site (www.pcra.org). Mere issuance of tender document/ obtaining tender document through PCRA web site shall, however, not be construed that the bidder is considered qualified.
2. The agency/(ies) who have downloaded the tender document from the PCRA web site are required to pay the tender paper cost of Rs.2000/- by Demand Draft at the time of submission of their Bid.
3. Bidder shall purchase the Bidding Document on agency name and submit the bid directly. The Bidding Document is non-transferable. Bids submitted by Bidder/s who have not purchased the bidding document either directly or through their authorized agent or have not downloaded the bidding document will be rejected
4. The tender document can be either downloaded from the PCRA web site (www.pcra.org) or will be issued in person only & shall not be sent by post. Tender/ offers may be sent by post/ courier to the office of tender submission authority namely, Additional Director

(Education Campaign) New Delhi. However, PCRA accepts no responsibility for any loss/ delay/ non-receipt of offers not submitted in person. Offers received late/ incomplete are liable for rejection.

5. EMD as mentioned above shall be paid separately by DD in favour of PCRA, payable at New Delhi OR by Bank Guarantee from any scheduled Bank in the prescribed format.
6. During opening of Techno-commercial part (i.e. Part-1) the name of Tenderers who have submitted their offers alongwith details of Earnest Money Deposit will only be read out and no other information/ details whatsoever, will be read out.
7. The offer of the Tenderer shall be valid for a period of 2 (Two) months from the last date of submission of Tender/ revised offer (if any).
8. PCRA reserves the right to accept/ reject any tender in part or full, without assigning any reason whatsoever.
9. If the last date of receiving/ opening of the tenders coincides with a holiday, than the next working day shall be the receiving/ opening date.
10. ED, PCRA reserves the right to cancel the tender at any point of time without assigning any reasons thereof.
11. Tenderer must submit PCRA media plan (Price not to be quoted in this part) signed each an every page by authorized representative of the agencies along with Techno commercial bid.

(N. Pownraj)

Additional Director (Education Campaign)

Date:

Place: Bhikaji Cama Place, New Delhi

**INSTRUCTIONS
TO
BIDDERS (ITB)**

INDEX TO ITB

CL. NO.	SDESCRIPTION
1.0	INTRODUCTION
2.0	EXPENSES TO BE BORNE BY BIDDER
3.0	EMD
4.0	BIDDING DOCUMENT NOT TRANSFERABLE
5.0	PRICES, TAXES, DUTIES
6.0	BID VALIDITY
7.0	BID SUBMISSION
8.0	PLACE & ADDRESS FOR SUBMISSION OF BIDS
9.0	OPENING OF BIDS
10.0	PRICE EVALUATION AND AWARD OF WORK
11.0	CONTRACT AGREEMENT
<u>ANNEXURE TO INSTRUCTIONS TO BIDDER</u>	
Annexure - I : Acknowledgement cum consent Letter	
Annexure - II : Compliance to Bid Requirements	
Annexure - III : Checklist for Submission of Tender	
Annexure - IV : Financial Details	

INSTRUCTION TO BIDDERS

1.0 INTRODUCTION

Petroleum Conservation Research Association (PCRA), established in 1978, is a non-profit registered society (Society's Registration Act 1860) under the Ministry of Petroleum & Natural Gas, Govt. of India, with a mission of efficient energy utilization & environment protection leading to conservation and improvement in quality of life.

Education Campaign

PCRA endeavours to educate people all over the country on the need and measures of petroleum conservation under its most important function of Education Campaign. Over the years, PCRA has been propagating the message of petroleum conservation through various media, viz. Television, Newspaper, Magazine, Radio, Outdoor Publicity, Literature/Pamphlets/Brochures, Events & Exhibitions.

The essence of the contract is to provide media buying services for Television, Newspaper, Magazine, Radio, Internet and Digital Cinema covering all end users of all the sectors.

Before attempting to fill the tender document the tenderer should study the pre-qualifying criteria required and Media Buying services that are required to meet the specified media plan provided by PCRA.

2.0 EXPENSES TO BE BORNE BY BIDDER

All expenses in preparation and submission of bids and visits to the office or any place in connection with the preparation of Bid shall be borne by Bidder. PCRA in no case shall be responsible or liable for these costs regardless of the outcome of the Bidding process.

3.0 EMD

Bidder shall furnish EMD by Bank Demand Draft in favour of PCRA, payable at New Delhi or by Bank Guarantee from any scheduled Bank in the prescribed format.

Offers received without EMD shall be rejected.

Earnest Money by demand draft in favour of "PCRA" payable at New

Delhi or bank guarantee [as per the proforma enclosed valid for 3 months] **must be enclosed alongwith the Techno-commercial bid of the tender.** Tenders submitted without earnest money will not be considered. The earnest money of the unsuccessful bidders will be refunded without any interest after the award of the contract. The earnest money of the bidder is liable to be forfeited if the bidder prematurely withdraws his bid or the successful Tenderer fails to take up the job or fails to deposit the initial security deposit or alters his bid after submission even if the bids have not been open. EMD of successful bidder shall be refunded after submission of initial deposit.

4.0 **BIDDING DOCUMENT NOT TRANSFERABLE**

Bidding document once issued shall not be transferable in any other name.

5.0 **PRICES, TAXES, DUTIES**

The Bidder should quote firm prices/ rates as per the PCRA's media plan provided for all Television, Newspaper, Magazine, Radio, Internet, and Digital Cinema during the contract period as indicated under this contract and after wards no variation on any account unless otherwise specifically mentioned will be allowed. The quoted prices for all the items should be **excluding Service Tax & Cess on Service Tax, which shall be paid at actual on production of documentary evidence.**

6.0 **BID VALIDITY**

Bid submitted by bidder shall remain valid for a period of 2 (Two) Months from the date of opening of offer. Bidder shall not be entitled during this period to revoke or vary the content of Bid or any term thereof. In such case of making any variation subsequent to submission of bid at their own, the offer shall be treated as "REJECTED" and EMD shall be forfeited without any reference to the Bidder.

7.0 **BID SUBMISSION**

Bids shall be submitted in single stage two-envelope system as per following

ENVELOPE NO.1 : TECHNO - COMMERCIAL PART

This envelope should have techno-commercial details including all supporting documents, copy of ORIGINAL Bidding Document duly signed & stamped on each page of document without filling the prices.

EMD shall be submitted in this envelope. However, the tenderer are requested to collect the media plan from the office of Additional Director (EC), PCRA which is a part of Techno- Commercial Bid.

ENVELOPE NO.2 : PRICED PART

The Bidder shall submit only price/ rates as per Schedule of Rates without any condition. Condition indicated if any in this part shall not be taken cognizance of.

8.0 PLACE & ADDRESS FOR SUBMISSION OF BIDS

Additional Director

(Education Campaign Department)

Petroleum Conservation Research Association

3rd Floor, Sanrakshan Bhavan

10 Bhikaji Cama Place,

New Delhi-110066

9.0 OPENING OF BIDS

Unpriced Part of the offer (i.e. Part - I: Techno-Commercial offer) shall be opened on same day of submission of offer at 2.00 PM at 3rd Floor, Sanrakshan Bhavan, New Delhi. During the opening, only name of Bidder and whether EMD is furnished shall be informed and no other details/ information shall be given.

Price Part of the Techno-Commercially acceptable bidders shall be opened at a later date to be communicated after evaluation of their offers. During opening of Priced Part name of Bidder and Total cost to PCRA shall be read. No other details/ information shall be given.

10.0 PRICE EVALUATION AND AWARD OF WORK

The Evaluated price for determining the lowest bidder shall be worked out considering the total amount quoted in column (5) of Form SP-1.

11.0 CONTRACT AGREEMENT

The successful Bidder shall be required to execute a contract Agreement with PCRA as per Performa attached with this document on the non-judicial stamp paper of Rs. 100/- (Rupees One hundred only) to be purchased from Delhi with in fifteen days of issue of work order. The cost of stamp paper shall be borne by successful Bidder.

PCRA reserves the right to amend the terms & conditions of contract after Mutual discussions and shall only be in writing.

ACKNOWLEDGEMENT CUM CONSENT LETTER

FAX NO. 011-26109668

To

Additional Director (EC)
Petroleum Conservation Research Association
3rd Floor Sanrakshan Bhavan
10 Bhikaji Cama Place
New Delhi 110066

**NAME OF WORK: MEDIA BUYING FOR PAN INDIA
CAMPAIGN ON PETROLEUM
CONSERVATION FOR PCRA**

TENDER NO : PCRA/EC/2007-08/T-05

Dear Sir,

We acknowledge the receipt of your invitation to Bid for subject work which was received on _____ and understand that the documents received remain the property of M/s Petroleum Conservation Research Association. We indicate below our intentions with respect to the Letter Inviting Tender.

(A) We intend to bid as requested and furnish following details:

QUOTING OFFICE :

(i) FULL POSTAL ADDRESS : _____

- (ii) TELEPHONE NUMBER : _____
- (iii) TELEFAX NUMBER : _____
- (iv) CONTACT PERSON : _____

DELHI OFFICE ADDRESS

- (i) POSTAL ADDRESS : _____

- (ii) TELEPHONE NO. : _____
- (iii) TELEFAX NO. : _____
- (iv) CONTACT PERSON : _____

(B) We are unable to bid for the reasons given below and hereby return the Tender Document.

- AGENCY'S NAME : _____
- SIGNATURE : _____
- NAME : _____
- DESIGNATION : _____
- DATE : _____

Annexure-II TO ITB

**NAME OF WORK: MEDIA BUYING FOR PAN INDIA CAMPAIGN ON
PETROLEUM CONSERVATION FOR PCRA**

TENDER NO. : PCRA/EC/2007-08/T-05

COMPLIANCE TO BID REQUIREMENTS

We confirm that our bid complies to the total techno-commercial requirement of Tender Document without any deviation.

SIGNATURE OF BIDDER : _____

NAME OF BIDDER : _____

NAME OF THE AGENCY : _____

ADDRESS : _____

OWNER SEAL : _____

(STAMP & SIGNATURE OF TENDERER)

CHECK LIST FOR SUBMISSION OF TENDER**(Mark ✓ In Appropriate Box As Applicable)**

1.	Confirm original tender signed on each page & included in the offer.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
2.	Confirm all item rates have been filled without any condition & deviation and submitted in sealed envelope marked "Priced Part".	Yes <input type="checkbox"/>	No <input type="checkbox"/>
3.	Confirm EMD is submitted with Part - I of offer.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Details of EMD - Value Rs. _____ Demand Draft No. _____ Banker Name _____ Date of D.D. _____ BG No & name of issuing bank _____		
4.	Confirm submission of PQ requirement. <ul style="list-style-type: none"> • INS certificate • CA certificate for last 3 years in support of annual turnover for media buying billing • CA certificates for 5 crores media buying billing for single client • Confirm copy of Audited Balance Sheets for last three financial years i.e. 2003-04, 2004-2005, 2005-2006 furnished. 	Yes <input type="checkbox"/>	No <input type="checkbox"/>
5.	Confirm copy of Power of Attorney submitted	Yes <input type="checkbox"/>	No <input type="checkbox"/>
6.	Confirmation regarding relationship with the PCRA's Director, if any.	Yes <input type="checkbox"/>	No <input type="checkbox"/>

7.	The agency should be able to provide and indicate a dedicated team for implementing and monitoring PCRA's accounts	Yes <input type="checkbox"/> No <input type="checkbox"/>
8.	Tenderer should submit PCRA media plan (Price not to be quoted in this part) signed each an every page by authorized representative of the agencies along with Techno commercial bid.	Yes <input type="checkbox"/> No <input type="checkbox"/>

SIGNATURE OF BIDDER : _____

NAME OF BIDDER : _____

NAME OF THE AGNECY : _____

ADDRESS : _____

OWNER SEAL : _____

(STAMP & SIGNATURE OF TENDERER)

FINANCIAL DETAILS

ANNUAL MEDIA BUYING TURNOVER

The Bidder shall indicate here the annual media buying turnover during last 3 years for Television, Newspaper, Magazine, Radio, Internet and Cinema is attached.

Copies of the Chartered Accounts certificates for 3 years are to be attached.

FINANCIAL YEAR	TURNOVER (IN RS.) FROM MEDIA BUYING ONLY
2005 - 2006	
2004 - 2005	
2003 - 2004	

(STAMP & SIGNATURE OF TENDERER)

GENERAL CONDITIONS OF CONTRACT

GENERAL CONDITIONS OF CONTRACT

CONTENTS

S. NO.	HEADING		PAGE NO.
1.	Section 1	Definitions	21
2.	Section 2	Interpretation of the contract documents	23
3.	Section 3	Security Deposit	23
4.	Section 4	Quantities of Work	23
5.	Section 5	Change in consecutions of the contractor	23
6.	Section 6	Mode of Payment	24
7.	Section 7	Discharge of Owners liability	24
8.	Section 8	Claims of Owner	24
9.	Section 9	Termination of the Contract	24
10.	Section 10	Personal Acts and liabilities	26
11.	Taxes		26
12.	Government regulation		26
13.	Lines and liabilities		26
14.	Arbitration		27
15.	Formats		27
Annexure-I	Format of Form of Contract		28
Annexure-II	Format of Bank Guarantee in lieu of EMD		32

GENERAL CONDITIONS OF CONTRACT

1.0 DEFINITIONS:

Unless repugnant to the subject or context of usage, the following expressions used herein shall carry the meaning hereunder respectively assigned to them, namely:

- a) "Acceptance of Tender" shall mean the Acceptance of Tender issued by the OWNER to the CONTRACTOR, and shall include a letter, telegram or fax of acceptance or other notification of award of work, and a detailed Letter of Acceptance.
- b) The "Contract" shall mean the agreement between the parties as derived from the Contract Documents.
- c) The "CONTRACTOR" shall mean Agency, Firm or Company selected by the OWNER for the performance of the Contract and shall include its legal representatives, successors and permitted assigns.
- d) The "Contract Documents" shall mean the contract documents as defined in Article 1 in the Form of Contract.
- e) "Completion" shall mean the successful completion and conclusion of all activities required in all respects to complete the contractual works in accordance with the contract.
- f) The "Officer-in-charge" shall mean the officer of the OWNER nominated by the OWNER in writing to act as Officer-in-charge for the purpose of the Contract.
- g) "General Manager" shall mean the Executive Director, General Manager or other Chief Executive (howsoever designated) of the Project to which the Contract relates, and if there is no such separate Chief Executive, shall mean the Executive Director (if any) or the General Manager, as the case may be.
- h) "Order" and "Instruction" shall respectively mean any written Order or Instruction given by the Officer-in-charge or his representative within the scope of their respective powers in terms of the Contract.
- i) The expression "Owner" occurring in the tender document shall mean Petroleum Conservation Research Association, a Registered Society under Ministry of Petroleum & Natural Gas and having its office Sanrakshan Bhavan, 10 Bhikaji Cama Place New Delhi 10066 and shall include its successors and assigns.

- j) "Schedule of Rates" or "Price Schedule" shall mean the Schedule of Rates or Price Schedule annexed to the Acceptance of Tender.
 - k) "Security Deposit" shall mean the Security Deposit as specified hereof in the tender document.
 - l) "Time Schedule" shall mean the Time Schedule for final completion of the Works incorporated in the Contract or as may be extended by the OWNER or Officer-in-Charge.
 - m) The "Total contract value " shall, upto calculation of the entire remuneration due to the CONTRACTOR in terms of the contract on successful completion of the work, mean the Total contract value as specified in the Acceptance of Tender, and after calculation of the entire remuneration due to CONTRACTOR under the contract on successful completion of the contract, shall mean the totality of such remuneration.
 - n) The expression " Tenderer" or "Bidder" shall mean the Tenderer who submits the tender for the work and shall include the successors and permitted assigns of the Tenderer.
 - o) The expression "Value Addition" means non paid additional exposure obtained by the bidder through their negotiating skill with various media specified in PCRA Media Plan.
- 1.2 "Work" and "Scope of work" shall mean the totality of the work / services and media buying and releases of advertisements on Television, Newspaper, Magazine, Radio, Internet and Digital Cinema as advised by PCRA.
- 1.3 "PCRA" shall mean Petroleum Conservation Research Association, located at Sanrakshan Bhavan 10 Bhikaji Cama Place New Delhi 110066.
- 1.4 "Media Buying " shall mean release of ads in various media namely Newspaper, Television, Radio, Internet, and Digital Cinema.
- 1.5 "Contract" shall mean the contract for the work and shall include the tender document, the Special Conditions of Contract, the attached General Conditions of Contract, the Letter of Acceptance, and the accepted Schedule of Rates.

2.0 INTERPRETATION OF CONTRACT DOCUMENTS:

2.1 In case of irreconcilable conflict in non technical matters between the provisions in the separate contract documents concerning or governing the same aspect precedence shall be given to the provisions contained in the documents mentioned below in the order in which they are set out below:

- a) Formal Contract
- b) Acceptance of Tender
- c) Price Schedule annexed to Letter of Acceptance
- d) Special Conditions of Contract
- e) Special Instructions to Tenderers
- f) General Conditions of Contract
- g) Instructions to Tenderers/Bidders

A variation or amendment issued after the execution of the formal contract shall take precedence over the formal contract and all other Contract Documents.

3.0 SECURITY DEPOSIT:

3.1 The CONTRACTOR shall furnish Security Deposit as specified in the Letter Inviting Tender / Special Conditions of Contract.

4.0 QUANTITIES OF WORK

4.1 The quantities of work stated in the Form of Schedule of Rates do not form part of the Contract and the OWNER shall not be liable for any increase or decrease in the actual quantities of work performed (notwithstanding the percentage of such increase or decrease), nor shall such increase or decrease in the actual quantities form the basis of any alteration of rates quoted and accepted.

5.0 CHANGE IN CONSTITUTION OF THE CONTRACTOR

5.1 The CONTRACTOR, whether Proprietary concern, Partnership firm, Private limited Company, shall not make any change(s) in its constitution, by transfer of substantial shareholding or of management (in the case of a company) or by addition or deletion of Partners, change in the terms of Partnership, or make any other material change(s) without prior intimation to and approval of the OWNER. **Any such unauthorised change shall attract the provisions of Clause 9.0 hereof.**

6.0 MODE OF PAYMENT

6.1 All payment(s) by the OWNER under or in terms of the Contract shall be made in official Indian currency only by crossed "Account Payee" cheque sent to the registered office of the CONTRACTOR or other office notified in this behalf by the CONTRACTOR or delivered to his authorised representative. All cheques drawn shall be payable at the office of the OWNER's bankers and in no case will the OWNER be responsible if the cheque is mislaid, misappropriated or otherwise lost or stolen.

7.0 DISCHARGE OF OWNER'S LIABILITY

7.1 The acceptance by the CONTRACTOR of any amount paid by the OWNER to the CONTRACTOR in respect of the final dues of the CONTRACTOR under the Final Bill upon condition that the said payment is being made in full and final settlement of all said dues to the CONTRACTOR.

8.0 CLAIMS OF OWNER:

8.1 No release or payments of any unadjusted balance of the Security Deposit by the OWNER to the CONTRACTOR as aforesaid or otherwise shall be deemed or treated as a waiver of any right(s) or claim(s) of the OWNER or shall stop or prevent the OWNER from thereafter making or enforcing any claims or any rights against the CONTRACTOR. The claims of the OWNER, if any, against the CONTRACTOR shall continue to survive and shall not get extinguished notwithstanding the issue of Final Certificate and/ or the release of Security Deposit to the CONTRACTOR.

9.0 TERMINATION OF THE CONTRACT

9.1 Notwithstanding anything elsewhere herein provided and in addition to any other right or remedy of the Owner under the Contract or otherwise, the Owner shall be entitled to terminate the Contract by written notice at any time during the currency on or after the occurrence of any one or more of the following events or contingencies, namely:

- (i) Default or failure by the Contractor of any of the obligations of the Contractor under the Contract, including but not limited to:
 - a. Failure to commence any work in accordance with the time prescribed in this behalf;
 - b. Failure to execute the works or any of item in accordance with the Contract;
 - c. Disobedience of any order or instruction of the Engineer-in-Charge and/ or Site Engineer;
 - d. Negligence in carrying out the works or carrying out of work found to be unsatisfactory by the Engineer-in-Charge;
 - e. Abandonment of the works or any part thereof;
 - f. Suspension of the entire works or any part thereof, for a period of 14 (fourteen) days or more without due authority from the Owner or Engineer-in-Charge.
 - g. Commission, permission or sufferance of any other breach of any of the terms, conditions or provisions of the Contract on the part of the CONTRACTOR to be paid, performed and/ or observed;
 - h. Failure to deposit the Initial Security Deposit/ Security Deposit within specified number of days mentioned elsewhere in the tender document by the Contractor of Acceptance of Tender;
 - i. Failure to execute the Contract in terms of the Form of Contract forming part of the Tender Documents within 10(ten) days of notice in this behalf from the Owner;
- (ii) If the Contractor is incapable of carrying out the work;
- (iii) If the Contractor misconducts himself in any manner;
- (iv) If there is any change in the constitution of the Contractor (if a firm) or in the circumstances or organization of the Contractor, which is detrimental to the interests of the work or the Owner;

- (v) Dissolution of the Contractor (if a firm) or commencement of liquidation or winding up (whether voluntary or compulsory) of the Contractor (if a company) or appointment of a receiver or manager of any of the Contractor 's assets and/ or insolvency of the Contractor (if a sole proprietorship) or any Partner of the Contractor (if a firm);
- (vi) Distress, execution, or other legal process being levied on or upon any of the Contractor 's goods and/ or assets;
- (vii) Death of a Contractor (if an individual);
- (viii) If upon any change in the Partnership/constitution of a Contractor 's organization (if a Partnership), the OWNER shall refuse to continue the contract with the re-constituted firm
- (ix) If the Contractor or any person employed by him shall make or offer for any purpose connected with the Contract any gift, gratuity, royalty, commission, gratification or other inducement (whether money or in any other form) to any employee or agent of the Owner;
- (x) If the Contractor shall assign or attempt to assign his interest or any part thereof in the Contract.

The decision of the General Manager, as to whether any of the events/ contingencies mentioned in Clause 9.1 hereof, entitling the Owner to terminate the Contract, has occurred or not, shall be final and binding upon the Contractor.

10.0 PERSONAL ACTS AND LIABILITIES

10.1 No Director, officer or other employee of the OWNER shall anyway be personally bound or liable to the CONTRACTOR for the acts, omissions or obligations of the OWNER under the Contract otherwise or be personally answerable to the CONTRACTOR for or in respect of any default or omission in the performance of any act(s), deed(s), matter(s) or things to be observed and/ or performed by the OWNER under the Contract.

11.0 TAXES

11.1 **The CONTRACTOR shall be exclusively liable for the payment of any and all taxes now in force or hereafter imposed, increased or modified in respect of any work excluding service tax which shall be paid at actual on submission of documentary proof.**

12.0 GOVERNMENT REGULATIONS

12.1 The CONTRACTOR shall comply with and ensure strict compliance by his/its sub-contractors and agents of all applicable Central, State, Municipal and local laws and regulations and undertakes to indemnify the OWNER from and against all levies, damages, penalties, any payments whatsoever as may be imposed by reason of any breach or violation of any law, rule or regulation and against all actions, proceedings claims and demands arising there from and/ or relative thereto.

13.0 LIENS AND LIABILITIES

13.1 If at any time there is evidence of any lien or claim for which the OWNER might be or become liable and which in terms of the Contract or otherwise is chargeable to or payable by the CONTRACTOR, the OWNER shall have the right to retain out of any payment then due or thereafter becoming due to the CONTRACTOR.

14.0 ARBITRATION

14.1 The provisions of the Indian Arbitration & Conciliation Act, 1996 and any re-enactment(s) and/ or modification(s) thereof and of the Rules framed there under shall apply to arbitration proceedings pursuant hereto subject to the following conditions:

- (a) The Arbitrator shall give his Award separately in respect of each Claim and Counter-Claim; and
- (b) The Arbitrator shall not be entitled to review any decision, opinion or determination (howsoever expressed) which is stated to be final and/ or binding on the CONTRACTOR in terms of the Contract Documents.

14.2 The venue of the arbitration shall be New Delhi, provided that the Arbitrator may with the consent of the OWNER and the CONTRACTOR agree upon any other venue.

15.0 FORMATS

- 15.1 Formats for FORM OF CONTRACT (Annexure-I), BANK GUARANTEE in lieu of Earnest Money Deposit (Annexure-II) and BANK GUARANTEE in lieu of Initial Security Deposit / Security Deposit (Annexure-III)

FORM OF CONTRACT

THIS CONTRACT made at New Delhi this _____ day of _____; BETWEEN Petroleum Conservation Research Association, having its Head quarter at Sanrakshan Bhavan 10, Bhikaji cama Place New Delhi-110066 (hereinafter referred to as the "OWNER" which expression shall include its successors and assigns) of the One Part; AND _____ carrying on business in sole proprietorship/carrying on business in partnership under the name and style of _____ a Company registered in India under the Indian Companies Act, 1913/1956 having its registered office at _____ (hereinafter referred to/as collectively referred to as the "Contractor" which expression shall include his/their/its executors, administrators, representatives and permitted assigns/successors and permitted assign) of the other part:

WHEREAS

The OWNER desires to have executed the work of _____

_____ more specifically mentioned and described in the contract documents (hereinafter called the ''work'' which expression shall include all amendments therein and/or modifications thereof) and has accepted the tender of the CONTRACTOR for the said work.

NOW, THEREFORE. THIS CONTRACT WITNESSETH as follows:

ARTICLE - 1

CONTRACT DOCUMENTS

1.1 The following documents shall constitute the Contract documents, namely:

Media buying for PCRA Pan India Campaign

- (a) This contract ;
 - (b) Tender documents as defined in the *General Instructions to Tenderers*;
 - (c) Letter of Acceptance of Tender alongwith Fax/Telegram of Intent.
- 1.2 A copy of each of the Tender Documents is annexed hereto and the said copies have been collectively marked **Annexure 'A'** while a copy of the Letter of Acceptance of Tender along with annexures thereto and a copy of Fax/Telegram of Intent dated _____ are annexed hereto and said copies have been collectively marked as **Annexure - 'B'**.

ARTICLE - 2

WORK TO BE PERFORMED

- 2.1 The CONTRACTOR shall perform the said work upon the terms and conditions and within the time specified in the *Contract Documents*.

ARTICLE - 3

COMPENSATION

- 3.1 Subject to and upon the terms and conditions contained in the *Contract documents*, the OWNER shall pay CONTRACTOR compensation as specified in the *Contract documents* upon the satisfactory completion of the work and/or otherwise as may be specified in the *Contract documents*.

ARTICLE - 4

JURISDICTION

- 4.1 Notwithstanding any other court or courts having jurisdiction to decide the question(s) forming the subject matter of the reference if the same had been the subject matter of a suit, any and all actions and proceedings arising out of or relative to the contract (including any arbitration in terms thereof) shall lie only in the court of competent civil jurisdiction in this behalf at _____ (where this Contract has been signed on behalf of the OWNER) and only the said Court(s)

shall have jurisdiction to entertain and try any such action(s) and/or proceeding(s) to the exclusion of all other Courts.

ARTICLE - 5

ENTIRE CONTRACT

- 5.1 The Contract documents mentioned in Article - I hereof embody the entire Contract between the parties hereto, and the parties declare that in entering into this Contract they do not rely upon any previous representation, whether express or implied and whether written or oral, or any inducement, understanding or agreements of any kind not included within the Contract documents and all prior negotiations, representations, contracts and/or agreements and understandings relative to the work are hereby cancelled.

ARTICLE - 6

NOTICES

- 6.1 Subject to any provisions in the Contract documents to the contrary, any notice, order or communication sought to be served by the CONTRACTOR on the OWNER with reference to the Contract shall be deemed to have been sufficiently served upon the OWNER (notwithstanding any enabling provisions under any law to the contrary) only if delivered by hand or by Registered Acknowledgment Due Post to the Engineer-in-Charge as defined in the General Conditions of Contract.
- 6.2 Without prejudice to any other mode of service provided for in the Contract Documents or otherwise available to the OWNER, any notice, order or other communication sought to be served by the OWNER on the CONTRACTOR with reference to the Contract, shall be deemed to have been sufficiently served if delivered by hand or through Registered Post Acknowledgement Due to the principal office of the CONTRACTOR at or to the CONTRACTOR's representatives as referred to in the General Conditions of Contract forming part of the Contract Documents.

ARTICLE-7

WAIVER

- 7.1 No failure or delay by the OWNER in enforcing any right or remedy of the OWNER in terms of the Contract or any obligation or liability of the CONTRACTOR in terms thereof shall be deemed to be a waiver of such right, remedy, obligation or liability, as the case may be, by the OWNER

and notwithstanding such failure or delay, the OWNER shall be entitled at any time to enforce such right, remedy, obligation or liability, as the case may be.

ARTICLE-8

NON-ASSIGNABILITY

The Contract and benefits and obligations thereof shall be strictly personal to the CONTRACTOR and shall not on any account be assignable or transferable by the CONTRACTOR.

IN WITNESS WHEREOF the parties hereto have executed this Contract in duplicate the place, day and year first above written.

SIGNED AND DELIVERED

for and on behalf of

Agency_____

SIGNED AND DELIVERED

for and on behalf of

Petroleum Conservation Research Association

By_____ this date of 2007

in the presence of :

1.

2.

*(Strike off which is not applicable)

in the presence of :

1.

2.

Annexure-II

BANK GUARANTEE IN LIEU OF EARNEST MONEY DEPOSIT

BG NO: _____

DATED: _____

VALID UPTO: _____

To,
Petroleum Conservation Research Association
Sanrakshan Bhavan, 10 Bhikaji Cama
Place New Delhi-110066

Dear Sirs,

In consideration of Petroleum Conservation Research Association (hereinafter called "the OWNER" which expression shall include its successors and assigns), having awarded certain work for and relative to _____ (Name and address of the agency) having its Head Office/Registered Office at _____ (Address of the Tenderer) (hereinafter called the "Tenderer" which expression shall include its successors and assigns), upon certain terms and conditions interalia- mentioned in the owners letter of acceptance number _____ dated _____ read with the related tender documents (hereunder collectively called "the contract", which expression shall included any formal contract entered into between the owner and the agency in suppression of the said letter of acceptance and all amendments and /or modification in the contract) inclusive of the condition that the owner may accept a bank guarantee/ undertaking of a scheduled bank in India in lieu of Cash Deposit of the Initial Security Deposit as provided for in general condition o f contract forming part of the set tender document.

We _____ (Name of the Bank), a Bank constituted/Registered under the _____ Act, having our Head

Office / Registered Office at _____(hereinafter called the "Bank" which expression shall include its successors and assigns), at the request of the Agency and with the intent to bind the Bank and its successors and assigns, do hereby unconditionally and irrevocably undertake to pay to the owner at New Delhi forthwith on first demand without protest or demur or proof or satisfaction or and without reference to this guarantee , up to an aggregate limit of Rs. _____ (Rs. _____ Only).

AND THE BANK DOTH HEREBY FURTHER AGREES AS FOLLOWS:

1. This Guarantee/Undertaking shall be a continuing guarantee and shall remain valid in irrevocable in full force and effect for all claims or demands made by the Corporation on the Bank until the Corporation discharges this Guarantee/Undertaking subject, however, that the Corporation shall have no claims under this Guarantee/Undertaking after the midnight of _____ 200_____ or any written extension(s) thereof.

PROVIDED that if the aforesaid work tendered for or any part thereof shall be awarded to the Tenderer on or before the said date, whether on the basis of accompanying tender or any other basis, then the validity of this guarantee/undertaking shall stand automatically extended for all claims and demands made by the Corporation for further three months.

2. The Owner shall have the fullest liberty without reference to the Bank and without affecting in any way the liability of the Bank under this Guarantee/Undertaking at any time and/or from time to time any wise to postpone and/or vary any of the powers, rights, and obligations exercisable by the Corporation against the Tenderer and either to enforce or to forbear from enforcing all or any of the terms and conditions of or governing the said Tender and/or any contract consequent upon any award of work or the said Earnest Money Deposit or the securities available to the Corporation or any of them and the Bank shall not be released from its liability under these Presents and the liability of the Bank hereunder shall remain in full force and effect notwithstanding any exercise by the Corporation of the liberty with reference to any or all the matters aforesaid or by reason of any other act, matter or thing whatsoever which under law relating to the sureties or otherwise which could, but for this provision have the effect of

releasing the Bank from all or any of its obligations hereunder or any part thereof, and the Bank specifically waives any and all contrary rights whatsoever.

3. It shall not be necessary for the Corporation to proceed against the Tenderer before proceeding against the Bank and the Guarantee/Undertaking herein contained shall be enforceable against the Bank as principal debtor notwithstanding the existence of any other undertaking or security for any indebtedness of the Tenderer to the Corporation and notwithstanding that any such security shall at the time when claim is made against the Bank or proceedings taken against the Bank hereunder, be outstanding or unrealised.
4. The amount stated by the Corporation in any demand, claim or notice made with reference to this guarantee shall as between the Bank and the Corporation for the purpose of these Presents be conclusive of the amount payable by the Bank to the Corporation hereunder.
5. The liability of the Bank to the Corporation under this Guarantee/Undertaking shall remain in full force and effect notwithstanding the existence of any difference or dispute between the Tenderer and the Corporation, the Tenderer and the Bank and/or the Bank and the Corporation or otherwise howsoever touching these Presents or the liability of the Tenderer to the Corporation, and notwithstanding the existence of any instructions or purported instructions by the Tenderer or any other person to the Bank not to pay or for any cause withhold or defer payment to the Corporation under these Presents, with the intent that notwithstanding the existing of such difference, dispute or instructions, the Bank shall be and remain liable to make payment to the Corporation in terms thereof.
6. This Guarantee/Undertaking shall not be determined or affected by the liquidation or winding up or dissolution or change of constitution or insolvency of the Tenderer or any change in the legal constitution of the Bank or the Corporation.
7. Without prejudice to any other mode of service, a demand or claim or other communication may be transmitted by the Corporation to the Bank either by post or by fax. If transmitted by fax, the transmission shall be complete as soon as acknowledged by bank.
8. Notwithstanding anything contained herein:
 - (i) The Bank's liability under this guarantee/undertaking shall not exceed (Amount in figures & words) ;

- (ii) This guarantee/undertaking shall remain in force upto_____and any extension(s) thereof; and
- (iii) The Bank shall be released and discharged from all liability under this guarantee/undertaking unless a written claim or demand is issued to the Bank on or before_____ or the date of expiry of any extension(s) thereof if this guarantee/undertaking has been extended.

The Bank doth hereby declare that

Shri _____(designation)_____
_____ who is authorised to sign this
Guarantee/Undertaking on behalf of the Bank and to bind the
Bank thereby.

This _____ day of _____ 20_____

Yours faithfully

Signature : _____

Name & Designation: _____

Name of the Branch: _____

CHAPTER-5

SPECIAL CONDITIONS OF CONTRACT

INDEX TO SPECIAL CONDITIONS OF CONTRACT

CL. NO.	DESCRIPTION
1.0	INTRODUCTION
2.0	SCOPE OF WORK
3.0	INTIMATION TO MEDIA BUYING AGENCY
4.0	PERIOD OF CONTRACT
5.0	PAYMENT OF BILLS
6.0	SECURITY DEPOSIT
7.0	INTERPRETATION
8.0	ASSIGNMENT AND SUBCONTRACTING
9.0	QUANTUM OF WORK
10.0	FORM OF TENDER

SPECIAL CONDITIONS OF CONTRACT

1.0 INTRODUCTION:

Petroleum Conservation Research Association (PCRA), established in 1978, is a non-profit registered society (Society's Registration Act 1860) under the Ministry of Petroleum & Natural Gas, Govt. of India, with a mission of efficient energy utilization & environment protection leading to conservation and improvement in quality of life.

Education Campaign

PCRA endeavours to educate people all over the country on the need and measures of petroleum conservation under its most important function of Education Campaign. Over the years, PCRA has been propagating the message of petroleum conservation through various media, viz. Television, Newsprint, Radio, Outdoor Publicity, Literature/Pamphlets/Brochures, Events & Exhibitions.

The essence of the contract is to provide media buying services for Print, TV, Radio, Internet and Digital Cinema covering all end users of all the sectors.

Before attempting to fill the tender document the tenderer should study the pre-qualifying criteria required and also services that are required to be fulfilled as prescribed in the media plan.

2.0 SCOPE OF WORK

- a) Release of Advertisements as per Media Plan given by PCRA. Adaptation of creative suitable to media.
- b) Providing value additions against each media.
- c) Monitoring of the campaign.
- d) Payment shall be done only for the actual work done.

- e) The creatives for all media will be provided by PCRA two days prior to date of release.
- f) No adaptation charge will be paid to contractor for Newspaper releases.
- g) The contractor shall release the ads in respective media (Television, Newspaper, Radio, Digital Cinema and Internet) and monitor each release with proper record that will be submitted to PCRA along with bills, failing which bills will not be cleared.

3.0 INTIMATION TO MEDIA BUYING AGENCY

- 3.1 PCRA shall inform the media buying agency of its requirement [regarding the media releases] at least two days in advance for planned advertisement releases and in urgent and exceptional cases 24 hours in advance. All intimation will be given to the Agency or his representatives at agency's office by letter/Fax/E-mail.

4.0 PERIOD OF CONTRACT:

The media campaign is expected to be completed in a period of 12 months. The contract period may be extended for a further period, at the discretion of owner on the same terms & conditions till completion of the campaign.

5.0 PAYMENT OF BILLS

The agency shall submit the bill/s in a format prescribed by PCRA.

PCRA shall release the payments within 15 days of submission of monthly bills complete in all respect.

- 5.1 Payment shall be made every month on the basis of actual work done including value addition jobs and accepted for payments by owner

- 5.2 Value addition jobs to be proportionate to each media in monthly billings failing which proportionately an equal amount will be held from monthly bills till it is provided.
- 5.3 Income Tax deduction will be made from "monthly" bills of the Contractor as per rules and regulations in force under the Income Tax Act.
- 5.4 Payments will be made within 15 days of submission of monthly bills provided the bills are complete and duly authenticated by the specified Officer(s) of the Owner.
- 5.5 Payments will be made by crossed account payee cheques only.

6.0 SECURITY DEPOSIT:

- 6.1 The security deposit consists of three elements:
- a) Earnest money deposit [to be paid either in the form of demand draft or bank guarantee along with the tender document]
 - b) Initial security deposit @ 2.5% of the Contract Value [to be paid on award of work but before commencement of work].
 - c) Security deposit [recoverable from bills on monthly basis] @ 2.5% of each RA Bill value.
 - d) No further recovery in regards to security deposit shall be made from the Contractor's bills after the cumulative recovered value of 5% Security Deposit recovered of the total contract value.

7.0 INTERPRETATION:

- 7.1 The Special conditions of Contract shall be read in conjunction with the General Conditions of Contract and all other documents forming part of this contract. Notwithstanding the sub-divisions of the documents into these separate sections, every part of each shall be deemed to be supplementary to and complimentary of every part and shall be read with and into the contract.
- 7.2 Where any portion of the General Condition of Contract is in irreconcilable conflict with provision of the Special Conditions of Contract, the provisions of these Special Conditions of Contract shall be deemed to over ride the provisions of the General Conditions of Contract to that extent.

8.0 ASSIGNMENT & SUB-CONTRACTING

8.1 The Contractor shall not assign, sub-contract or sub-let the whole or any part of the contract in any manner. In case of on unavoidable circumstances, the contractor shall be able to do it with approval of the owner of premises. However the job shall be sublet only to the party approved by the owner.

9.0 QUANTUM OF WORK:

9.1 The quantities given in the "Schedule of Rates" are approximate only and may vary in course of execution. The Contractor is therefore, advised to quote very carefully. No claim for compensation from the Contractor shall be entertained due to any variation in quantities (irrespective of the quantum of variation) of the various items covered in the media plan.

9.2 The estimated budget for the media buying covered under this contract is around Rs. 30 crores which may vary to $\pm 20\%$. However, no compensation is payable due to any variation in the quantum of the work.

10.0 FORM OF TENDER:

10.1 Tenders shall be submitted under cover of a letter on the lines of Form of Tender annexed duly filled in and signed by the Tenderer.

INDEX TO SCHEDULE OF RATE (MEDIA PLAN)

CL. NO.	DESCRIPTION
1.	MEDIA PLAN FOR TELEVISION - ANNEXURE - A
2.	MEDIA PLAN FOR NEWSPAPER - ANNEXURE - B
3.	MEDIA PLAN FOR MAGAZINE- ANNEXURE - C
4.	MEDIA PLAN FOR AIR - ANNEXURE - D
5.	MEDIA PLAN FOR PVT. RADIO - ANNEXURE - E
6.	MEDIA PLAN FOR DIGITAL CINEMA - ANNEXURE - F
7.	MEDIA PLAN FOR INTERNET - ANNEXURE - G

MEDIA PLAN FOR TELEVISION

(Media plan to be collected from the office of issuing authority)

Note- (Media Plan Page 44-47)

MEDIA PLAN FOR NEWSPAPER

(Media plan to be collected from the office of issuing authority)

Note- (Media Plan Page 48-53)

MEDIA PLAN FOR MAGAZINE

(Media plan to be collected from the office of issuing authority)

Note- (Media Plan Page 54-55)

Media buying for PCRA Pan India Campaign

MEDIA PLAN FOR AIR

(Media plan to be collected from the office of issuing authority)

Note- (Media Plan Page 56-62)

Media buying for PCRA Pan India Campaign

MEDIA PLAN FOR PVT. RADIO
(Media plan to be collected from the office of issuing
authority)

Note- (Media Plan Page 63-64)

MEDIA PLAN FOR DIGITAL CINEMA
(Media plan to be collected from the office of issuing
authority)

Note- (Media Plan Page 65-80)

MEDIA PLAN FOR INTERNET
(Media plan to be collected from the office of issuing
authority)

Note- (Media Plan Page 81-83)

TECHNO-COMMERCIAL BID (PART-I)

INFORMATION ABOUT TENDERER

1.0 IN CASE OF INDIVIDUAL:

1.1	Name of Applicant	:	
1.2	Name of Business	:	
1.3	Whether his business is Registered	:	
1.4	Date of Commencement of Business	:	
1.5	Tenderers may attach separate sheets to elaborately spell out their experience in media buying services that includes Television, Newspaper, Radio, Digital Cinema and Internet.	:	
1.6	PAN No.	:	
2.0	<u>IN CASE OF PARTNERSHIP</u>		
2.1	Name of Partners	:	
2.2	Whether the Partnership is Registered	:	

2.3	Date of establishment of firm	:	
2.4	Experience in media buying services that includes Television, Newspaper, Radio, Digital Cinema and Internet	:	
2.5	Whether each partner is Income Tax Payee if not, which of them pays the same and	:	
2.6	Their PAN No.		
3.0	<u>IN CASE OF LIMITED LIABILITY COMPANY OR COMPANY LIMITED BY GURARANTEES</u>		
3.1	Amount of paid up capital	:	
3.2	Name of Director's	:	
3.3	Date of Registration of Company	:	
3.4	Experience in media buying services that includes Television, Newspaper, Radio, Digital Cinema and Internet	:	
3.5	Copies of the Balance Sheet of the Company of the last three years.	:	
3.6	Pan No of the company	:	

4.0	EMPLOYEE'S RELATIVES		
4.1	Does the Tenderer or any partner have any relative working in Petroleum Conservation Research Association	:	
4.2	Is answer to 4.1 above is yes - state name and relationship	:	

SIGNATURE _____

NAME OF THE TENDERER _____

ADDRESS _____

DATE _____



**PETROLEUM CONSERVATION
RESEARCH ASSOCIATION
(MINISTRY OF PETROLEUM & NATURAL GAS)**

**TENDER DOCUMENT
FOR**

**MEDIA BUYING SERVICES FOR PAN INDIA
CAMPAIGN ON PETROLEUM CONSERVATION
AT PCRA, NEW DELHI.**

(TENDER NO: PCRA/EC/2007-08/T-05)

PART - II (PRICE PART)

(NOT TO BE QUOTED IN THIS PART)

NAME OF THE WORK: Media Buying for PCRA PAN India Campaign
TENDER NO. PCRA/EC/NIT/07-08/T-0

PRICE PART
INDEX

S. No.	Description	
1.	Preamble to price part	
2.	Price summary	Form SP-1

NAME OF THE WORK: Media Buying for PCRA PAN India Campaign
TENDER NO. PCRA/EC/NIT/07-08/T-0

NAME OF TENDERER :

PREAMBLE TO SCHEDULE OF RATES

The Media Plan provided along with the Techno-Commercial Bid gives the complete break-up of PCRA's intended Plan of Media release subject to a change of $\pm 20\%$ (both Media and the Budget).

The tenderer will have to submit the most competitive rate for buying all the Media shown in the Media Plan and show the "Total Amount" against each media in the Price Bid Summary. The successful bidder, once selected will have to furnish the break-up in the original Media Plan issued by PCRA and the total quoted cost should match with the break-up covering all the items

The tenderer shall indicate a separate sheet the total Value Addition (non-paid additional media exposure) offered to PCRA against each media, viz Television, Newspaper, Magazine, Internet, Radio, and Digital Cinema.

All the media release mentioned in the Media Plan shall be carried out as per the details shown in the plan and instructions of Officer-in-Charge.

Quoted rates for individual media to be released by the contractor shall remain firm till the completion of campaign of one year and shall be inclusive of all taxes, duties, levies, VAT etc but excluding Service Tax which shall be reimbursed at actual on production of documentary evidence.

The Tenderer must ensure to quote their unit rates in Figures as well as in Words. The tenderer shall also calculate the amount against each item and the final tendered amount against this tender. In the absence of this, offer submitted by the tenderer is liable for rejection.

(STAMP & SIGNATURE OF BIDDER)

NAME OF THE WORK: Media Buying for PCRA PAN India Campaign
TENDER NO. PCRA/EC/NIT/07-08/T-05

PRICE BID SUMMARY

SNO	MEDIA	NET COST (in Rs)	AGENCY COMMISSION (in Rs)	TOTAL Amount (in Rs)
(1)	(2)	(3)	(4)	(5) = (3+4)
1.	Television			
2.	Newspaper			
3.	Magazine			
4.	Radio - AIR			
5.	Radio Pvt. Channels			
6.	Digital Cinema			
7.	Internet			
8.	Total Amount of Column (5) (in figures)			
9.	Total Amount of Column (5) (in words)			

Note:

1. Each column is to be filled. No column to be left blank.
2. The Evaluated Price for determining the lowest bidder shall be worked out considering the total amount quoted in column (5).
3. We confirm to furnish a break up in the original Media Plan issued by PCRA and a total quoted cost will match with the breakup covering all the items.

(STAMP & SIGNATURE OF TENDERER)



**PETROLEUM CONSERVATION
RESEARCH ASSOCIATION
(MINISTRY OF PETROLEUM & NATURAL GAS)**

**TENDER DOCUMENT
FOR
MEDIA BUYING SERVICES FOR PAN INDIA
CAMPAIGN ON PETROLEUM CONSERVATION
AT PCRA, NEW DELHI.**

(TENDER NO: PCRA/EC/2007-08/T-05)

PART - II (PRICE PART)

(PRICE TO BE QUOTED IN THIS PART)

NAME OF THE WORK: Media Buying for PCRA PAN India Campaign
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PRICE PART
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NAME OF TENDERER :

PREAMBLE TO SCHEDULE OF RATES

The Media Plan provided along with the Techno-Commercial Bid gives the complete break-up of PCRA's intended Plan of Media release subject to a change of $\pm 20\%$ (both Media and the Budget).

The tenderer will have to submit the most competitive rate for buying all the Media shown in the Media Plan and show the "Total cost to PCRA" against each media in the Price Bid Summary. The successful bidder, once selected will have to furnish the break-up in the original Media Plan issued by PCRA and the total quoted cost should match with the break-up covering all the items

The tenderer shall separately indicate the total Value Addition (non-paid additional media exposure) offered to PCRA against each media, viz Television, Newspaper, Internet, Radio, and Cinema etc.

All the media release mentioned in the Media Plan shall be carried out as per the details shown in the plan and instructions of Officer-in-Charge.

Quoted rates for individual media to be released by the contractor shall remain firm till the completion of campaign of one year and shall be inclusive of all taxes, duties, levies, VAT etc but excluding Service Tax which shall be reimbursed at actual on production of documentary evidence.

The Tenderer must ensure to quote their unit their rates in Figures as well as in Words. The tenderer shall also calculate the amount against each item and the final tendered amount against this tender. In the absence of this, offer submitted by the tenderer is liable for rejection.

(STAMP & SIGNATURE OF BIDDER)

NAME OF THE WORK: Media Buying for PCRA PAN India Campaign
TENDER NO. PCRA/EC/NIT/07-08/T-05

PRICE BID SUMMARY

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(1)	(2)	(3)	(4)	(5) = (3+4)
1.	Television			
2.	Newspaper			
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4.	Radio - AIR			
5.	Radio Pvt. Channels			
6.	Digital Cinema			
7.	Internet			
8.	Total Amount of Column (5) (in figures)			
9.	Total Amount of Column (5) (in words)			

Note:

1. Each column is to be filled. No column to be left blank.
2. The Evaluated Price for determining the lowest bidder shall be worked out considering the total amount quoted in column (5).
4. We confirm to furnish a break up in the original Media Plan issued by PCRA and a total quoted cost including cost of value addition will match with the breakup covering all the items.

(STAMP & SIGNATURE OF TENDERER)