

Annexure I

GENERAL TERMS AND CONDITIONS

1. The empanelment will be valid for a period of 2 years which may be extended for 1 year based on satisfactory performance.
2. The rates for advertisements shall be the DAVP rates.
3. In order to facilitate checking of bills, the agencies shall enclose the authenticated photocopies of the current DAVP rate with all the bills.
4. The publication of our advertisements shall be arranged by the selected agencies from time to time according to the specific requirements given on the Institute's letter heads accompanied by the advertisements and mentioning due date of publications, the names of publications etc.
5. The agencies should provide copies of their registration, Permanent Account No (PAN), Tan Identification No. (TIN), GST No. etc whenever required.
6. Selected agencies will be required to arrange for publication of the advertisements in the newspapers within the stipulated time as will be decided by the Institute for national as well as local newspapers on receipt of the advertisements from the Institute.
7. It will be the responsibility of the selected agency to collect the advertisements from the Institute for which telephonic / email intimation will be given. However, in exigency, the agencies shall accept IITG advertisements even at a shorter notice and arrange with the publishers to publish the same on the dates given for publications.
8. Selected agencies will be required to give a Bank Guarantee from a Nationalized Bank for an amount of ₹ 50,000/- (Rupees fifty thousand only) in favour of IIT Guwahati for the entire period of empanelment, which cannot be forfeited without the consent of the Institute in writing.
9. The agencies should have a registered branch office at Guwahati.
10. No other charges will be paid by the Institute, other than the GST as per Government Rules.
11. The agencies should be empanelled with at least five Govt./PSU/Educational Institutes. Etc.
12. Selected agencies shall indemnify the Institute, in respect of all demands of the publishers, against the Institute, if directly made by the publishers in connection with the advertisements published through the agencies, in the event of payment not made to them by the agencies well in time.
13. Performance of the agency will be reviewed periodically and those agencies whose services are not satisfactory, the Institute reserves the right to remove the agency from the empanelled list.
14. During the period of empanelment, selected agencies shall not assign or sublet their rights and benefits under this agreement.
15. Selected agencies will arrange to place IIT Guwahati advertisements in a prominent position of the newspaper without any premium or extra charges.
16. Whenever it is required selected agencies will have to render their services in arranging publicity of the

Institute activities in the press and electronic media.

17. The advertisements will be floated through the empanelled Advertising Agencies as per the policy as may be decided by the Institute for both local and national newspaper.
18. Selected agencies will be required to submit their correspondence address, mobile No., telephone No., e-mail id separately and update them as and when there is a change.
19. If selected agencies cannot be reached on the submitted mobile / telephone Nos. the advertisement will not be given to them. If such cases occur for three consecutive times, the empanelment will stand terminated and the agencies will have no claim for a re-empanelment.
20. If selected agencies fail to carry out the assigned responsibilities as per terms and conditions above and the terms and conditions to be set by the Institute for the particular advertisement, they will be debarred from any future dealings with the Institute and the full penalty as will be imposed by the Institute will have to be paid either directly by them or will be realized from the Bank Guarantee, before expiry of the same.
21. The empanelment as one of the agencies for advertisement shall come into effect only on acceptance of the other terms and conditions and submission of the Bank Guarantee.
22. The period of empanelment shall be as shown in the letter forwarding this terms and conditions and will automatically cease at the end of the period, if not extended.

Selection Process:

Based on the information provided in the tender papers, a maximum of five agencies will be shortlisted for empanelment. However, if more than five agencies are found to be suitable, then a lottery among the shortlisted agencies will be held so as to restrict the number of agencies to five.

Date and seal:

Signature of authorized signatory