

# **Bhakra Beas Management Board**

**Madhya Marg, 19-B, Chandigarh – 160019**

## **EMPANELMENT OF ADVERTISING AGENCIES**

Bhakra Beas Management Board (BBMB) intends to empanel INS accredited advertising agencies for publication of Tender Notices, Auction/Public Notices and some other miscellaneous information etc. in different newspapers on CBC/DAVP rates.

Interested agencies with sound track record and relevant experience are invited to submit their detailed profile, proposals, along with related Public Relation & Communication experience etc. to the Director/HRD, BBMB Sector 19-B, Madhya Marg, Chandigarh-160019 till dated 08.08.2025 up to 17.00 hrs.

For detailed terms & conditions please visit website [www.bbmb.gov.in](http://www.bbmb.gov.in) & for any clarification, please contact Dy. Secretary, Public Relation, BBMB, Sector 19-B, Madhya Marg, Chandigarh-160019.



Dy. Secretary/Public Relation  
BBMB, Chandigarh.

REQUEST FOR PROPOSAL  
FOR  
EMPANELMENT OF ADVERTISING AGENCIES FOR  
PUBLICATION OF TENDER NOTICES, AUCTION  
NOTICES AND OTHER MISCELLANEOUS INFORMATION  
for  
**BHAKRA BEAS MANAGEMENT BOARD**



**BHAKRA BEAS MANAGEMENT BOARD**

An ISO 9001, 14001 Certified Board

## Important Information

Sr. No.	Event	Details
1	Issue of RFP	29.07.2025
2	Last Date of Submission of RFP (Application Due Date)	08.08.2025 (upto 17:00 Hrs)
3	Opening of Applications	11.08.2025
4	Earnest Money Amount	As per Clause 6
5	Place of Application Submission	O/o Director/HRD, BBMB Board Secretariat Office, Plot No. 6B, Sector 19-B, Chandigarh, PIN 160019

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# 1. About

Bhakra-Nangal Project was taken up immediately after independence of India in the joint collaboration of the erstwhile State of Punjab and State of Rajasthan. After re-organization of Punjab, Bhakra Management Board was constituted on 1<sup>st</sup> October, 1967 under the Punjab Re-organization Act, 1966 for Administration, Operation and Maintenance of Bhakra-Nangal Project. The works of Beas Projects were entrusted to Beas Construction Board as per the provisions of the Punjab Re-organization Act, 1966. On completion of Beas Projects, these were transferred to Bhakra management Board on 15<sup>th</sup> May, 1976 and it was re-named as Bhakra Beas Management Board as per the provisions of the Punjab Re-organization Act.

Presently, BBMB is tasked with the following function:

- Administration, Operation & Maintenance of Bhakra-Nangal Project, Beas Project Unit-I (Beas Satluj Link Project) and Beas Project Unit- II (Pong Dam) in Northern India.
- The regulation of supply of water from Satluj, Ravi and Beas to the States of Punjab, Haryana and Rajasthan.
- The regulation and supply of power generated from Bhakra-Nangal and Beas Projects.
- Providing and performing engineering & related technical and consultancy services in the various fields of hydroelectric power projects and irrigation projects and to carry on all kinds of business related thereto, either independently or as a Joint Venture with any Central/State/Public Sector Undertaking(s) or establishment(s) under the administrative control of Ministry of Power. Joint venture with any other agency/organization will be subject to the approval of the Central Govt.

# 2. Background

For smooth and timely publication of tender notices, auction notices and other miscellaneous information, BBMB intends to empanel INS accredited advertising agencies offering designing expertise, geographical spread and cost-efficient publication services.

### 3. Scope of Work

BBMB seeks to empanel advertising agencies for a period of two years subject to performance of the agency to the satisfaction of BBMB. Payment of the bills will be made in each case after verifying the documents on monthly basis. The following services would be needed as and when required:

- i. Agency will have to release BBMB's all types of Tender Notices; Auction Notices in the News Papers on CBC approved rates applicable from time to time and as per CBC's latest Advertisement policy.
- ii. The Agency will supply one copy of all the paper clippings of the published material on next day of publication and two copies of each along with their bills along with soft copy to this office.
- iii. It will be the responsibility of the agency to keep liaison with the Public Relations department of BBMB for the collection of the publication material / Release Order, etc.
- iv. Agency's services may also be utilized for organizing for printing jobs exhibitions/fairs, handling the VIP visits, special ceremonies and production of audio-visuals etc. and the charges for these jobs will be decided on competitive tendering basis amongst the empaneled agencies
- v. Agency may be asked to give required numbers of art pulls, blocks, matrix, positive/negative etc. in some specific cases free of cost.
- vi. Agency shall supply copies of current CBC rates of all national and important regional dailies immediately and also as and when rates are revised by CBC along with the bills.

### 4. Eligibility Criteria:

The tender of only those bidders shall be considered who will produce documentary proofs in supports of following qualifying criteria:

- i. Agency should be accredited with INS continuously from at least last Five years from the date of publishing the tender.
- ii. Agency should be empaneled with BOC (Bureau of Outreach and Communication) on the date of publishing the tender.

- iii. The tender documents shall be considered of only those firms who have already successfully executed similar nature of jobs like publication of Advertisements/ tenders etc for Govt Departments.
- iv. The average minimum Annual Turnover of the firm should be Rs. 2 Crore during last three Financial Years ending 2023-24.
- v. At least a minimum of five employees shall be employed in the advertising agency.
- vi. Firm should have its own EPF Account no., ESI Registration No, GST number & PAN Card.
- vii. A certificate to the effect that the tenderer is not black listed from any Public Sector undertakings of Central Govt. / State Govt. / SEBs / Corporations has to be furnished by him.

**Note:**

- The firm shall submit documentary evidence in support of their claims.
- The firm shall submit CA-audited turnover certificates as proof of their turnover claims.

**5. Submission Procedure:**

Interested agencies with sound background may send their detailed profile, proposals along with related Public Relations & Communication services etc in Hard Copy to the Director/HRD, BBMB, Sector-19-B, Madhya Marg, Chandigarh- 160019 on or before 08.08.2025 at 17:00 hrs.

**6. Earnest Money Deposit & Security Deposit:**

- The Agency shall submit a draft of Rs 50,000/- as an earnest money deposit in the name of Sr Accounts Officer, BBMB, payable at Chandigarh. The EMD shall be converted in to security deposit of successful bidder/s and returned in case of unsuccessful bidder/s.
- MSME registered with the prescribed agencies mentioned in the notification of Ministry of MSME are eligible for exemption from payment of EMD.
- The Security deposit will be returned after 2 months on completion of Work Contract.

## 7. Evaluation of Proposals

The selection will be based on a Point based Selection Criteria

Sr No	Parameter	Amount/Quantity	Points
1	Average Turnover of Advertising agency per Year	10 Crores or more	10
		5 Crores to 10 Crores	8
		2 Crores to 5 Crores	6
		Less than 2 Crores	4
2	Working experience of advertising agency	12 Years or More	10
		10 years to 12 years	8
		8 Years to 10 Years	6
		5 years to 8 Years	4
3	Number of working employees in Advertising agency	More than 15 no.	10
		10 to 15 no.	8
		8 to 10 no.	6
		5 to 8	4

Note: A High-Powered Evaluation Committee constituted for the purpose of evaluation of eligible advertisement agencies will also undertake visits at the advertisement agency premises.

## 8. Other Conditions

- i. The empanelment will come into effect from Aug 2025, initially for a period of two years depending on the performance of your agency to the satisfaction of BBMB.
- ii. The performance of the Agency shall be regularly reviewed on the key parameters of creativity, initiative, competency and response time and participation in the tendering process. In the event that Agency fails to meet our requirements, we shall be constrained to terminate the empanelment by serving one month's prior notice.
- iii. The Agency will release BBMB's all types of Tender Notices; Auction Notices in the News Papers on CBC approved rates applicable from time to time and as per CBC's latest Advertisement policy.
- iv. While releasing BBMB's information in newspapers, it should be ensured that maximum economy is achieved. Payment of the bills will be made in each case



after verifying the documents on monthly basis.

- v. The standard agency commission or such other rates as may be prescribed by the Indian Newspaper Society (INS) from time to time on gross rates as allowed by Media Publishers shall alone constitute the remuneration for the services rendered by Agency for release of various advertisements.
- vi. While releasing BBMB's work in News Papers, your Agency will ensure that as per Guidelines of Raj Bhasha department, the expenditure incurred on English Newspapers should not be more than that of Hindi/Indian language Newspapers.
- vii. Your Agency will ensure that BBMB's logo, ISO logo and different National slogans on Power should also appear in the tasks assigned by BBMB.
- viii. BBMB reserves the right to exclude any agency from the empaneled list at any time at its own discretion without assigning any reason.
- ix. If at any stage, it is found that any details/information provided by any agency is incorrect, or it is found that any agency is not accredited with INS or has been discredited by INS, then the services of the agency will be rejected / discarded forthwith without any prior notice.
- x. In the event of emergency requirement for development and release of a media campaign, BBMB reserves the right to contact any/all empaneled agencies urgently on **e-Mail** and also distribute the design so developed amongst one or more agencies whose designs are earlier short-listed, for further release of the same to the media.
- xi. The designs prepared by your Agency will be the property of BBMB and BBMB can use it as per its discretion.
- xii. In case of Printing work, if any and creative work like Exhibition, Corporate Image Building Advertisements, Documentary Films etc. BBMB has the right to invite quotations from all the advertising agencies empaneled with it.
- xiii. No payment will be made in case of creative work, design and artwork charges for the preparation of colored/B&W advertisement (Tenders, Appointment

advertisements, Notices & Display advertisements, special advertisement campaign, Corporate colored advertisement, etc.) for release in newspaper/Magazines.

- xiv. No processing charges like preparation of blocks, matrix, art pulls, positive / negative, etc. will be paid to the Agency for work done at sr. no. xii and what so ever. Agency will not be paid for translation of material from English to Hindi or Hindi to English or in any other Indian language.
- xv. If the job of printing of brochures/catalogues, house journals and other publications is given at any stage, service charges will not be paid to agency on cost of paper.
- xvi. BBMB shall have the option to obtain all or any of the aforesaid services from Media/Suppliers/publishers/printers directly and in that event, BBMB may, if it so chooses, can utilize the services of agency for supervising the execution of the same for which BBMB shall pay the supervising charges only. Agency shall not refuse to provide supervising services for execution of the job.
- xvii. Payment to agency shall be made on monthly basis on submission of the bill, duly supported with all copies of the advertisements released in selected newspapers. All payment shall be subject to TDS, at the rates as applicable from time to time.
- xviii. Agency shall ensure that all advertisements released in various media on behalf of BBMB, have the prior written approval of the officer or officers so authorized by BBMB.
- xix. Agency shall indemnify BBMB against any claim or proceedings brought against it by reason of omission or negligence on its part or on part of its servants/agents, in the performance of said services. Any claim arising out of improper/illegal use or invasion of copyright pertaining to the designs, visuals, copy matter provided by agency shall be borne by the agency even if these designs were approved by BBMB.
- xx. On the completion of any assignment / job, agency shall deliver to BBMB all

materials, papers etc. and all other things belonging to or entrusted by BBMB to the agency.

- xxi. The agency will not be allowed to assign or sublet the empanelment or any part of it to any other vendor/agency in any form. Failure to do so shall result in the termination of empanelment.
- xxii. Any dispute or difference whatsoever arising between the parties out of or relating to the construction, meaning or operation or effect of this contract or breach thereof shall be referred to the sole arbitration of the Secretary, BBMB whose decision shall be final and binding on both the parties. The arbitration will be conducted in accordance with the Arbitration & Conciliation Act, 1996.
- xxiii. In case of any dispute arising out of or in connection with the contract, the court at Chandigarh alone shall have the jurisdiction.
- xxiv. The empaneled Advertising Agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to Corporation's interest.
- xxv. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication.
- xxvi. The inclusion of any agency in BBMB's panel does not guarantee any minimum business and BBMB reserves the right to discontinue the services of agency at any time without assigning any reason whatsoever.

## 9. Penalty

- i. BBMB reserves the right to impose penalty @ 2% of advertisement publish value in case of any violation of any of the above-mentioned clauses per case.
- ii. In case Agency/firm fails to perform the contract, BBMB shall forfeit Security Deposit to recover penalty / liquidated damages, if any.

**ANNEXURE-I****TECHNICAL BID**

(To be submitted on the letterhead of the bidder)

**RFP for: Empanelment of advertising agency for publication of advertisement in newspapers for BBMB.**

RFP Ref. No:

Dated:

- Name of the Bidder:  
Correspondence
- Address: Tel/Mob No.:
- Email Id:
- Contact Person Name:  
Mobile No (Contact  
Person):

Copies of all supporting documents duly signed and stamped by the bidder in support of below particulars must be attached along with this checklist

Sr. No.	Particulars	Details/ Compliance (Y/N)	If submitted, Mention Page No.	Remarks
1.	Brief profile of the Agency/Firm and experience in similar field. (At least 5 years of experience). As per Annexure – II			
2.	Registered office and address of Chandigarh/Tricity (attach proof in support)			
3.	Proof of Bid Processing fee submission			
4.	Proof of EMD submission			
5.	Valid INS Accreditation certificate indicating full accreditation by INS			
6.	Permanent Account Number (PAN)			
7.	GST Registration Certificate			
8.	Bidder's Average Annual Turnover Specifically in Advertisement Services			

	(Min. average Turnover Rs. 2 Crore per annum) for last three Financial Years ending 2023-24.			
9.	Self-Declaration About Non-Black-Listing (as per Annexure-III)			

### **Declaration**

I/we.....(Name of the Authorized Representative of Bidder)  
of.....(Name of the bidder) do hereby declare that the entries  
made here are true to the best of my/our knowledge. I/We hereby agree to abide  
by all terms and conditions laid down in tender document.

Place & Date:

(Name & signature with stamp of  
the bidder)

**ANNEXURE-II****Brief Profile of the Advertising Agency****(To be submitted on the letterhead of the bidder)**

1. Name of the Advertising Agency ::  
(In Block Letters)
2. Registered Office Address ::  
(with telephone no. & email address)
3. Name of the Directors/ Partner/ Proprietor ::
4. Name & Address with telephone No., ::  
fax No, and email ID of contact person  
with Designation
5. Website, if any ::
6. Year of incorporation /constitution of agency ::
7. Registration No./Trade License No. (if any) ::
8. PAN No. ::
9. GST No. ::
10. Name of the cities where Agency / Firm / Company is having branches ::
13. Total number of employees :: Creative Other
14. Annual Business turnover for last three financial years, duly certified by the auditor ::
15. Name of the large corporate clients ::  
(Banks/PSUs/IITs/IIMs/Govt. Org./reputed companies)

16. Details of experience. ::
17. Whether the Agency faced any litigation with any organization earlier,:: if yes, kindly furnish the same with name of the organization and brief details of litigation.
18. Any other relevant information ::

Verification:

The details furnished in the application are true and correct to the best of my/our knowledge and that in case of furnishing any false information or suppression of any material information. The application shall be liable to be rejected besides initiation of panel proceedings by BBMB if it deems fit.

Signature of authorized signatory

Name:

