



**संत लौगोवाल अभियांत्रिकी एवं प्रौद्योगिकी संस्थान,
लौगोवाल, संगरूर, पंजाब - १४८ १०६**

(मानव संसाधन मंत्रालय के अधीन समविश्वविद्यालय)

Sant Longowal Institute of Engineering and Technology
Longowal, Dist. Sangrur, Punjab - 148106
(Deemed to be University under MoE, Govt)

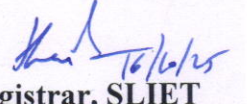
Ref. No. SLIET/PUR/ 1170

Date: 16-10-2025

Tender Notice No.:
PUR/41/2025-26

ENGAGEMENT OF ADVERTISING AGENCY ON DAVP RATES

Sealed applications are invited on behalf of the Director, SLIET, Longowal for engagement of Advertising Agency on DAVP rates. For tender document please visit Institute website: www.sliet.ac.in


Registrar, SLIET



**संत लौगोवाल अभियांत्रिकी एवं प्रौद्योगिकी संस्थान,
लौगोवाल, संगरूर, पंजाब - १४८ १०६**

(शिक्षा मंत्रालय के अधीन समविश्वविद्यालय)

Sant Longowal Institute of Engineering and Technology
Longowal, Dist. Sangrur, Punjab - 148106
(Deemed to be University under MoE, Govt)

Ref. No. SLIET/PUR/1170

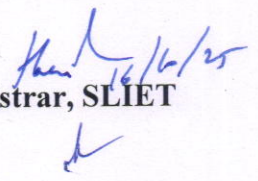
Date: 16/10/2025

Tender Document

PUR/41/2025-26

ENGAGEMENT OF ADVERTISING AGENCY ON DAVP RATES

Sealed applications are invited on behalf of the Director, SLIET, Longowal from reputed INS fully accredited "Advertising Agency" for engagement on DAVP rates. Applications complete in all respects along with a Demand Draft of Rs.5,000/- (Rs. Five Thousand only) in favour of the "Director, SLIET, Longowal" payable at Sangrur/Longowal on account of Bid Security (refundable) should reach the office of the "Assistant Registrar (S&P), SLIET, Longowal, District Sangrur, Punjab - 148106" latest by **06/11/2025, upto 5.00 pm through Registered/Speed post/Courier to be delivered at SLIET, Longowal only**. Offers will be opened on **07/11/2025 at 11.00 a.m.** The Director, SLIET, Longowal reserves the right to accept/reject any or all applications in part or in full without assigning any reasons thereof. For tender document please visit Institute website: www.sliet.ac.in


Registrar, SLIET

TERMS AND CONDITIONS FOR ENGAGEMENT OF ADVERTISING AGENCY ON DAVP RATES

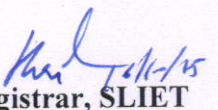
The intending agency must fulfil the following eligibility criterion:

1. The agency must be fully accredited with Indian Newspaper Society (INS). The agency should be in advertising business for at least 05 years after accreditation.
2. The agency's annual turnover for the last three Financial Years should be minimum Rs.3.00 crores each year, with adequate proof from Chartered Accountant. Copies of Audited Balance Sheet for the financial year 2022-23, 2023-24 and 2024-25 are required to be submitted.
3. The agency must have Empanelment/Engagement with atleast 03 Government Departments / Institutes / Universities. (sufficient proof must be enclosed) during the last 3 years upto 31.03.2025.
4. The agency should have complete infrastructure in designing, media and marketing department.
5. The agency shall submit an affidavit (as per Annexure A) declaring that his firm/company has not been blacklisted by any Government department or an autonomous body.
6. The agency must submit valid PAN and GST No. (Copy of the PAN Card and GST registration certificate must be enclosed).

General Terms & Conditions:

1. The Contract shall be awarded initially for a period of two years and may be extended for a further period of one year, subject to satisfactory performance of services and compliance of all terms and conditions of the agreement.
 2. Proper typography and layout for each advertisement will be done by the agency and minimum space will be spent as far as possible.
 3. The agency will ensure timely publication of all the advertisements as are sent by the Institute from time to time on DAVP rates, as applicable. However, payment shall be released after deduction of %age discount on Agency Commission, as offered in the bid.
 4. Engagement shall be made on the basis of highest discount on Agency Commission offered.
 5. The agency will send, along with bill, a copy of each advertisement viz. cutting of newspaper in which the advertisement was published along with media bills.
 6. In case the Institute desire the advertisement to be published in any other regional languages, free translation of advertisements text from English to Regional Languages shall be done by the agency.
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7. The Institute will not accept any financial/legal liability from the Newspapers to whom the advertisements will be released through agency. The agency will be personally liable if at any subsequent stage, any dispute arises or legal action is taken by printer/newspapers against the Institute for non-payment of their bills etc.
8. Documentary evidence needs to be submitted, wherever applicable.
9. To check the quality work of the applicants they have to provide the draft advertisement in Hindi and English of the particulars provided in the tender document.
10. The Director, SLIET, Longowal reserves the right to accept or reject any or all proposals without assigning any reasons thereof.


Registrar, SLIET


APPLICATION FOR ENGAGEMENT OF ADVERTISING AGENCY ON DAVP RATES

(This form must be filled and submitted along with Bid Security of Rs.5,000/- and covered with the letter head of the concern)

Sl. No.	Particulars	Details
1.	Name of the firm	
2.	Address of the Head Office of the firm with contact no. & e-mail ID	
3.	PAN No. (Attach copy)	
4.	GST No. (Attach copy)	
5.	Details of Accreditation with Indian Newspaper Society	
6.	Date of Accreditation and Validity (Attach proof)	
7.	Total experience as advertising agency (Attach proof)	
8.	Number of Govt. Departments /Institutes / Universities working with at present (enclose list):	
10.	Annual Turnover for the last three years (Attach copies of Audited Balance Sheets) (2022-23, 2023-24, 2024-25)	
11.	% age discount offered on Agency Commission.	
12.	Time required for getting the advertisement published (indicate number of days): (a) Punjab/Chandigarh (Local) (b) National dailies i. Delhi ii. Mumbai iii. Kolkata iv. Chennai	

2. Bid Security attached vide DD No. _____ dated _____ for Rs.5,000/-.
3. Name & addresses of existing Government clients with documentary proof.
- (i) _____
- (ii) _____
- (iii) _____

**Signature of proprietor/partner/
authorized signatory with stamp**

Certified that my/our concern has not been blacklisted by any of the Government Department/
Institute/University etc.

Signature of proprietor/partner/
authorized signatory with stamp

Date:

ANNEXURE-A

AFFIDAVIT

I/We (Name) _____ Contracting agency/Partner/
Sole Proprietor (strike out whichever is not applicable) of firm _____

_____ do hereby solemnly affirm and declare that the individual/firm/company
is not black listed by any Government Department or an autonomous body.

DEPONENT

DATE, THE

ADDRESS _____

VERIFICATION

Verified that the content of above affidavit is true and correct to the best of my/our knowledge
and belief. No part of it is false and nothing has been kept concealed therefrom.

DATE, THE

DEPONENT

(NOTE: *To be furnished on non-judicial stamp paper duly attested by a Magistrate/Notary Public)*