



डेडीकेटेड फ्रेट कोरीडोर कॉर्पोरेशन

(भारत सरकार का उपक्रम)

विज्ञापन एजेंसियां ध्यान दें

जन सम्पर्क कार्यों/कार्यकलापों के लिए डी.एफ.सी.सी.आई.एल की नामिका के लिए आई.एन.एस. प्रत्यापित उन विज्ञापन एजेंसियों से आवेदनपत्र आमंत्रित किए जाते हैं, जो पात्रता मानदण्ड (डी.एफ.सी.सी. की वेबसाइट www.dfcc.in पर उपलब्ध) को पूरा करते हैं। ऐसी एजेंसियां आवेदन-प्रपत्र महाप्रबंधक (प्रशासन) कार्यालय, डी.एफ.सी.सी. पांचवीं मंजिल, प्रगति मैदान, मेट्रो स्टेशन भवन परिसर, नई दिल्ली-110001 से दिनांक 03.06.2009 तक किसी भी कार्य दिवस को प्रातः 11 बजे से अपराह्न 5 बजे तक और दिनांक 04.06.2009 अर्थात् अंतिम तारीख को प्रातः 11 बजे से दोपहर 12 बजे तक रु. 5000/- का नकद भुगतान (अप्रतिदेय/नॉन-रिफण्डेबल) करके प्राप्त कर सकते हैं। आवेदन पत्र उक्त पते पर दिनांक 04.06.2009 को दोपहर 3 बजे तक पहुंच जाने चाहिए। इस तिथि के बाद कोई आवेदनपत्र स्वीकार नहीं किया जाएगा। पात्रता मानदण्ड सहित नामिका की व्यापक शर्तें, मूल्यांकन मानदण्ड डी.एफ.सी.सी. की वेबसाइट और आवेदन प्रपत्र में उपलब्ध है।

निष्ठा, गति व सफलता, हमारा संकल्प



DEDICATED FREIGHT CORRIDOR CORPORATON

(A Government of India Enterprise)

Attention Advertising Agencies

Applications are invited from INS accredited advertising agencies for empanelment on DFCCIL for public relations works/activities. Advertising agencies, who fulfill the eligibility criteria (as available on DFCC website: www.dfcc.in) can obtain Application form from the office of GM/Admn, DFCC, 5th Floor, Pragati Maidan, Metro Station Building Complex, New Delhi-110001 on any working day from 11:00 A.M. to 5:00 P.M. upto 03.06.2009 and on 04.06.2009, the last day from 11:00 AM to 12:00 Noon on payment of Rs. 5,000/- in cash (Non Refundable). **Application must reach at the above address by 3:00 PM on 04.06.2009 after which application will not be accepted.** The detailed terms & conditions for empanelment including the eligibility criteria, evaluation criteria are available on DFCC website and in the Application form.

WE BELIEVE IN SINCERITY, SPEED AND SUCCESS

START OF DOCUMENT

(1)

APPLICATION FOR EMPANELMENT OF ADVERTISING AGENCY
(THREE PAGES)

NAME OF AGENCY _____

FULL ADDRESS _____

To,

The General Manager/ Admn.
Dedicated Freight Corridor Corporation of India Ltd.,
5th floor, Pragati Maidan Metro Station Building Complex,
New Delhi- 110001.

Dear Sir,

1. I/We have perused the attached terms and conditions and hereby agree to abide by all the said conditions. The terms and conditions are enclosed, signed on each page, alongwith our seal, signifying our acceptance.
2. I/We have understood that alongwith this application (in three pages), I/We must attach the complete terms and conditions (in nine pages), duly signed alongwith seal, and attach all documents as mentioned in Para (4) below, of this application, failing which my/our application will be deemed incomplete and may be summarily rejected.
3. I/We have understood and agree that in case we indulge in canvassing or trying to influence the process of empanelment or the decision of Dedicated Freight Corridor Corporation of India Ltd. (DFCCIL) before, during or after the empanelment process, our application will be summarily rejected.
4. The following documents/copies are enclosed with this application (please tick (for empanelment)
 - a. **Rs. Five Lakhs towards earnest money vide:**
Bank Draft No. _____ dated _____ issued by _____ Bank
 - b. Terms and conditions are enclosed, signed on each page, alongwith our seal, signifying our acceptance.
 - c. Income Tax returns filed for last 3 years i.e. 2005-2006, 2006-2007 & 2007-2008.

- d. Full accreditation certificate issued by Indian Newspaper Society or self attested certificate indicating full accreditation by the Indian Newspaper Society.
- e. Details of Print Media Advertising Turnover of the Agency during the financial year 2005-2006, 2006-2007 & 2007-2008, including details of single print media advertisement release orders worth 1 Crore or more executed after 31.03.2005, duly certified by Chartered Accountant.
- f. List of present clients (as on 1/05/09), with dates from and to regarding period of engagement, certified by Chartered Accountant.
- g. Details of our office in Delhi and other cities (address, phones-both fixed and mobile, faxes, and e-mail and declaration in terms of para – 13 of terms & conditions.
- h. List of professionals on rolls at the Delhi Office, alongwith details of the professionals, such as their name, designation, academic and professional qualifications and length of service with the agency duly certified by Chartered Accountant.
- i. Details of infrastructure at Delhi Office (office spaces and equipments and machinery), duly certified by the Chartered Accountant. It includes:
 - (a) Number of computers (attested copies of original bills attached).
 - (b) List of software (including operating system) used and attested photocopies of original bills and licenses attached.
- j. Attested copies of the documentary proof establishing that my/our advertising agency's office in Delhi is functional since 1st April 2005 without any break alongwith service tax registration at Delhi.
- k. One art work in Hindi and one art work in English language on A-4 size paper (Black and White and coloured) for the Proposed Display Advertisement on behalf of DFCC on:

“ DFC (Dedicated freight corridor) an engine to accelerate Industrial, Economic & Social development of the country”
- l. An Artpull for the given material i.e. one each in Hindi and English language. English language material typeset in 7 points font and Hindi language material typeset in 8 points font size, faithfully reproducing the text for this purpose, as given in the application form.

- m. Two write ups (not more than 250 words each) out of the following 3 topics-
- **Freight transportation is the backbone of industrialisation in the country.**
The write up should specifically highlight the role of Dedicated Freight Corridors in this context
 - **Railways, the harbinger of industrial revolution in India.”**
 - **Suggestions for Image Building of DFCC**
- n. Two advertisements, which are considered our best released after 31.03.2005, alongwith the date of publication, names of the newspapers/periodicals, and respective release orders of the client. Testimonials from the clients of these advertisements are also attached, and I/We understand that in absence of testimonials from Marketing/PR departments or Chief Executive, these advertisements will not be considered for evaluation.
- o. One design & Printing work eg. logo designed/Brochures/Calendar/ Souvenir/house journal, which is executed by advertising agency after 31/3/ 2005. Testimonials from the client of this work are attached, and I/We understand that in absence of testimonials from Marketing/PR departments or Chief Executive, these works will not be considered for evaluation.

All statements made and all documents and data enclosed are true to the best of my/our knowledge and belief, and liable to strict proof when asked by DFCC. All copies of documents enclosed are true to the originals which can be called for inspection and verification by the DFCC at any time.

All pages of this application have also been signed by me/us.

Signature _____

Name of the Signatory _____

(In Block Letters) _____

Address of the Agency _____

With Official Seal _____

Place _____

Date _____

ANNEXURE II

TERMS & CONDITIONS FOR EMPANELMENT OF ADVERTISING AGENCY WITH DEDICATED FREIGHT CORRIDOR CORPORATION OF INDIA LTD. (TOTAL NINE PAGES)

- i. Canvassing or recommendations or putting pressure from any source to influence the process of empanelment of Advertising Agencies by Dedicated Freight Corridor Corporation of India Ltd. (DFCCIL) will lead to automatic disqualification and applications will be summarily rejected/will not be considered.*
 - ii. All the documents as attached with application must be signed, alongwith seal by Authorised signatory of the agency and also attested by C.A.*
1. Application on the enclosed form addressed to the General Manager/Admn., Dedicated Freight Corridor Corporation of India Ltd., 5th, Pragati Maidan Metro Station Complex, New Delhi – 110001, should be submitted upto 15.00 hrs. on 04.06.2009. In case the date fixed is declared as holiday, the application should be submitted on the next working day upto 15.00 hrs. without any further notice by Dedicated Freight Corridor Corporation of India Ltd..
2. Earnest money of Rs. 5,00,000/- is necessarily required to be deposited with D F C C I L in the form of a Bank Draft drawn on Nationalised Bank, which should be enclosed with application. It is to be ensured that Bank draft is made from Advtg. Agency's account. The earnest money amount will be adjusted in the security deposit amount of Rs. Ten Lakhs in case of empanelled Advtg. Agencies and refunded to other Advtg. Agencies which are not empanelled.
3. Applications received after the stipulated date and time will not be accepted. DFCC shall not be responsible for Postal delay.
4. Incomplete and conditional applications will be summarily rejected.
5. All the copies of documents attached must be attested by a gazetted officer, or by the Chartered Accounts, with proper seal and date. All documents, data and other statements in the application can be subjected to strict proof and verification by DFCC, if felt necessary.
6. DFCC reserves the right not to assign reasons for declining to consider any particular application or applications. DFCC also reserves the right to accept or reject any application or all applications.
7. DFCC reserves the right to seek performance report from other clients of the Advtg. Agency.

8. Copies of Income Tax Returns filed for the last 3 years i.e. 2005-2006, 2006-2007 & 2007-2008 and Service Tax Registration Certificate alongwith Service Tax Registration Number will have to be attached with the application.
9. The Agency must have a minimum print media advertising turnover of Rs. TEN CRORES in each of the financial years, 2005-2006, 2006-2007 & 2007-2008. Print Media Advertising turn over for the three years i.e. 2005-2006, 2006-2007 & 2007-2008, duly certified by the Chartered Accountant with proper seal and signatures must be attached alongwith the application for the empanelment. It must be certified that this turnover is exclusively for print media Advertising, and does not include outdoor advertising through hoarding/panels etc., and electronic media or any other activities.
10. Copy of the Memorandum of Articles of Association/Partnership Deed/Proprietorship Deed/Certificate of Incorporation (in case of company) etc., attested by Chartered Accountant must be attached with the application without fail. Franchise is not permitted and application submitted by franchisee will not be entertained.
11. The Advtg. Agency must have full accreditation by the Indian Newspaper Society w.e.f. 01.04.2005 or earlier. However, full INS accreditation without break w.e.f. 01.04.2005 is essential. INS accreditation certificates must be attached. Accreditation must be full. Provisional accreditation will not be accepted. In case INS accreditation certificate is not readily available a self attested certificate indicating full accreditation by the Indian Newspaper Society must be submitted.
12. List of present clients (as on 1/05/09) with dates from and to regarding period of engagement, must be attached with the application, duly certified by the Chartered Accountant.
13. The Advertising Agency must have a full-fledged office functional at Delhi w.e.f. 1st April, 2005 or earlier with sufficient telephone numbers – both fixed and mobile, fax number, and e-mail, to be contacted even after office hours. Delhi office must have staff and equipments like computers support to take up design, art work, and design distribution. Details of offices located in Delhi and other cities (address, phones – both fixed and mobile, faxes and e-mail). List of all other electronic equipments including number of computers and software available in advertising agency's office must be attached with application. Copies of Original bills of such equipments including computers and softwares (including licence for software) duly attested by the Chartered Accountant must also be attached.
14. Advtg. Agency's office in Delhi at present must be in an Area / Building authorised for running Advtg. Agency. The Advtg. Agency will have to attach a declaration to the effect, that its Delhi office is located in an area/building authorised for running Advtg. Agency. In case of incorrect declaration the application/empanelment of the Advertising Agency will be rejected /cancelled.

15. Advertising Agency will have to submit alongwith application, Art works (Black & White and coloured) in A-4 size, one in Hindi and one in English languages, on the following theme:

“DFC (Dedicated Freight corridor) an engine to accelerate industrial, Economic & social development of the country”.

16. The advertising Agency will also have to submit an art-pull for the given material i.e. one each in Hindi and English languages. Material in English language must be typeset in 7 points font size whereas Hindi language material must be typeset in 8 points font size. This should demonstrate ability to bring in space economy without compromising legibility.
17. The Advertising Agency should select two display advertisements, which it considers as their best, and must attach their copies with the application, along with the date of publication, names of the newspapers/periodicals, and respective release orders of the client. These advertisements must have been issued after 31.03.2005, and testimonials from the clients of these advertisements must be attached with the application. Advertisements without client testimonials from Marketing/PR departments/Chief Executive will not be considered.
18. The advertising agency should submit one design & print work (logo/ calendar/ brochure/house journal etc.) which it considered as its best and attach it with application. This work should have been done after 31.03.2005 and testimonials from the client of this works are attached.
19. The list of the professionals on roll with Advertising Agency’s Delhi office, mentioning their name, designation, academic and professional qualifications and length of service with the agency should be mentioned. This statement must be attested by Agency’s Chartered Accountant.
20. Software with the Advertising Agency must be original and attested copy of original Bills and Licence thereof must be attached with the application. In case of software companies which do not issue Licence, attested copies of Original Bills must be attached. Details of computers and other electronic/sophisticated gadgets must be attached with the application along with the documentary evidence in support thereof. All documents must be attested /certified by Chartered Accounts.
21. Internet connections must be in the name of Advertising Agency and attested copy of the documentary proof thereof must be attached with the application.
22. Documentary evidence of functioning of Advtg. Agency’s full fledged office in Delhi w.e.f. 01.04.2005 onwards i.e. Telephone Bills/Electric Bills/rental receipts especially Delhi service tax number and documents, attested photocopies must be attached alongwith the application.

23. Advertising Agency must have In-House/contractual English, Hindi, Urdu, Gujarati, Marathi, Bengali and Gurmukhi (Punjabi) translators and copywriters. Attested copy of Documentary evidence must be attached with the application.
24. The successful Advertising Agency will have to submit security deposit of Rs. 10,00,000/- (Rupees Ten Lakhs only) before the issue of the letter of empanelment for the due and satisfactory fulfilment of the terms and conditions. The security deposit will be refunded on satisfactory working/completion of the empanelment period. The security deposit should be submitted in the form of fixed deposit receipt of any Nationalised Bank in favour of 'Dedicated Freight Corridor Corporation of India Ltd.'.
25. The successful applicant will have to execute an agreement (a specimen copy of which is attached with these terms and conditions as an extra page) on non-judicial stamp paper worth Rs. 100/-, and attested by Notary Public/Oath Commissioner/First Class Magistrate. The cost of the stamp duties for the execution of the agreement will be borne by the Advtg. Agency.
26. The duration of the empanelment will be for a period of one year, extendable to 2 years, subject to satisfactory performance from the date of issue of the letter of empanelment.
27. DFCC reserves right to terminate the panel/empanelment of any of the empanelled Advertising Agency/all the Advertising Agencies empanelled at any time before expiry of the empanelment period without assigning any reason by giving one month's notice.
28. DFCC can also terminate the empanelment of any Advertising Agency at any time for not fulfilling any of the terms and conditions including special conditions. The Advertising Agency shall not be entitled for any damage or compensation by reason of such termination. In such cases where penalty, as decided by the Authority, is levied, this penalty will be deducted from the security deposited in case of non payment.
29. All disputes related to empanelment or operation of the panel will be subject to the jurisdiction of courts at Delhi only.
30. **Arbitration Clause:** In the event of any dispute or difference arising out of agreement (for where provision does not exist in this agreement) shall be referred to Dedicated Freight Corridor Corporation of India Ltd., New Delhi or its nominee, who shall be an Officer of DFCC, to act on his behalf and the decision of Dedicated Freight Corridor Corporation of India Ltd., or the person so appointed, shall subject to the provision of the "Indian Arbitration and Cancellation Act 1996" and amendments made therein, be final, conclusive and binding upon the parties to this agreement. The sole Arbitrator so appointed shall publish the award on all matters referred to arbitrator indicating therein, the break-up of the sums awarded separately on even individual terms of dispute.

31. The person authorised on behalf of Applicant Advertising Agency must affix seal and sign each and every page of the application, terms and conditions, and all documents submitted (in addition to verification/attestation, if required).
32. The Advertising Agency shall release the advertisements only to the publications indicated in the Release Orders issued by the Dedicated Freight Corridor Corporation of India Ltd.
33. The Advertising Agency shall ensure that the DFCC advertisements appear in the specified newspapers in a conspicuous and impressive manner while occupying minimum space.
34. The Advertising Agency shall undertake designing, type setting, art work, preparation of art pulls required for release of advertisement, free of cost / without any charges payable by DFCC, irrespective of size of advertisement, or number of newspapers to which display advertisement is to be released.
35. It is claimed that no incidental charges of any nature will be payable by DFCC, to cover any such cost incurred by the Agency during the process of receipt / execution of release orders issued by DFCC.
36. The Advertising Agency shall also ensure that advertisements are published in time, as stipulated in Release Orders and if not stipulated, it should be published in the newspapers immediately without loss of time at any stage. It should be properly positioned and correctly reproduced as per DFCC's order copy. In case of late publication of the advertisements after stipulated period / date, it will be the discretion of DFCC to impose penalty and / or disallow partial / total payment.
37. The Advertising Agency will be bound to obtain acknowledgement from the newspapers of the timely delivery of advertisement material and release order. Photocopy of the acknowledgements should be kept in record as proof so that it could be ascertained that the agency has efficiently arranged to deliver the advertisement material/RO to all the newspapers, in time, in case of dispute. Any laxity in regard to non-deliverance or late delivery of Ad material or Release Order will be viewed very seriously.
38. In case, any portion of the advertisement matter as contained in this office's release is not clearly understood, the Advertising Agency shall immediately obtain a clarification, ensuring that there is no mistake, and this process should not delay the publication of the advertisement.
39. In case there is an error in publication of the advertisements as compared to advertisement's text approved by this office, the Advertising Agency shall arrange to publish the corrigendum immediately, under advice to this office, at its own cost. No bills

should be raised to DFCC and DFCC will not pay any charges what-so-ever for publication of the corrigendum. An amount as Penalty may also be imposed by DFCC, in such cases.

40. The Advertising Agency will ensure that the language of Advertisements published in the newspapers should be the same as the language of the newspapers until & unless specially instructed by the DFCC in the Release Order.
41. All the display advertisement's layouts and classified advertisements as designed by the Advtg. Agency will be subject to approval by DFCC, prior to release to the newspaper. Size of advertisements should be got approved by DFCC and bills should be claimed strictly in accordance with the specifications / design approved.
42. All the layouts including design and art work of the display advertisements will be strictly subject to approval by DFCC prior to release for publication in the Daily Newspapers & periodicals. Translation in newspaper's language and proof reading will be the total responsibility of the Advtg. Agency.
43. The Advtg. Agency shall charge current DAVP approved rates / commercial rates as applicable to the advertisement being published. The Advtg. Agency will obtain written approval from DFCC in advance, prior to publication or advertisement regarding applicability of DAVP/Commercial rates.
44. Within 30 days of the release order, the Advtg. Agency will prefer computerised bills alongwith tear sheets of newspapers containing published advertisements and will be solely responsible for raising correct Advtg. Bills in all respects. A certificate to the effect mentioned below will have to be endorsed on all the bills.
 - (i) All the bills received from the newspapers have thoroughly been checked and found correct in all respect.
 - (ii) The amount charged by the newspapers has been checked in respect of applicable DAVP /commercial rates and found correct.
 - (iii) The advertisement published by the newspapers has been checked and found correct.
 - (iv) The advertisement against respective Release Order has been published in that very insertion/edition of the newspapers as specified in the Release Order and media plan issued by DFCC.
 - (v) The Advtg. Agency's bill in question has thoroughly been checked and is correct in all respect, even if, later any discrepancy is detected the agency will undertake corrective measures, including reimbursement of excess charges immediately.

The bill must be raised for the complete release orders. Bills not accompanied with tear sheets of the newspapers containing published advertisement will not be honoured.

45. DFCC, reserves the right to disallow a part or full payment against any bill, if any of the general or special conditions, is violated.
46. In case of unavoidable circumstances, the Advtg. Agency may submit supplementary bills in respect of advertisement charges against one release order.
47. If DAVP/ publication reduces / lowers advertising rates of a publication and the Advertising Agency comes to know about lowered rates later on, after claiming the original bill which the Advertising Agency has happened to claim at higher rates, it will be the sole responsibility of the advertising agency to adjust the excess paid amount from future bills of the publication if possible, failing which it will be responsibility of the Advtg. Agency to deposit the excess paid money in DFCC's account.
48. The Advertising Agency will also maintain all the records of timely/delayed receipt of the advertisement bills from the newspapers and payments received from DFCC, so that in case of any complaint received from newspapers, it may be examined thoroughly by DFCC.
49. The Advertising Agency will have to submit final Advtg. Bills, positively within 30 days from the date of publication of the advertisement. DFCC will make payment as per this bill, after due check, submitted alongwith proof of published advertisement. The Advtg. Agencies will deal in all matters with the newspapers at their level in respect of payments and DFCC will have no liability and / or responsibility in this regard.
50. After publication of the advertisement, the Advtg. Agency will have to arrange the payment of advertisement bills of the newspapers pertaining to publication of DFCC's advertisements regularly as per INS rules, failing which empanelment of Advtg. Agency may be cancelled and security money forfeited.
51. All the payments being released to respective newspapers must be sent positively on or before due date as per INS guidelines.
52. The Advtg. Agency shall render free service to DFCC, in regard to collection of advertisement materials from DFCC, despatch of designs and layouts to newspapers, copy of published advertisements in newspapers etc. deputing its executives/staff as frequently as required.
53. DFCC also reserves the right to get advertisement designed as well as release any advertisement directly to the newspapers or through any Advertising Agency not borne on the panel, at any time.

54. DFCC also reserves the rights for release of any advertisement from any Advtg. Agency on the panel.
55. DFCC also reserves the right to use the logo, design, layout etc. prepared by any Advtg. Agency for releasing advertisements directly or through any other Advertising Agency or any other source as deemed fit by this organisation without Advtg. Agency's consent, which designed the advertisement.
56. The Agency will have to ensure compliance with copyright, patents and other intellectual Property laws, in all materials, including art work/design, supplied by them. The Advtg. Agency will be completely liable in all such cases, and no liability shall lie with DFCC.
57. Whenever required, the Advtg. Agency shall have to accept and get advertisement published at a very short margin of time in specified newspapers on a specified date as indicated by the DFCC.
58. DFCC or its representatives have all rights to inspect Advtg. Agency's premises during office hours and any record connected with the working related with DFCC.
59. Advertisements material taken, after type setting/designing should be submitted on the same day for approval by DFCC.
60. Release Orders will be issued after approval of the type set material / design.
61. It is the responsibility of the Advtg. Agency to ensure that correct and readable advertisement is published. Advtg. Agency must not accept newspapers Advtg. Bill for incorrect/not legible ads published by the newspapers. Exact bills should be sent back to newspaper with reasons for not accepting the bill. Copy of letter should also be sent to DFCC for information.
62. DFCC reserves the rights to add, delete or revise any of these conditions, and also include special conditions as new ones, as and when required.
63. All disputes are subject to Courts at Delhi or its subordinate courts only.
64. DFCC reserves the right for deduction of the DFCC's dues from empanelled Advtg. Agency's security amount on the following grounds:
 - a) Any amount imposed as penalty/fine in default of any work, which will not exceed the cost of work. The penalty amount will be in addition to the amount withheld in bill related with work.

- b) Any amount which DFCC becomes liable to pay the Govt. / third party on behalf of any default of the empanelled agencies or any servant/agent.
- c) Any payment/fine made under the order/judgement of any court consumer forum of Law enforcing agency or any person working on behalf of the same.
65. The empanelled Advtg. Agencies shall be reimbursed the security deposit to the extent the said amount is deducted as fine within 15 days period failing which it will be considered and treated as breach of the agreement.
66. If an Agency fails to release and publish the advertisement within the specified time limit as stipulated by the Dedicated Freight Corridor Corporation of India Ltd. (DFCC) or the advertisement in question is published on a later date, the DFCC will have every right to impose a penalty on the Advtg. Agency and the amount as decided, will be deducted from the bills of the Advtg. Agency / security deposit.
67. The selection criteria shall be as follows:

Criteria	Marks
Professionals on roll	10
Clientele (as on 1/5/09) with period of Association	15
2 Best Ads released after 31.03.2005	10
1 best print & design work done after 31.03.2005	10
Single release orders worth Rs 1 Crore or above for print media advertisements executed after 31.03.2005	10
DFCC related art works	20
Typesetting work	15
Two Write ups	10
Total Marks	100

All the eligible and valid applications shall be assessed on the basis of the above criteria and ranked in accordance with the marks obtained.
