

## **EXPRESSION OF INTEREST (EOI)**

Uranium Corporation of India Limited (UCIL) is a Public Sector Enterprises under the administrative control of Department of Atomic Energy with Registered and Head Office at Jaduguda (Post), Dist: Singhbhum (East), Jharkhand – 832102. UCIL invites “Expression of Interest” from Advertising Consultant .

UCIL is looking for finalization of Advertising Consultants for publication of its various requirement viz tender, recruitment, notices etc in the various Local/National/International newspapers, magazines, journals etc time to time . Interested Advertising Consultant with uninterrupted INS accreditation of minimum 5 (five) years in the job may kindly visit our official website [www.ucil.gov.in](http://www.ucil.gov.in). for details. Expression of Interest with required documents must be submitted within 15 days from the date of publication.

### **ELIGIBILITY CRITERIA**

The following are the eligibility criteria for Advertising Consultant (hereinafter referred as “Consultant”)

The Advertising Consultant should have –

1. Un-interrupted Accreditation of Indian Newspaper Society (INS) for Press Advertisement since last 5 years (updated documentary evidence to this effect should be enclosed),
2. Minimum 5 (five) years experience in advertising with experience of work undertaken for Government/Public Sector Undertaking/Autonomous Body and premier Institutes. Having association with Department of Atomic Energy (DAE) installation/unit will be an added advantage.
3. Not been blacklisted by any organization at any point of time. (An undertaking in this regard should be submitted duly signed by the authorized person of the Organization).
4. Minimum Average Annual turnover (towards billing of Newspaper advertisement) of Rs.5 (five) Crores (Documentary evidence (Audited Annual Report of the last financial years of 2012-13, 2013-14 and 2014-15) to this effect should be enclosed.
5. Its establishment as head office located within the range of 300 kilo meter from the Registered Office of UCIL (i.e. Jaduguda) since last 5 years.

6. Service Tax registration (documentary evidence to be submitted).
7. Adequate infrastructure for timely publication.
8. Resources to handle full-fledged multi-lingual publicity campaigns with high standard of Creativity in advertising befitting the expectations of a premier professional Institute
9. Proficiency and proof reading facilities in major Indian Languages.

## **SCOPE & OBJECTIVE**

UCIL's advertising works range from classified advertisements, tender advertisements to full-fledged advertisements for image building, recruitment, tender, notices etc. These are expected to be released in major local and national newspapers and Journals at short notice. Further, UCIL may organise some events/seminar etc for which hoarding etc may be required within the surrounding of 300 kilo meter of its operations. To cater to such requirements, Advertising Consultant is required to have good infrastructure and have adequate experience in the field. These should include creation of artwork, concept, design, editing & release of advertisements in Newspapers, Magazines & Journals etc.

The objective is to get competent Consultant at economical rate for advertising its requirement in various newspapers. Based on information received Advertising Consultant will be selected and their rate chart will be obtained.

## **TERMS & CONDITIONS**

- i) Advertising Consultant will be initially appointed for a period of one year which may be extended for a further period of one year on satisfactory performance as per the requirement of UCIL.
- ii) UCIL will have the right to drop any Consultant from the list without assigning any reason whatsoever. UCIL also reserves the right to modify the Terms and Conditions for appointment of consultant.
- iii) Consultant is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to UCIL's interest. Consultant will maintain confidentiality on matters disclosed till proper instruction is issued for publication, UCIL reserves the right to impose penalty in case of any violation of the same
- iv) The Consultant should be able to execute all kinds of Advertising Assignments.
- v) Selection of artwork, design, etc will be entirely on UCIL's discretion and UCIL will not pay charges for submission of the same.

- vi) UCIL reserves the right to make necessary modification to the selected art work, concept etc and the concern consultant will be required to carry out the modifications suggested in the work.
- vii) It shall be the responsibility of the Consultant to release all the Advertisements in the minimum possible space in the newspapers.
- viii) All the Advertisements concerning the UCIL shall be issued with the prior approval of the UCIL
- ix) The Consultant will collect the matter from the UCIL and will arrange to get it published in the desired media, on desired date(s) and on the defined page(s) time band.
- x) If the Advertisement is misprinted or published differently from the approved one, the Consultant will publish corrigendum/correct Advertisement etc. thereof at their own cost at the earliest (within a week).
- xi) Translation of the Advertisement matter whenever required if any will be done by the Consultant free of cost and the Consultant will be responsible for the same.
- xii) Payment shall be made within 60 days after receipt of the final bill, duly supported by all the newspaper clippings (in original).
- xiii) The appointment of Consultant does not guarantee to get the job/work for the advertisement.
- xiv) The performance of the Consultant shall be regularly reviewed on the key parameters of creativity, initiative, competency and response time. In the event the Consultant fails to meet UCIL requirements, UCIL shall be constrained to terminate the appointment with due notice of one month.
- xv) UCIL reserves the right to appoint any other Advertising Consultant or cancel the appointment without assigning any reason with due notice thereof even before expiry of the period of appointment.
- xvi) The Consultant will not be allowed to engage any other Sub-Consultant to execute the assigned work/job.

- xvii) UCIL does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and performance.
- xviii) In case of any dispute arising out of the terms and conditions of contract or assignment, the matter shall be referred to the Sole Arbitrator to be appointed by the UCIL and the award of the sole Arbitrator will be binding on both the parties to this agreement. Any legal dispute arising out of any breach of contract pertaining to this EOI shall be settled in the court of competent jurisdiction located within the local limits of UCIL Jaduguda, (Jharkhand).
- xix) UCIL being Public Sector Enterprises under the Administrative control of Department of Atomic Energy there may be some requirements which could be of emergency in nature. The Advertising Consultant has to respond to such requirements at short Notice despite holidays/beyond office hours.
- xx) It is clearly understood by the parties that no financial liability of any type is created by issuance of the letter of appointment.
- xxi) Applications received after due date & time or without necessary documents will be summarily rejected.
- xxii) UCIL reserve the right to accept or reject any or all applications, re-invite EOI without assigning any reason whatsoever. UCIL may select one and/or more than one Consultant without assigning any reason.
- xxiii) The decision of UCIL will be final in all matters relating to the appointment of Consultant and decision thereof shall be binding to the Consultant.
- xxiv) All response should be sent so as to receive within 15 days of publication superscribing "EOI for Advertisement related Job" on the top of envelop at the following address:

DGM Purchase  
Uranium Corporation of India Limited  
P.O. Jaduguda Mines, Dist: East Singhbhum,  
Jharkhand – 832102.
- xxv) Consultant have to sign Non-disclosure agreement with UCIL and/or Integrity Pact etc wherever applicable as per the rules of the UCIL.

## **LIST OF DOCUMENTS TO BE SUBMITTED WITH THE APPLICATION**

1. Brief Profile of the Advertising Consultant and experience in the advertising field. (At least 5 years of experience).
2. Structure (whether partnership firm/sole proprietor/a limited company etc.)
3. Principal places of business, that, the head office and their branch offices with detailed addressed and contact numbers.
4. Profile of its managerial team handling advertisement work, their qualifications and experience.
5. Details of their 5 years Uninterrupted Accreditation with Indian Newspaper Society (INS) along with the date of accreditation (Full Accreditation) and whether it is valid.
6. Details of members with other professional organizations/associations and international alignments, if any.
7. Details of experience in dealing with Govt. Institutions, Government of India Undertakings, Autonomous Bodies and professional Institutes etc.
8. List of Clients for last 5 years.
9. Samples of creative work undertaken for major organization in the previous year.
10. Annual turnover (towards billing of newspaper advertisement) minimum Average of Rs.5 (five) crores for previous three financial years of the Consultant along with the gross billing in preceding financial years duly certified by a Chartered Accountant and supported with the Balance Sheet and Profit and Loss Account.
11. Solvency certificate from its banker with latest Income Tax, Sales Tax, and Service Tax etc. clearance/proof of submission of return with the Govt. authorities duly certified by Chartered Accountants and its Permanent Account Number and published balance sheet for the past three years (2012-13, 2013-14 and 2014-15).
12. Copy of Registration/Trade Certificate
13. Letter of Appreciation from at least 5 (five) Govt./PSU/Autonomous Body Clients for whom consultant have regularly done newspaper advertising.
15. Name of the Nodal and Authorized Person of Consultant with his present address and telephone no.

16. Any other information that the Consultant may like to provide.

Please note that inability of submitting any of the documents (duly signed by the authorized signatory of the Consultant) listed above may disqualify the Consultant from short listing/selection.

## **BRIEF PROFILE OF ADVERTISING CONSULTANT**

1. Name of the Advertising Consultant ::

(In Block Letters)

2. Date of Establishment ::

3. Registered Office Address (with telephone no. & email address)

4. Registration No./Trade License No. (If any) ::

5. Web site if any

6. Address for correspondence /communication (with telephone no. & email address)

7. Status of the Organization

Proprietary/Partnership/Pvt. Ltd/Public Ltd Company)

8. Name of the Directors/Partner/Proprietor

a.

b.

9. Name & address of Chief Executive/Proprietor

10. Name of the Representative(s)/ Nodal Person indicating Designation who would be calling on us and attending to our jobs. (designation, email id and mobile phone number)

11. Details of Infrastructure Available

12. Name of the cities where company is having branches

13. Total number of employees: Creative \_\_\_\_\_ - other \_\_\_\_\_

14. Annual Business Turnover for last three years:

(Yr 2012-13, 2013-14 and 2014-15 duly certified from CA)

15. Name of the Banker with full address:

16. Name of the large corporate clients (Banks/PSUs/Autonomous Org./Govt. Org./reputed companies)
17. Details of Experience
18. Credentials (list out major advertisement works handled)
19. Whether the Consultant faced any litigation with any organization earlier, if yes kindly furnish the same with name of the company and brief details of litigation.
20. Any other information:

**Declaration**

I/We do hereby certify that the information as provided above is correct and true in all respect. In case of furnishing any false information or suppression of any material information, the application shall be liable for rejection, besides penalty can be imposed, if deemed fit.

Date:

Authorized Signature

Place:

Designation

Seal