

**THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL BUSINESS
DEVELOPMENT (NIESBUD)**
(Autonomous Institute under Ministry of Skill Development and Entrepreneurship,
Govt. of India)
A-23, Sector-62, NOIDA – 201309 (U.P.)
Website: www.niesbud.nic.in | Mobile : 09953912660

REQUEST FOR PROPOSAL (RFP) FOR EMPANELMENT OF ADVERTISING AGENCIES

No. NIESBUD/Advt-Agency/77/2025-26

Date: 16-07-2025

1. Introduction

The National Institute for Entrepreneurship and Small Business Development (NIESBUD), an autonomous body under the Ministry of Skill Development and Entrepreneurship, Government of India, invites sealed proposals from DAVP (Bureau of Outreach and Communication) empanelled advertising agencies for empanelment with the Institute for publishing advertisements in newspapers at DAVP approved rates for a period of two (2) years, extendable by one (1) year based on performance.

2. Objective

To empanel competent and experienced advertising agencies for designing, translating (if required), and publishing NIESBUD's advertisements (tender notices, recruitment, training programs, events, etc.) in leading national/regional newspapers at DAVP-approved rates.

3. Scope of Work

The empanelled agencies shall be responsible for:

- Releasing advertisements in national and regional newspapers at DAVP/Bureau of Outreach and Communication (BOC) rates.
- Designing and formatting the advertisements as per NIESBUD's specifications.
- Providing proofs/dummies of advertisements for approval prior to publication.
- Translating advertisements (as required) into Hindi/English/regional languages.
- Ensuring timely publication of advertisements in selected newspapers.
- Submitting tear-sheets/e-papers and original bills within 10 working days of publication.
- Coordinating with newspapers to ensure proper placement and quality of advertisement.

4. Eligibility Criteria

Only those advertising agencies that fulfill the following criteria shall be eligible:

A Experience Certificate

Copy of documentary proof (such as work orders, completion certificates, or contracts) demonstrating **at least 5 years of experience** in the field of advertising/publication/media.

B Client Engagements with Government/PSUs/Autonomous Bodies

Copies of empanelment letters, work orders, or client certificates reflecting **05–10 engagements** with Government Departments, Public Sector Undertakings (PSUs), or Autonomous Bodies.

C Financial Turnover

CA-certified copies of **Audited Balance Sheets/Profit & Loss Statements or Turnover Certificates** showing an **average annual turnover of ₹50 lakh** during the last three financial years.

D In-house Team Strength

Details and proof (e.g., resumes, appointment letters, declaration on company letterhead) showing the presence of **at least 03 qualified professionals** on the agency's payroll.

E Affiliation/Accreditation with DAVP/BOC

Copy of valid **DAVP/BOC accreditation certificate** or proof of application (acknowledgement receipt/email confirmation from BOC).

Note: Documentary proof must be submitted for each eligibility criterion.

5. Submission of Proposal

A. Interested agencies may submit their proposals in a sealed envelope super-scribed "Empanelment of Advertising Agency – NIESBUD" addressed to:

The Administration Section
NIESBUD, A-23, Sector-62,
Noida – 201309 (U.P.)

B. The envelope shall contain the following:

1. Letter of Interest on the agency's letterhead
2. Profile of the Agency
3. Copy of DAVP/BOC empanelment certificate
4. Copy of PAN, GST Registration, and incorporation documents
5. Details of similar work handled with supporting documents
6. Declaration of not being blacklisted by any Govt. agency
7. Authorization letter for signatory

6. Evaluation Criteria

The selected agencies will be empanelled based on technical evaluation.

7. General Terms & Conditions

1. NIESBUD reserves the right to select or reject any/all applications without assigning any reason.
2. Empanelment does not guarantee work order.
3. The selected agencies will enter into a formal Empanelment Agreement with NIESBUD.
4. In case of unsatisfactory service, the Institute reserves the right to terminate the empanelment at any time without giving any prior notice or assigning any reason thereof.
5. All disputes shall be subject to the jurisdiction of courts in Delhi only.

8. Important Dates

| Particulars | Date |
|--------------------------|-------------|
| Date of Issue of RFP | 15-07-2025 |
| Last date for submission | 11-08-2025 |
| Opening of Proposals | 12-08-2025 |

9. Contact Information

For any clarifications, please contact:

Sh. Mohit Dutt Kandpal (Mob. 09953912660)