



NATIONAL BOOK TRUST, INDIA

Ministry of Human Resource Development, Government of India
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EXPRESSION OF INTEREST FOR ADVT ON AUTO RICKSHAW HOOD WRAP FOR FOR PROMOTION OF **NDWBF 2020**

National Book Trust, India (NBT, India), an autonomous organization under Ministry of Human Resource Development, Govt. of India is organizing the annual **New Delhi World Book Fair 2020** (4th to 12th January 2020) at Pragati Maidan, New Delhi. Applications are invited for EOI to empanel reputed agencies for conducting campaign through Auto rickshaws in Delhi region only. The display is proposed to be implemented with the objective of increasing footfall and improving awareness amongst general public towards NDWBF 2020 the largest Book Fair in the Afro-Asian region. The applicant should be an empanelled agency of DAVP. For Application Form and detailed terms and conditions, please refer to our website i.e. www.nbtindia.gov.in. Last date for submitting applications is **01 November 2019**. The decision of the Director, NBT, India will be final and binding.

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नई दिल्ली विश्व पुस्तक मेला 2020 के प्रचार के लिए ऑटो रिक्षा हुड कवर पर विज्ञापन हेतु रुचि की अभिव्यक्ति (ईओआई)

राष्ट्रीय पुस्तक न्यास, भारत (एनबीटी), मानव संसाधन विकास मंत्रालय, भारत सरकार के अधीन एक स्वायत्त संगठन, 04 से 12 जनवरी, 2020 तक प्रगति मैदान, नई दिल्ली में वार्षिक नई दिल्ली विश्व पुस्तक मेला 2020 का आयोजन कर रहा है। ऑटो रिक्षा के माध्यम से केवल दिल्ली क्षेत्र में कैपेन आयोजित करने के लिए सूचीबद्ध प्रतिष्ठित एजेंसियों से रुचि की अभिव्यक्ति (ईओआई) हेतु आवेदन आमंत्रित किए जाते हैं। इस प्रदर्शन/कैपेन को प्रस्तावित करने का उद्देश्य एफो-एशियाई क्षेत्र के सबसे बड़े पुस्तक मेले, नई दिल्ली विश्व पुस्तक मेला 2020 में लोगों की भागीदारी को बढ़ाना तथा मेले के प्रति आम जनता में जागरूकता लाना है। आवेदक को विज्ञापन और दृश्य प्रचार निदेशालय (डीएवीपी) की सूचीबद्ध एजेंसी होना चाहिए। आवेदन-पत्र तथा विस्तृत नियम एवं शर्तों हेतु कृपया न्यास की वेबसाइट www.nbtindia.gov.in देखें। आवेदन जमा करवाने की अंतिम तिथि 01 नवंबर 2019 है।

निदेशक, राष्ट्रीय पुस्तक न्यास, भारत का निर्णय अंतिम व बाध्यकारी होगा।

Application Form

For Empanelment of Agencies (under DAVP) for Outdoor Campaign through Auto Rickshaws:

Sl. No .	Particulars	Details (mention the page nos./flag of the supporting documents)
1	Name of the Agency	
2	Year of Establishment	
3	Address of Registered Office	
4	Company profile	
6	Contact details of CEO/head of the agency	
7	Work Experience (provide details of Govt./Ministries/PSU other clients with proofs – work order.	
8	Undertaking as per point 3 of Terms & Conditions (Enclose copy of undertaking)	
5	PAN No. (Enclose copy)	
9	GSTN Registration Certificate(Enclose copy)	
10	DAVP Registration Certificate (enclose copy)	
11	Your Offer of Advt. on Auto Rickshaw in Delhi to NBT for NDWBF 2020	

I have read all the terms and conditions.

TERMS & CONDITIONS

1. The general period of display will be between 09 December 2019 to 10 January 2020. The actual date will be communicated at the time of work order. The display should be strictly put up for one month.
2. Each agency needs to provide the DAVP letter under which it is empanelled and applicable for current period. The name of the agency should match the Empanelled DAVP letter.
3. All Auto Rickshaws should be identified by the selected Advertising agency/ Firm and they have to get the requisite permission from the Auto Rickshaw owners/competent Authority.
4. It will be the sole responsibility of the agency to have due approval for this job if necessary, from the State Transport Authority, Delhi/NCR.
5. The Content of the design, in soft copy, should be displayed only after approval from NBT.
6. Each agency should provide an undertaking stating the agency is empanelled in DAVP stating that in case there is any issue of permissions from any Govt. body then in that case you are solely responsible for clearing it. The National Book Trust, India will not be involved in any manner.
7. The payment against the bill raised by the agency will be subject to the third party physical audit and monitoring by a Govt. agency. Please ensure that the GST number of NBT and your company is clearly mentioned on the invoice submitted by you
8. A Screening Committee will finalize the offers, as per NBT'S requirements, objectives and parameters of NDWBF 2020. Their decision will be final and binding.
9. Only DAVP rates for the Hood Wrap as per the DAVP letter will be followed. No commercial rate will be entertained.
10. Photography of the Auto rickshaws on advertising campaign along with Newspapers should be submitted at the time of start of campaign.
11. NBT India may send own personnel to monitor the execution process.

12. For inspection purpose, any number of autos may be asked for to check display and quality anytime during the campaign.

13. The payment against the bill raised by the agency will be subject to the physical audit and monitoring by a third party Govt. monitoring agency.

14. Force Majeure

- a) The Agency shall not be liable for forfeiture of its performance security, liquidated damages, or termination for default if and to the extent that it's delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.
- b) For purposes of this clause, "Force Majeure" means an event beyond the control of the Agency and not involving the Agency's fault or negligence and not foreseeable.
- c) Such events may include, but are not restricted to, acts of NBT in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions, and freight embargoes.
- d) If a Force Majeure situation arises, the Agency shall promptly notify NBT in writing of such condition and the cause thereof. Unless otherwise directed by NBT in writing, the Agency shall continue to perform its obligation under the Contract as far as is reasonably practical and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event. In the event of Force Majeure, the Agency shall advise NBT by a registered letter duly certified by local Chamber of Commerce or statutory authorities the beginning and end of the above cause of delay within seven (7) days of occurrence and cessation of such Force Majeure conditions.
- e) For delays arising out of Force Majeure, the Agency shall not claim extension in completion date for a period exceeding the period of delay attributable to the causes of Force Majeure and neither NBT nor the Agency shall be liable to pay any extra costs.

I have read all the terms & conditions and I agree to abide by them.

Authorised Signatory-----

Name of the Proprietor/Company-----

Name of the Agency-----

Address-----

Phone No.-----

Website:-----

E-mail:-----

Date:-----

Company Stamp-----