



National Book Trust, India  
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**EXPRESSION OF INTEREST  
FOR ADVT ON AUTO RICKSHAW HOOD  
WRAP FOR PROMOTION OF NDWBF 2022**

National Book Trust, India, under Ministry of Education, Govt. of India is organizing the annual **New Delhi World Book Fair 2022** (8<sup>th</sup> to 16<sup>th</sup> January 2022) at Pragati Maidan, New Delhi. Applications are invited for EOI from reputed and DAVP empanelled agencies for conducting campaign through Auto rickshaws in Delhi/NCR region only. The display is proposed to be implemented with the objective of increasing footfall and improving awareness amongst general public towards NDWBF 2022, the largest Book Fair in the Afro-Asian region. For Application Form and detailed terms and conditions, please refer to our website i.e. [www.nbtindia.gov.in](http://www.nbtindia.gov.in). Last date for submitting applications is **24 November 2021**.

*The decision of the Director, NBT, India will be final and binding.*

## Application Form

For Agencies, empanelled with DAVP, for Outdoor Campaign of New Delhi World Book Fair 2022 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 2022	

I have read all the terms and conditions.

**Signature with stamp**

## **TERMS & CONDITIONS**

1. The general period of display will be between 15 December 2021 to 16 January 2022. The actual date will be communicated at the time of work order. The display should be strictly put up for the time period as per the Release Order issued.
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. The bidding firm/agency should not have been blacklisted /deregistered or debarred by any Govt. department/Institution.
7. Affidavit in original from Govt. Notary that the bidding firm/agency has not been blacklisted or debarred by any Govt. department/Institution in the past.
8. Each agency should provide an undertaking stating the agency is empanelled with DAVP and stating that in case there is any issue of permissions from Govt. for any site provided by the agency, then in that case the Agency (Your name) is solely responsible for clearing it. The National Book Trust, India will not be involved in any manner.
9. The payment against the bill raised by the agency will be subject to the third party physical audit and monitoring by a Govt. agency.
10. Please ensure that the GST number of NBT and your company is clearly mentioned on the invoice submitted by you.
11. A Screening Committee will finalize the offers, as per NBT's requirements, objectives and parameters of NDWBF 2021. Their decision will be final and binding.
12. Only DAVP rates for the Hood Wrap as per the DAVP letter will be followed. No commercial rate will be entertained.
13. Photography of the Auto rickshaws on advertising campaign along with Newspapers should be submitted at the time of start of campaign.
14. NBT India may send own personnel to monitor the execution process.
15. For inspection purpose, any number of autos may be asked for to check display and

quality anytime during the campaign.

16. Bidders must enclose sample of previous work (flex along with Advertisements) done along with the Technical Bid for reference (mentioning the organization & time).
17. Provide list data of all the auto rickshaws (auto no., drivers name, contact no., zone) should be submitted at the time of start of campaign.

**18. Force Majeure**

- a) Both parties shall not be liable for forfeiture of its performance security, liquidated damages, or termination for default if and to the extent that its 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 both the parties and not involving both parties 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 of 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-----