



National Horticulture Mission

F.No. MSHMPB/PRO/2236/11
Pune , Dt. 3 August, 2011

EMPANELMENT OF PRINT MEDIA ADVERTISING AGENCIES

Maharashtra State Horticulture and Medicinal Plants Board a nodal agency for implementation of NATIONAL HORTICULTURE MISSION and NATIONAL MISSION ON MEDICINAL PLANTS in the state of Maharashtra intends to form a panel of professionally managed Advertising agencies in the field of Print Media. The agency should be capable of providing seamless concept to final product service. The media activities involved are;

- Conceptualization, preparation and if necessary, finalization of advertising material related to print media viz. brochures, leaflets, posters, banners, display panels and display material for exhibition to promote various schemes of the board.
- Carry out the end to end task in respect to participation in the various exhibitions, on behalf of the board.

Pre-qualification criteria:

1. The agency should be a sole proprietary concern, Partnership firm or Company and should be registered with Registrar of Firms /Registrar of Companies wherever applicable and should have been in existence/operation for the last 5 years.
2. The advertising agency should have undertaken advertising service for institutions like DoA / SAUs / KVKs / NRCs / NABARD / RBI (Agri. Div) / Other Public Sector undertakings preferably related with Agriculture and empanelled with not less than 3 institutions.
3. The agency should have undertaken similar works in the last 3 years and the cumulative value of such work should not be less than Rs.12 lakh per annum.
4. The agency should be an income-tax assessee having filed its Income-tax return for the last three assessment years.
5. The agency should have achieved average annual turnover of not less than 30 lakh per annum during the last three financial years ending 31.03.2011..
6. Agencies having full fledged office in Pune and experience in public sector social communication would be preferred.

How to apply :

Interested agencies should submit an application in the prescribed form along with attested copies of the documents as stated therein. The last date for submission of completed application form along with the requisite documents is 16th August, 2011 up to 3.00 pm. The applications will be opened and scrutinized on 18th August, 2011 at 3.00 pm.. Only application of agencies that fulfill the pre-qualification criteria would be

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considered by the Board for empanelment. Prequalified agencies if required will be called for strategic/creative presentation before their empanelment.

Other Terms and Conditions:

1. A successful agency has to deposit Rs.10, 000/- as a security deposit and execute an agreement with the board before its empanelment. The board will decide terms and conditions of such agreement.
2. The allotment of work will be by either of the way i) finalizing the rates on the competitive basis once for similar kind of work for the period of next 6 months or ii) the quotation shall be called from the agencies for particular work and lowest bidder will be allotted the work.
3. An empanelment with board would not guarantee the award of the work also it will not confer any right or privilege to empanelled agency for allotment of work.
4. Board reserves the right to accept and reject to any of application or to relax any of the conditions of prequalification without assigning any reason thereof.

Completed application form along with the requisite documents shall be submitted in a sealed envelope clearly indicating the category of work on top of the envelope addressed to;

*Managing Director,
Maharashtra State Horticulture and Medicinal Plants Board
Sakhar Sankul, Shivajinagar, Pune - 411005*

Note : For details and copy of the application form, please visit www.mahanhm.gov.in or collect the same from address given above.

**-sd/-
Managing Director**

Maharashtra State Horticulture and Medicinal Plants Board



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ST **EMPANELMENT NOTICE**

Maharashtra State Horticulture and Medicinal Plants Board, Pune intend to prepare panel of advertising agencies having specialization in the print media and experience for advertising of various government schemes related agriculture/ horticulture.

Agencies empanelled with government/semi-government institutions related with agriculture /horticulture will be preferred.

Interested agencies may collect further details and application form from the address mentioned below or downloads the same from:

<http://www.mahanhm.gov.in>

**sd/-
Managing Director**

**Maharashtra State Horticulture &
Medicinal Plants Board
Sakhar Sankul, Shivajinagar,
Pune - 411 005**



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On Company Letterhead

APPLICATION FOR EMPANELMENT OF PRINT MEDIA ADVERTISING AGENCIES

1)	Name of the Organization				
2)	Year of establishment				
3)	Name of the Executive Producer				
	i) Registered Office address (in full)				
	ii) Residential address of the Executive Producer				
	Telephone No.		Off		
			Res		
	iii) Fax No.				
	iv) Mobile No.				
	v) E-mail address				
vi) Do you have branch office(s) other than indicated above in Pune or outside Pune (If yes, give details)					
4)	Contact Address at Pune (for those agencies with headquarters outside Pune)				
	Contact Person				
	Telephone No				
	Fax No.				
	E-mail address				
Legal Status of Organization					
5)	a) Is it registered firm/company? (Mention Registration no. if any/Trade license no. and copy of the certificate of registration may be attached)			Yes /No	
	b) Is your organization a proprietorship firm, partnership firm or company? (Attach documents- Partnership deed, MoA etc) (If a partnership firm, also attach the list of name(s) and address(es) of your partners. If company, attach the list of name and Addressed of Directors)				
	c) State whether the proprietor/ any of the Partners/Directors is are Retired Government Officials. (If yes, the date of his/her Retirement and the Department)			Yes /No	
Professional Qualification and Experience					
6)	Have you done any degree/diploma course in the related field (If yes, give details with documents) :			Yes /No	
7)	Give details of professional experience in following format.				
	S. No	Name of Work	Year of Work	Organization for which work carried out	Sr.no of enclosures at which supporting Documents are placed
Financial Status of Organization					
8)	Annual Business Turn over for last three years 2008-09,				

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	2009-10, 2010-11 (submit certificate from a statutory auditor/Chartered Accountant in support of your claim)				
9)	Details of Income Tax Return submitted for last 3 years along with last IT Clearance certificate (enclose copy of Income Tax Return submitted for the financial year)				
10)	Permanent Income tax Account No.				
11)	Sale Tax /Central Sale Tax No.				
Others					
12)	Has the agency ever been blacklisted by any organization? If yes, give details :	Yes /No			
13)	Whether any civil suit/litigation arisen in the contracts executed during the last 5 years/ being executed. (if yes please furnish the details)				
14)	Have you associated with MSHMPB in any other contract in the past? If yes give details.				
15)	Name of the organization/institution presently empanelled with giving details of the following format				
Sr . No	Name of the organization/institution	Period of empanelment	Name and Nature of Job Done	Value of the work	Is the job was related with Agri/ Horti field
<i>Please attach certificate issued by said organization with seal and signature of competent authority.</i>					
16)	Details of Demand Draft drawn in favour of Managing Director, Maharashtra State Horticulture and Medicinal Plants Board, Pune towards security deposit.				
	a) Draft No.				
	b) Drawn on Bank				
17)	Any other relevant information :				

Signature -----

Full name and designation-----

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DECLARATION

I ----- (Designation) solemnly affirm that the facts stated above are correct and nothing has been withheld. If any information submitted above, is found to be false or fabricated, I may be liable to be suspended and/or debarred from empanelment.

I permit MSHMPB to inspect my office and infrastructure facilities and other records to ascertain the above facts.

I permit MSHMPB to cross check the above facts from any other source.

I or my authorized representative, if required by MSHMPB, would make presentation before Empanelment Advisory Committee at my own cost.

I will abide by the decision of MSHMPB in to regarding empanelment.

Signature -----

Date-----

Full name and designation-----

NOTE:

- 1) Please attach sheets wherever necessary.
- 2) All the enclosure should be properly annexed and serial numbered.
- 3) Please ensure that application form is complete. Incomplete application form would not be considered.
- 4) Last date and time for submission of complete application in prescribed proforma along with relevant documents and Demand Draft is 16th August, 2011 at 3.00 pm.

Details of enclosures:

Sr. No	Particulars	Column No. of the proforma to which it relates	Sr. no's at which placed

Maharashtra State Horticulture and Medicinal Plants Board