



Expression of Interest for Empanelment of Advertising Agencies for Publication of Advertisements in Newspapers and Periodicals

Notice No.: SVTR/ADVT/2026-27/01

Last Date & Time of Submission: 16.09.2026 (Monday) till 17:00 Hrs.

The details of the EOI documents are available on our website <https://www.svnirtar.nic.in/>
The corrigendum/addendum to this EOI, if any, shall also be uploaded on the above website.

Swami Vivekanand National Institute of Rehabilitation Training & Research

Department of Empowerment of Persons with Disabilities (Divyangjan)

Ministry of Social Justice & Empowerment, Government of India

At: Olatpur, PO: Bairoi, Dist: Cuttack, Odisha, PIN: 754 010

Tel No.: 0671 – 2805552, 2805856, Fax: 2805862 E-Mail: svnirtar@gmail.com, Website: <https://www.svnirtar.nic.in/>

Important Dates & Contact Information

1.	EOI Document	Can be downloaded from the website: https://svnirtar.nic.in/
2.	Office of Issue	Swami Vivekanand National Institute of Rehabilitation Training and Research, SVNIRTAR, Olatpur, P.O: Bairoi Dist: Cuttack Odisha - 754010 Phone No.: 0671 - 2805552 FAX No.: 0671 -2805862
3.	Date of Publication	27.08.2026 (Thursday)
4.	Last Date & time of Submission	16.09.2026 (Wednesday) 17:00 Hrs
5.	Mode of Submission	Copy of the proposal along with the relevant documents duly stamped and signed by the applicants may please be sent through Speed Post/Registered Post only to: The Director, Swami Vivekanand National Institute of Rehabilitation Training and Research, SVNIRTAR Olatpur, P.O: Bairoi, Dist: Cuttack, Odisha - 754010
6.	Date & time of Opening of Technical Bids	17.09.2026 (Thursday) 15:30 Hrs
7.	Date of publication of result of Technical Bids	18.09.2026 (Friday)
8.	Date & Time of Opening of Financial Bid only for technically qualified bidders.	Technically qualified bidders shall be informed about the date of opening of financial bid at a later date.
9.	Queries	In case of any query, the applicants should send such queries through E-mail to svnirtar@gmail.com

Expression of Interest

Swami Vivekanand National Institute of Rehabilitation Training and Research (SVNIRTAR) an Autonomous Body under Department of Empowerment of Persons with Disabilities (Divyangjan), Ministry of Social Justice and Empowerment, Govt. of India invites Expression of Interest in two parts (Technical and Financial) from reputed advertising agencies empanelled with the Central Bureau of Communication (CBC), Ministry of Information & Broadcasting for Publication of Advertisements in Newspapers and Periodicals.

1. INTRODUCTION:

Swami Vivekanand National Institute of Rehabilitation Training and Research (SVNIRTAR) is an Autonomous Body under Department of Empowerment of Persons with Disabilities (DIVYANGJAN), Ministry of Social Justice and Empowerment, Govt. of India. It provides complete medical rehabilitation for the Persons with Locomotor Disabilities.

It also conducts three Bachelor's Degree Courses in Physiotherapy, Occupational Therapy, Prosthetics and Orthotics, three Postgraduate Courses in Physiotherapy, Occupational Therapy and Prosthetics and Orthotics affiliated to Odisha University of Health Sciences, Bhubaneswar. It also has an accreditation for DNB in Physical Medicine and Rehabilitation of National Board of Examination (NBE), New Delhi.

2. SCOPE OF WORK:

The empanelled advertising agency shall provide end-to-end advertising and publication services for SVNIRTAR, including but not limited to the following:

- 2.1 Design, compose, format and proofread advertisements strictly in accordance with the text and instructions provided by SVNIRTAR. Ensure that the layout, typography, logos and graphical elements conform to Government of India standards. Carry out modifications, corrections and revisions, if required, without any additional cost.
- 2.2 The Agency shall arrange publication of advertisements relating to, inter alia: Recruitment Notices, Tender Notices, Expression of Interest (EOI), Request for Proposal (RFP), Auction Notices, Admissions and Academic Notifications, Extension/Corrigendum Notices, Public Notices, Invitations for Quotations, Conference, Seminar and Workshop Announcements, any other advertisements as required from time to time.
- 2.3 Release advertisements in newspapers and periodicals approved and as per the release orders issued. Ensure publication in the specified edition(s), language(s), date(s) and size(s) without deviation.
- 2.4 Where an error or incorrect publication is attributable to the agency, the agency shall bear the cost of corrective publication, and no additional payment shall be made by SVNIRTAR for such corrective publication.
- 2.5 The Agency shall be required to submit the original newspaper clipping(s), E-paper copy/PDF, Release Certificate (wherever applicable), publication details indicating newspaper, edition, page number and date of publication immediately after publication.
- 2.6 The Agency shall submit GST compliant Invoice, Central Bureau of Communication (CBC) approved Rate details, copy of Work Order, proof of publication and any other supporting documents as may be called for.
- 2.7 The Agency shall execute all assignments within the timelines prescribed by SVNIRTAR. Emergency advertisements shall be released on priority basis, including on holidays or weekends, wherever required.
- 2.8 The Agency shall maintain strict confidentiality of all draft advertisements, official communications, documents and information supplied by SVNIRTAR and shall not disclose or reproduce the same for any purpose without prior written approval.
- 2.9 The Agency shall ensure compliance with Central Bureau of Communication (CBC) Guidelines, Government of India Advertisement Policies, Press Council of India Norms, GST and other applicable statutory provisions and any instructions issued by the Ministry of Social Justice & Empowerment or SVNIRTAR from time to time.

3. ELIGIBILITY CRITERIA:

Agencies fulfilling the following eligibility conditions shall be considered for empanelment:

- 3.1 The bidder shall have minimum three (03) years' experience in arranging publication of advertisements in newspapers and/or periodicals for Government Departments, Autonomous Bodies, PSUs, Universities or other reputed organizations. The bidder shall furnish documentary evidence of such experience. Where the bidder claims eligibility based on any CBC empanelment/authorization, documentary evidence of the same shall also be furnished.
- 3.2 The Agency may be a Proprietorship Firm, Partnership Firm, Limited Liability Partnership (LLP), Private or Public Limited Company registered under the applicable laws of India.
- 3.3 The Agency must possess a valid Permanent Account Number (PAN), GST Registration Certificate, Registration Certificate/Incorporation Certificate of the Firm/Company and other statutory registrations, wherever applicable.
- 3.4 The Agency must have an average annual turnover of not less than ₹50.00 lakhs during the last three financial years. Copies of audited financial statements or Chartered Accountant's certificate with valid UDIN No. must be submitted.
- 3.5 The Agency must possess adequate infrastructure including office establishment, qualified creative/design team, media planning personnel, client servicing staff, computerized designing and communication facilities, ability to provide services on short notice.
- 3.6 The Agency shall not have been blacklisted, debarred, banned or declared ineligible by any Central Government Department, State Government Department, Central/State Autonomous Body, PSU, statutory authority or Government institution during the last five years preceding the last date of submission of the EOI. A declaration in this regard shall be furnished in the letter head of Bidder.

4. CONTRACT PERIOD:

The empanelment shall initially remain valid for a period of three (03) years from the date of issue of the Empanelment Letter, subject to satisfactory performance. SVNIRTAR may review the performance of the empanelled agency periodically. The empanelment may be extended by up to one (01) additional year, subject to satisfactory performance and approval of the Competent Authority.

5. GENERAL TERMS & CONDITIONS:

- 5.1 The bidder shall not be insolvent, under liquidation, court receivership or subject to insolvency resolution or similar proceedings as on the last date of submission of the EOI.
- 5.2 SVNIRTAR shall reserve the right to seek additional information or ask for supporting documents from Bidders for verifying/evaluating their credentials whenever required.
- 5.3 **Application must be submitted through Speed Post/Registered Post only to The Director, Swami Vivekanand National Institute of Rehabilitation Training and Research, SVNIRTAR, Olatpur, P.O: Bairoi, Dist: Cuttack, Odisha - 754010.**
- 5.4 Any application received after the stipulated date & time due to any reason whatsoever will be rejected out rightly.
- 5.5 Either party may terminate the empanelment by giving one month's prior written notice, without prejudice to SVNIRTAR's right to terminate the empanelment earlier in case of fraud, misrepresentation, breach of terms and conditions, blacklisting or other material default.
- 5.6 SVNIRTAR shall not be responsible for any expense incurred by bidders in connection with the preparation and delivery of their bids and other expenses incurred during the bidding process.
- 5.7 SVNIRTAR reserves the right to accept or reject any bid or all the bids at any time prior to award of empanelment without assigning any reason whatsoever.
- 5.8 Canvassing in any form by the bidder or by any other agency on their behalf may lead to disqualification of their bid.
- 5.9 The bidder is expected to examine the document carefully, including all instructions, forms, terms and specifications in the document.
- 5.10 Format of application must be completely filled in. Incomplete applications will be rejected out rightly.

6. MODE OF SUBMISSION OF BID DOCUMENTS:

6.1 Applications must be submitted under sealed cover superscripting the notice no. & date and the words **“Application for empanelment for publication of advertisements in newspapers and periodicals of SVNIRTAR, Cuttack”**. The application submitted shall contain two envelopes **Part – I** super scribed as **“Technical Bid”** along with all supporting documents duly signed & stamped & **Part – II** super scribed as **“Financial Bid”** in another sealed envelope.

6.2 **Part – I Technical Bid:** Bid Documents containing the following must be bound, indexed, completely page numbered and arranged in the order:

- a. Covering Letter on Bidder’s Letter Head as per **Annexure – I**.
- b. Bidder’s General Information as per **Annexure – II**.
- c. Bidder’s Bank Mandate as per **Annexure-III**.
- d. Declaration & compliance to bid requirements as per **Annexure-IV**.
- e. Any other information required or considered relevant by the Bidder.

All documents furnished by the Bidder as per the requirement of Technical Bid Evaluation Criteria shall be signed and sealed by the Bidder.

6.3 Part – II – Financial Bid:

The Financial Bid shall be submitted as per **Annexure - V** provided in the Document. The envelope containing the Financial Bid shall be super scribed with **“Financial Bid for empanelment for publication of advertisements in newspapers and periodicals of SVNIRTAR, Cuttack”**.

7. EVALUATION OF TECHNICAL BID:

The Institute will determine whether the bidder has fulfilled all the conditions and has submitted all the relevant documents as stipulated in this contract document and whether the bidder is substantially responsive or not. The Institute will then proceed with the opening of Financial Bid of those bidders whose technical bid has been found substantially responsive.

8. EVALUATION OF FINANCIAL BID:

8.1 The Financial Bids of only those bidders who qualify in the Technical Evaluation shall be opened and evaluated.

8.2 The Financial Bid shall be evaluated exclusively on the basis of the percentage discount offered over the prevailing rates of the Central Bureau of Communication (CBC), Ministry of Information & Broadcasting, Government of India, applicable to the concerned newspaper/publication and advertisement category.

8.3 The bidder shall quote a single, unconditional percentage discount over the applicable prevailing CBC rates. The applicable CBC rate shall be determined with reference to the concerned newspaper/publication, edition, language, advertisement size, colour/black-and-white category and other parameters, as applicable.

8.4 Applicable CBC Rates

The applicable CBC rate shall mean the rate notified/approved by the competent authority and prevailing for the concerned newspaper/publication, edition, language, advertisement category, size, colour/black-and-white specification and other applicable parameters on the date of release/publication, as applicable.

Any applicable premium for colour, preferential position or other components prescribed under the prevailing Government rate structure shall be dealt with in accordance with the applicable CBC provisions.

8.5 In case two or more technically qualified bidders quote the same highest percentage discount, resulting in a tie for H-1, SVNIRTAR may, at its discretion:

- a. Seek revised financial offers from the tied bidders, if considered appropriate and permissible;

8.6 If a bidder quotes an abnormally high or commercially unrealistic discount which raises doubt regarding the bidder's ability to provide the required services, SVNIRTAR may seek written clarification from the bidder regarding the basis of such quotation. The bidder shall provide adequate justification and confirmation that the quoted discount shall be honoured throughout the period of empanelment.

8.7 SVNIRTAR may reject the offer if the clarification is found unsatisfactory or if the quotation is considered non-responsive or otherwise unacceptable in accordance with applicable procurement provisions.

9. AWARD OF CONTRACT:

9.1 The technically qualified bidder offering the highest percentage discount over the applicable prevailing CBC rates shall be ranked H-1 and shall be recommended for empanelment, subject to approval of the Competent Authority and fulfilment of all terms and conditions of the EOI.

9.2 SVNIRTAR reserves the right to empanel one or more technically qualified agencies, as considered necessary in the interest of timely publication, geographical coverage, operational convenience and continuity of services.

9.3 Empanelment of an agency shall not confer any right to receive any minimum quantity, frequency or monetary value of work. Advertisement shall be placed only as and when required.

9.4 Where more than one agency is empanelled, SVNIRTAR may distribute advertisement assignments among the empanelled agencies based on the nature of advertisement, newspaper coverage, language, geographical requirement, urgency, past performance, responsiveness and administrative convenience. No agency shall have a claim for allocation of any particular advertisement.

10. PAYMENT TERMS:

10.1 Payment shall be made after satisfactory publication and submission of GST-compliant invoice, applicable CBC rate details, release order, proof of publication and other supporting documents. No advance payment shall ordinarily be made.

10.2 No agency commission, service charge, coordination charge, processing charge or other additional charge shall be payable by SVNIRTAR, except applicable statutory taxes, if any.

11. TERMINATION OF EMPANELMENT:

11.1 The Institute may, without prejudice to any other remedy for breach of contract, by written notice of default with a notice period of one month, sent to the Agency, terminate the contract either in whole or in part if it comes to the notice that, the Agency has failed to perform any of the obligation(s) under the contract; or has engaged in fraudulent and corrupt practices in competing for or inexecuting the contract.

11.2 In the event, the Institute terminates the contract in whole or in part, the Institute may entrust the contract to other agencies in such manner and at such rate as deemed appropriate.

12. DISPUTES AND JURISDICTION:

Any dispute arising out of or in connection with this EOI, empanelment or assignments issued pursuant thereto shall be subject to the jurisdiction of the competent courts at Cuttack, Odisha.

13. BID VALIDITY

The bid shall remain valid for a period of 180 days from the last date prescribed for submission of the EOI.

Sd/-
Dr. P.P. Mohanty
Director

(To be submitted on the letter head of the Bidder)

To
The Director
Swami Vivekanand National Institute of Rehabilitation Training & Research
At: Olatpur, PO: Bairoi, District: Cuttack - 754010

Subject: Application for empanelment for publication of advertisements in newspapers and periodicals of SVNIRTAR, Cuttack
Refer Your Notice No. SVTR/ADVT/2026-27/01 dtd. 27.08.2026

Sir,

1. I/We, the undersigned do hereby tender and undertake to apply for “**Empanelment for publication of advertisements in newspapers and periodicals of SVNIRTAR, Cuttack**” as described in accordance with the terms and conditions of the Notice No. SVTR/ADVT/2026-27/01 dtd. 27.08.2026.
2. I/We have gone through the instructions in the EOI and carefully read all the conditions of the EOI and agree to abide by all the conditions mentioned in the document.
3. I/We hereby certify that the amount quoted in this EOI is final and I/We will not come forward for any revision or alteration in amount quoted subsequently due to any reasons.
4. I/We are aware that our application is liable for disqualification in the event of deviations observed by the Institute.
5. In response to the Notice No. SVTR/ADVT/2026-27/01 dtd. 27.08.2026 as a Proprietor/Partner/Director ofI/We hereby declare that our Agency/Bidder's Name has not been declared ineligible for corrupt & fraudulent practices indefinitely or for a particular period of time.
6. I/We further declare that the information and documents furnished in the application submitted by us are correct and genuine.
7. I/We are aware of the Institute's right blacklisting me/us if, any information furnished by us is found to be false at the time of scrutiny and not complying with the terms and conditions.

Signature of the Bidder
Name & Address
(Organisation Seal)

(To be submitted on the letter head of the Bidder)

General Information

Sl No	Particulars		
1.	Name and Address of the Agency with Phone No. and E-Mail ID	:	
2.	Type of Agency: (Whether Proprietorship, Partnership, Private/Public Ltd. Company or Co-operative Society, LLP etc.	:	
3.	Registration Number and Date	:	
4.	PAN Number (Self-certified photocopy to be enclosed)	:	
5.	GST Regn. No. (Self-certified photocopy to be enclosed)	:	
6.	Audited Accounts (Last three years)	:	
7.	Income Tax Returns (Last three years)	:	
8.	Copy of valid empanelment/authorization/registration with the Central Bureau of Communication (CBC), Ministry of Information & Broadcasting, Government of India, wherever applicable under the eligibility criteria.	:	
9.	Documentary evidence of experience in arranging publication of advertisements in newspapers/periodicals, particularly in newspapers/publications covered under the applicable CBC framework.	:	
10.	Details of experience for the preceding three years in handling advertisement and publication work and list of major clients, particularly Central/State Government Departments, Autonomous Bodies, PSUs, Universities or other Government institutions. (Furnish copies of relevant work orders, completion certificates or client certificates in support of the experience claimed)	:	
11.	Any other Information	:	

Signature of the Bidder
Name & Address
(Organisation Seal)

(To be submitted on the letter head of the Bidder)

E-Payment Form
Bank Account Particulars

1. Bidder's Name:.....
2. Address of Bidder:.....
3. Particular of Bank Account
 - a. Name of the Bank:.....
 - b. Branch Code:.....
 - c. Address of the Bank Branch:.....
 - d. Type of account (SB, Current, Credit):.....
 - e. Account Number:.....
 - f. Bank's IFSC code for RTGS/NEFT:.....

I hereby declare that the particulars given above are correct and complete and accord our consent for receiving payment through electronic mechanism. I also undertake to intimate the changes, if any, in bank account details in future and SVNIRTAR will not be held responsible for non-payment/delay due to above change in bank details and also due to technical reasons beyond its control.

(_____)
 Signature of the authorized signatory (ies) & Designation

Place:
 Date:
 Official seal of the Bidder

BANK CERTIFICATION

Certified that the particulars furnished above are correct as per our records.

Place:
 Date:

Bank's Stamp
 Stamp & Signature
 Authorized official of the Bank

(To be submitted on the letter head of the Bidder)

Undertaking

I/We hereby confirmed that all the documents submitted in this EOI are authentic, genuine, copies of their originals and have been issued by the issuing authority mentioned above and no part of the document(s)/ information is false, forged or fabricated.

I/We hereby confirm that our Bid complies with the total technical-commercial requirements, terms and conditions of the contract and subsequent addendum/corrigendum (if any), issued by SVNIRTAR, without any deviation, exception, comments and assumptions.

I/We also confirm that we have quoted the prices without any condition and deviation.

I/We hereby confirm that we are not under any 'liquidation', any 'court receivership' or similar proceedings and 'bankruptcy'.

I/We hereby confirm that no Partner/Director of the entity have not been convicted in any disciplinary proceedings /criminal case by regulatory authority(ies)/court in connection with professional work.

I/We further confirm that, we have not been in negative list / blacklisted by any Public Sector Undertaking /Government Organization /SVNIRTAR.

I/We also confirm that the contents of this contract have not been modified or altered by us. We agree that if any noticed in future, our Bid may be rejected/terminated.

I/We hereby confirm that we have gone through and understood the terms and conditions of the EOI document and that our Bid has been prepared accordingly in compliance with the requirement stipulated in the said documents.

Name of Bidder: _____

Seal and Signature of Bidder: _____

FINANCIAL BID**Expression of Interest (EOI) for Empanelment of Advertising Agencies for Publication of Advertisements in Newspapers and Periodicals**

(To be filled in by bidder)

PRICE QUOTATION FORMAT

NAME OF THE BIDDER: _____

ADDRESS OF THE BIDDER: _____

Sl No	Particulars	Percentage Discount Offered
1	Percentage Discount offered over the applicable prevailing CBC Rates	
2	Percentage Discount in Words	

Declaration

I/We, the undersigned, hereby offer a discount of _____% (_____ percent) over the applicable prevailing CBC rates for publication of advertisements entrusted by SVNIRTAR during the period of empanelment.

I/We further confirm and undertake that:

1. The percentage discount quoted above is unconditional and shall remain applicable during the entire period of empanelment.
2. The applicable CBC rate shall be determined with reference to the concerned newspaper/publication, edition, language, advertisement size, colour/black-and-white category and other applicable parameters under the prevailing CBC rate structure.
3. The effective payable amount shall be calculated as follows:

Effective Advertisement Cost = Applicable CBC Rate × (100 – Quoted Discount %) ÷ 100 + Applicable Statutory Taxes, wherever applicable.

4. The quoted discount shall be applicable to all advertisements released to the agency by SVNIRTAR, subject to the terms and conditions of the EOI.
5. No additional agency commission, service charge, processing charge, coordination charge or any other hidden charge shall be claimed from SVNIRTAR.
6. Applicable GST and other statutory taxes, wherever payable, shall be charged separately in accordance with the prevailing statutory provisions.
7. We have carefully examined and understood all the terms and conditions of the EOI and agree to abide by them.
8. We understand that the technically qualified bidder offering the highest percentage discount over the applicable prevailing CBC rates shall be ranked H-1, subject to the provisions of the EOI and approval of the Competent Authority.
9. We understand that empanelment does not guarantee any minimum volume or value of business from SVNIRTAR.

Signature & Seal of the Bidder

Date:

Place: