

**PURCHASE COMMITTEE PROCEEDINGS FOR EMPANELMENT OF
NEWSPAPER AGENCY FOR ADVERTISEMENTS**

27th Oct 2017

Proposal for empanelment of newspaper advertising agency was initiated by Shri.Rajesh,IMO. The proposal was approved by competent authority and forwarded to purchase committee for necessary procedures. Sealed tenders from reputed agencies were invited by initiating NIT. The NIT was published in one national daily (All India Edition), Indian trade journal, CPPP portal and NIEPMD web for wide publicity. The last date for submission of tender document in two bid system was 14th Sep 2017 and tech bid opening was on 15th Sep 2017. The technical bid was evaluated by the purchase committee and proceeding was approved by competent authority on 06th Oct 2017. Based on purchase committee recommendations following firms were qualified for price bid opening:

The following agencies were qualified for price bid opening:-

1. M/s.Enthral Communications
2. M/s.Goldmine advertising
3. M/s.Ventures advertising

Price bids of above recommended agencies opened by the purchase committee on 17th Oct 2017. CSQ for the same is as follows:-

Sl. No.	Name of Work	M/s.Enthral Communications	M/s.Goldmine advertising	M/s.Ventures advertising
		Discount Percentage on DAVP Tares		
01	Print Media (Newspaper Advertisement)	11.01% (Eleven Point Zero one Percentage)	12.00 % (Twelve Point Zero Percentage)	7.50% (Seven Point Five Zero Percentage)

In view of the above comparison the committee noted that M/S Goldmine Advertise, offering the maximum percentage of Discount on DAVP rates. The committee recommends that non-DAVP advertisement may approved for undertaking through M/S Goldmine Advertisement on above discount percentage.

The above is submitted for your kind perusal and necessary direction please.


Sri Nachiketa Rout
Chairperson


Shri. S. Venkateswaran
Member


Shri S. Gurumoorthy
Member


Shri K.K. Dhanavendhan
Member


Shri. PK Tripathi
Member


Shri. Rajesh M
Member Secy.

Account Officer: *Proceedings verified. Recommended for approval of.* *30/10/17*

Director: 
31/10/17

As per IMO
outward No. 13
1/11/17