

Sub: Request for Proposal to collection of Advertisements for Directory of Architects and Hand Book of Professional Documents 2017 of Council of Architecture-reg.

Dear Sir/Madam,

We are pleased to inform that **COUNCIL OF ARCHITECTURE** is bringing out the 12th edition of **the All India DIRECTORY of Architects 2017 (in two volumes) & the HANDBOOK of Professional Documents 2017**. This contains Architects Act, Rules, Regulations, Guidelines, Govt. Orders/ Circulars, High Courts/ Supreme Court order and other relevant material for daily use of the Architects. The All India **Directory of Architects contain the names of 75,000+ registered architects** in the country (listed alphabetically State-wise as well as City-wise). There is an addition of about 10,000 architects annually. The Handbook and the Directory both shall be important and useful documents from the view point of Architectural Practices as well as referral documents.

The Council will send **a copy of the Handbook of Professional Document 2017**, to each and every Architect registered with the Council (65,000+ Architects) **free of cost**. The Directory of Architects shall be a priced publication, however it is supplied **free of cost** to all the schools of Architecture, Professional Bodies, Govt. Bodies, Members of the Council and other Experts besides being bought by various stakeholders in the Architecture, Building & Construction segment.

COUNCIL OF ARCHITECTURE would like to avail the services of a sole advertisement consultant agency for booking of advertisements for the above mentioned publications on a fixed commission basis.

Since the publications are self-sustaining venture, the sole advertisement consultant on behalf of **COUNCIL OF ARCHITECTURE** will be responsible to generate maximum advertisement revenue to offset the printing and dispatch cost as well as payment of commission amount for the same.

Interested parties/individuals desirous of taking up the assignments can submit expression of interest providing targeted advertising revenue to be generated along with minimum commission to be charged for advertisement bookings.

Detailed terms are enclosed at annexure-'A'.

Thanking you,

Yours truly,

Raj Kumar Oberoi
Registrar

Director,
Council of Architecture

Sub: Request for Expression of Interest from professional agencies to collect advertisements for publication of Directory of Architects and Hand Book of Professional Documents 2017-reg.

The **Council of Architecture (COA)** has been set up under the Architects Act, 1972. The **COA** has been empowered with the responsibility of enforcing the Act throughout the country, including registration of Architects, regulating the Architectural education and profession. Presently, around 80,000 Architects are registered with **COA**, with an addition of about 10,000 Architects annually.

The **COA** proposes to publish a Directory of Architects and a Hand Book of Professional Documents 2017, in the interest of the architects & benefit of general public.

Keeping this in view, **COA** invites Expression of Interests from the interested individuals/ consultants/ registered agencies to undertake the responsibility of collecting and booking advertisements on behalf of CoA for publication of Directory of Architects and a Hand Book of Professional Documents 2017 on fixed commission basis, at the advertisement rates specified by the Council.

The appointed consultant/ firm/ agency shall be given a specific time frame to book as many number of advertisements as possible for the above mentioned publication(s).

The broad terms of engagement of agency/ firm will be as follows:

1. COA will pay commission on the basis of actual realization of payment for advertisements procured by the Consultant/firm and payment will be made after complete collection is credited to the account of COA.
2. COA will decide on the tariff rate for different size, specification and position of advertisements options available in the Directory & Handbook.
3. Payment in advance for all advertisements procured by the agency be drawn in favor of Council of Architecture by way of cheque, demand draft or online transfer with proof of payment. Agency will not be allowed to accept any cash payment on behalf of Council.
4. The consultant/firm may pursue clients in India and abroad to sell advertisement space for the above mentioned publications at their own cost and resources.
5. The decision of Council of Architecture shall be final and binding on the consultant/firm regarding interpretation of any clause/ condition to avoid/settle any arising dispute.

6. The consultant/firm will devise the marketing strategy in consultation with COA.
7. A letter of authorization will be issued to the appointed Consultant/ firm and shall be valid till the time of release, collection of payments and settlement of commission pertaining to the above mentioned publications.
8. All publishing rights of the Directory of Architects and Hand Book of Professional Documents 2017 such as contents, editorial, marketing etc. shall vest with the **COA**.
9. The Council reserves the right to accept or reject any or all the proposals of the consultant/firm without assigning any reason(s) thereof.
10. The selected consultant/firm shall be responsible for collection of minimum guaranteed revenue towards advertisements as determined by COA. In case of failure to do so, penalty may be charged by COA from consultant/ firm which may go upto 100% of the Commission payable for the entire advertising revenue generated.
11. All the expenses incurred in procuring advertisements etc. travelling, printing of advertisement tariff, sample of previous DoA and Hand Book etc. shall be borne by consultant/ firm.

Annexure-A

TECHNICAL/FINANCIAL DOCUMENT TO BE SUBMITTED By _____

1. Tender to be addressed to	Registrar, Council of Architecture
2. Tender to be submitted to	Registrar, Council of Architecture, India Habitat Centre, Core-6A, 1st Floor, Lodhi Road, New Delhi- 110 003
3. Tender, date and place of opening of Tender	On 21st April,2017 at CoA Office, 16.00 Hrs
4. Tender open for acceptance upto	Upto 20th April, 2017, 17.00 Hrs.
5. Name of the Consultant/Firm	
6. Address of the office in Delhi/NCR	
7. Previous Experience as advertisement Consultant	attach Proof
8. Proof of working experience for the last Five Years	Attach Proof
9. PAN No.	
10. Offered Rates of Commission (proposed for Collection of Advertisements)	_____ %
11. Value of the Advertisements expected	50,00,000/-
12. Minimum revenue Commitment for collection of Advertisements	

Signature _____

Name in the Block Letters _____
(Name of Consultant/Firm with Seal)

Date _____

Capacity in which signed _____

Full Address _____

Tel.Nos. _____