



भा.कृ.अनु.प.-केन्द्रीय अंतरस्थलीय मात्स्यकी अनुसंधान संस्थान  
(भारतीय कृषि अनुसंधान परिषद)  
बैरकपुर, कोलकाता-700 120, पश्चिम बंगाल



**ICAR-CENTRAL INLAND FISHERIES RESEARCH INSTITUTE**

No. 95-C/Adm.II/ (Indian Council of Agricultural Research) 24<sup>th</sup> August 2016

To Barrackpore, Kolkata 700 120, West Bengal, India

M/s. Ridge Advertising & Marketing Consultants,  
F-32, 1<sup>st</sup> Floor, Roshpa Tower,  
Main Road, Ranchi 834 001.  
e.mail : ridgeadv10@rediffmail.com/ridgeadv@gmail.com  
Website : www.ridgeemarketingservices.com

Sub : Empanelment of advertising agencies for ICAR-CIFRI, Barrackpore – Regarding

Sir,

Your Tender reference No. RA/CIFRI-AO/CSP-04/16-17 dated 02.07.2016 has been approved by the Competent Authority for empanelment at the Institute for all types of advertisement at 12% discount on DAVP rates for a period of 2 (two) years on the following terms & conditions :

- 1) You will provide services on 24 hours notice basis to design, translate and release the advertisement. The proof of design etc will be shown on the same day and will also be released within 24 hours. In case of any error on the part of agency, you will publish its corrigendum etc. free of cost in the same newspapers. You will have to collect the material of advertisement from the Administrative Officer/Assistant Administrative Officers, ICAR-CIFRI, Barrackpore. For fast mean of communication e-mail/fax/cellular communication will be encouraged.
- 2) All the advertisement will be released on 12% discount on DAVP rates. A DAVP rate list in this regard may be given in all the bills sent by the agency for payment along with cutting of newspaper in original. No advance payment will be made in any case and payment will be released through e-payment after processing of bills.
- 3) All the advertisement which will be published on all India basis in different newspapers alongwith regional languages as per DAVP Policy, ICAR-CIFRI will not be responsible for any dispute with the newspapers, Agencies.
- 4) The others terms & conditions for rate contract of advertisement stated in the Tender Documents will remain unchanged.

You are requested to submit your written consent and execute the agreement (format enclosed) on the non-judicial stamp paper of ₹ 100/- with ICAR-CIFRI, within 1 (one) week of acknowledgement of order.

Yours faithfully,

*sd/-*  
(Navin Kumar Jha)  
Administrative Officer

Endt. No. 95-C/Adm.II/

2707

24<sup>th</sup> August 2016

Copy to :

1. M/s. Ridge Advertising & Marketing Consultants, 11, Corporation Place, Kolkata 700 013 for information and necessary action.
2. All Heads of Division/Heads of Centres, ICAR-CIFRI, Barrackpore & outstations for information and necessary action.
3. The Assistant Administrative Officer (A-II), ICAR-CIFRI, Barrackpore for information and necessary action.
4. The Assistant Administrative Officer (S), ICAR-CIFRI, Barrackpore for information and necessary action.
5. The In-charge, ICAR-CIFRI, Barrackpore for information and necessary action.
6. The Senior Technical Officer, Director's Cell, ICAR-CIFRI, Barrackpore for information.
7. The In-charge, AKMU for kind uploading on official website.
8. The Vigilance Officer, ICAR-CIFRI, Barrackpore for information

(Navin Kumar Jha)  
Administrative Officer

*NG 2408.16*