Sher-e-Kashmir
University of Agricultural Sciences & Technology of Kashmir
Directorate of Extension

Email: deeskuastk@skuastkashmir.ac.in

Circular

Sub: Empanelment for Supply and Installation of Customized Items Relating to Printing and Advertisement for SKUAST-Kashmir – reg.

Reference: E-NIT No. 01 of 2026 dated 31.07.2026

Apropos to the approval of the Competent Authority, the following technically responsive bidders are hereby empanelled for the captioned work contract with respect to the 7th Convocation 2026 and other programs/ activities of the University. The empanelment shall remain valid up to 31st March, 2027.

Empanelled Firms

1. M/s The Counsellor
   Prop: Wahid Habib Dar
   R/o Balgarden, Karan Nagar, Srinagar
   Phone: 9858765858, 7006425614
   Email: editorcounsellor@gmail.com

2. M/s Rampage Advertising Agency
   Prop: Adil Farooq Bhat
   R/o Khanday Colony, Nowgam Bypass, Srinagar
   Phone: 9596733733, 9419928787
   Email: rampageadvt@gmail.com

3. M/s Color World Advertisers
   Prop: Wasim Raja Khan
   R/o: Ziyarat, Batamaloo, Srinagar
   Phone: 7889649880
   Email: colorworldadvitisers@gmail.com

The item-wise L1 rates finalized for each firm are appended as **Annexure 'A'**. The work orders should be placed keeping in view the acceptance of the L1 rates by the firms as given below:

1. M/s The Counsellor: Confirmed acceptance of all finalized L1 rates across the items including those offered by M/s Rampage Advertising Agency and M/s Color World Advertisers.
2. M/s Rampage Advertising Agency: Confirmed acceptance of their own L1 rates and those of M/s Color World; declined acceptance of rates finalized in favour of M/s The Counsellor.
3. M/s Color World Advertisers: Confirmed acceptance of their own L1 rates and those of Rampage; declined acceptance of rates finalized in favour of M/s The Counsellor.

Terms and Conditions

- The empanelment is made at the approved L1 rates for the tendered items as per Annexure 'A'.
- The empanelment shall be valid up to 31st March, 2027.
- Supply order issued in favour of a bidder shall be executed within 02 days of issuance of the said order.
- In case any empanelled agency fails to execute the supply order as per the terms and conditions within the stipulated time, the University shall be at liberty to forfeit the CDR and impose penalty as deemed fit.
- The CDR of the empanelled agency will be released only after expiry of the validity period of this order.
- Price escalation clause is not applicable for this empanelment order.
- All other terms and conditions as specified in the respective E-NIT No. 01 of 2026 dated 31.07.2026 shall remain applicable.
- No extra charges shall be allowed/paid by the University on the carriage and supplies to the destination as mentioned in the supply order placed with the empanelled bidder/ agency.
- Payment of the bills for supply and installation of the job (complete in all aspects) shall be made subject to the following certificate recorded by the concerned committee on the bill: *"The work done has been verified and found successfully completed as per the specifications mentioned in the supply order."*
- The issuance of the supply order shall depend on the availability of funds, budget, and the actual requirement of the University. Empanelment of a dealer does not in any way make it mandatory for the University to place orders with him during the validity period of this empanelment order.

Director Extension
SKUAST-K, Shalimar

Encl: Annexure 'A'

No: AU/DEX/2026/ 2738-2783

Dated: 30 / 09 /2026

Copy for information and necessary action to:

- All Officers of the University
- All Heads of Divisions/Colleges/Regional Research Stations/Centres/Units/Institutes/KVKs of SKUAST-Kashmir
- Professor Incharge, ARIS – for placing the circular on University website
- Secretary to Vice Chancellor, SKUAST-K, Shalimar
- M/s The Counsellor
- M/s Rampage Advertising Agency
- M/s Color World Advertisers

Annexure 'A'

Sl. No.	Item Description	L1 Rate
	M/S The Counsellor – L1 Items	
1.01	Glossy Flex 260 GSM	11.00
1.02	Normal Flex 260 GSM	10.00
1.03	Black Back Flex 280 GSM	12.00
1.06	Laminated Star Backlit 380 GSM *(tie)*	30.00
3.01	Broches (2 Layer)	20.00
3.02	Broches (3 Layer)	25.00
3.03	Broches (4 Layer)	30.00
4.01	Cotton Aprons with Printing	420.00
4.02	Cotton Aprons without Printing	400.00
5.03	Flex with Iron Frame – Black Back Flex 280 GSM *(tie)*	45.00
7.01	Head Caps (with printing)	70.00
7.02	Head Caps (without printing)	60.00
8.01	Vinyl Sun Board (3mm) *(tie)*	60.00
8.02	Vinyl Sun Board (5mm)	75.00
8.03	Coffee Mugs (Bone-China) with printing *(tie)*	150.00
8.04	Coffee Mugs (Porcelain)	120.00
10.07	ACP Board with Acrylic Letters	120.00
10.09	Sun Board with Vinyl Print	80.00
	M/S Rampage Advertising Agency – L1 Items	
6.02	Tokens (Plastic/Metal)	7.00
	MS Color World – L1 Items	
1.04	Star Flex 300 GSM	18.00
1.05	Glossy Backlit 340 GSM	20.00
1.06	Laminated Star Backlit 380 GSM *(tie)*	30.00
2.00	Cloth Banners (Polyester)	50.00
5.01	Flex with Iron Frame – Glossy Flex 260GSM	40.00
5.02	Flex with Iron Frame – Normal Flex 260 GSM	40.00
5.03	Flex with Iron Frame – Black Back Flex 280 GSM *(tie)*	45.00
5.04	Flex with Iron Frame – Star Flex 300 GSM	43.00
5.05	Flex with Iron Frame – Glossy Backlit 340 GSM	42.00
5.06	Flex with Iron Frame – Laminated Star Backlit 380 GSM	60.00
6.01	Plastic Badges	30.00
7.03	Round Hat (with printing)	100.00
7.04	Round Hat (without printing)	90.00
8.01	Vinyl Sun Board (3mm) *(tie)*	60.00
8.03	Coffee Mugs with printing (Bone-China) *(tie)*	150.00
9.01	Roll-Over Standee (6ft × 2ft)	60.00
9.02	Roll-Over Standee (6ft × 2.5ft)	60.00
9.03	Roll-Over Standee (6ft × 3ft)	62.00
10.01	Iron Standee (A-Type, one side, 6ft × 2ft)	40.00
10.02	Iron Standee (A-Type, both sides, 6ft × 2ft)	45.00
10.03	Iron Standee (A-Type, one side, 6ft × 2.5ft)	40.00
10.04	Iron Standee (A-Type, both sides, 6ft × 2.5ft)	45.00
10.05	Iron Standee (A-Type, one side, 6ft × 3ft)	40.00
10.06	Iron Standee (A-Type, both sides, 6ft × 3ft)	45.00
10.08	Wall Branding	10.00
10.10	W-PVC (Outdoor Name Display)	35.00

Director Extension
SKUAST-K, Shalimar