

No.14-14/2015-Media
Government of India
Ministry of Social Justice and Empowerment

Shastri Bhawan, New Delhi
Dated the 01/05/2017

To

Advertising Agencies

Sub:-Invitation for expression of interest from DAVP empanelled advertising agencies for copy writing, concept designing, designing of creative advertisement for Multimedia / Electronic/Print media/ Outdoor Media/ new media etc.

Sir/Madam,

I am directed to invite applications from creative agencies empaneled in different categories in DAVP for copy writing, concept designing, designing of creative advertisement for Multimedia / Electronic/Print media/ Outdoor Media/ new media etc for the Department of Social Justice and Empowerment, Ministry of Social Justice & Empowerment.

2. The application should be sent in sealed envelope duly super scribed as **"application for copy writing, concept, visualization and designing etc. for Multimedia/ Electronic/ Print media/ Outdoor Media/ New media"** and sent to Deputy Director (Media), Room No. 721-A Wing, Shastri Bhawan, New Delhi latest by **7 June, 2017**. Advertising Agencies should mention details about their firm in Annexure-A.

3. Scope of work for Agencies

- a) Designing of creative with body copy in Hindi & English for release of print and outdoor media campaign.
- b) Plan for Outdoor Media
- c) Production of Radio & TV spots, documentaries, short films, Audio and Video serials etc.
- d) Production of creative for web based campaign.
- e) Designing of publicity material such as brochures, folders, booklets, diary, calendar, gift items, e-books etc.
- f) Designing of creative and copy-writing for animation, display and tickets/scrolls for TV channels/electronics display boards etc.

4. Terms and conditions

1. The advertisement agency should:
 - (a) be empanelled with DAVP.
 - (b) have Professional experience of at least 5 years in social sector advertising.
 - (c) have all India/regional presence at least in 4 States. Agencies should be preferably operating from Delhi

(d) not have been blacklisted/banned for Govt. work by any Central Government/State Government/PSUs/Autonomous bodies etc..

2. Agencies fulfilling the above criteria, shall submit their application for designing advertisements of Ministry on various schemes. After scrutiny of applications, if required the competent authority may invite the agencies to appear for a power point presentation. Finally selected agencies will be given work of creative job at DAVP rates on the basis of best creative work.
3. No payment will be made to those agencies whose designs are not used.
4. All terms and conditions of DAVP will also be applicable.
5. The performance of empanelled agencies will be reviewed periodically and agency/(ies) whose performance is not up to the mark will be liable to be discontinued from the panel. The Ministry reserves the right to cancel the empanelment provisions at any time without assigning any reason, and do a fresh empanelment.
6. Consortium of agencies/sub-contract of work will not be allowed without prior permission from the Ministry.
7. Print Creative is required to be submitted both in open and closed file.
8. Agency/(ies) shall not resort to plagiarism, and will themselves be responsible for copyright issues concerning usages of images, footages, text material etc. obtained from various sources. The Ministry will not be a party to any disputes relating to copyright violation by the agency.
9. The Ministry would normally supply necessary concept details to an agency in advance before the due date of publication of advertisement/production of spots and other material. Based on the above, the Agencies will submit:-
 - i. At least three alternative designs (with colour scheme, wherever applicable) to the Ministry and
 - ii. Modified designs, as many times as necessary, till approval of the final design of advertisement/Radio-TV spot/other publicity material.
10. Penalty Clause: Undue delay in execution of work against duration specified in the work order will attract the following percentage of deduction from the total cost of the work.

I. For delay up to one week	-10%
II. For delay of more than one week and up to two weeks	-20%
III. For delay beyond two weeks	-25%
11. Blacklisting: The Ministry reserves the right to terminate the empanelment of any agency/agencies in case of change in the Government Policy/procedures, or unsatisfactory performance, or to blacklist it in the event of highly unsatisfactory performance.

12. In the event of any dispute, decision of the Secretary, Department of Social Justice and Empowerment, Ministry of Social Justice & Empowerment, shall be final and binding.
13. Agencies fulfilling the above criteria will be asked to submit their designs/audio/video spots etc on any given schemes of the Ministry. after evaluation of designs/audio/video spot produced by the agencies, the finally selected agency will be given the creative work of the Ministry at DAVP rate.

Yours faithfully,
S.P. Mishra
Deputy Director (Media)

Specification of half page colour advertisement

Theme	Caption of the Ad.	Other Material	Size	Other Instructions
International Day of Older Persons	Older persons are reservoirs of experience. Give them love, care and respect	Prepare design Photos of Hon'ble President, Prime Minister, and text on older persons.	Half page	Prepare at least 2 options in colour as per specification
International Day against prevention of Drug abuse	To be prepared by the agency	Photographs of Hon'ble Prime Minister, and text on prevention of Drug abuse	Half page	Prepare at least 2 options in colour as per specification

Note: *Design of advertisement may be used for the advertisement and payment would be made to the agency. These designs are also use to examine qualifying capacity of the designing house agencies.

The earlier produced copy of Video/Audio Spot/Films etc. for Electronic Media shall also be attached to examine qualifying capacity of the creative Agencies.