

Uttarakhand Health & Family Welfare Society
Directorate of Medical Health & Family Welfare
Danda Laukhond, PO Gujrada, Sahastradhara Road, Dehradun

Application Format for Empanelment of advertising/media agency

(To be filled by the advertising/media agency/Printing Firms)

- 1- Advertising/media Agency :
 - Constitution :
 - Agency profile :
 - Name of Director/In charge :
 - Name (s) of contact person (s) :
- 2- Year of Establishment :
- 3- INS Accreditation for the last three years :
- (Only applicable for media advertising agencies)
- 4- Status of Accreditation/registration with :
 - Prasar Bharti/AIR/Doordarshan
 - (Only applicable for media agencies associated with electronic media activity through Prashar Bharti/Radio/Doordarshan)
- 5- Empanelment status with DAVP/ :
 - Directorate of Printing (Gol) or any
 - Central/State Govt Department for last 3 years
 - (Applicable to all agencies as per their stations)
- 6- Head Office :
 - Address :
 - Fax No. :
 - Telephone Nos. :
 - E-mail :
 - Website :
- 7- Detail of Branch (es) :
 - Telephone Nos.
 - Fax No.

(Separate list may be enclosed in case the space is not sufficient)
- 8- Agencies to specify the details of their full fledged Branch offices/production House in Uttarakhand (Please enclose copies of the supporting documents)
- 9- Please mention your Permanent Account Number/TIN Number./Service Tax Registration etc.
- 10- Please mention your Media strength, PR Services, Advertising Campaigns handled & corporate Strength, presentation, creativity, clientele profile, Previous experience including work done for Health sector, Track record, Staff Pattern.
- 11- Annual Turnover of last 3 years for IEC/BCC activities (Please see the category wise eligibility criteria)-

Category	Media Activity	Annual Turnover (To be filled up by the advertising/media agency as per their expertise)		
		Fy 2012-13	Fy 2013-14	Fy 2014-15
A	Print Production Media			
B	Electronic Media (Production, Media buying & placement)			
C	Mid Media And Interpersonal Communication			
D	Below the line Media			
E	Press Campaigns			

F	Mass media			
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- 12- Please mention whether you are an Uttarakhand based agency by origin. If yes, give detail of your Head Office with supporting documents.
- 13- Are you on the panel of any Health/social/development sector department under central Govt/state Govt/PSUs?
(If yes, give details with supporting documents):
- 14- Have you ever undertaken any assignments with the Uttarakhand Health Department?
(If yes, give details with supporting documents)
- 15- Give the details of Radio/TV Spot/Jingle/advertisement produced by you.
- 16- Indicate the field (s) of specialisation of your agency.
- 17- Give details of appreciation/award (s) received.
- 18- Give certificate showing that the media agency/firm is not blacklisted by INS/Parshar Bharti/DAVP or any other organization.
- 19- Give any other information you may like to give.
- 20- **Declaration:** I hereby declare that the details furnished above are true and correct to the best of my knowledge and belief and I undertake to inform the authorities of any changes therein, immediately. In case any of the above information is found to be false or untrue or misleading or misrepresenting, I am aware that I may be held liable for it and the authority may undertake suitable action for the same.

Date: _____

Place: _____

Applicant's Full Name & Address

Phone No.

Fax No.

E-mail.

Note:

- 1- Documentary proofs (wherever applicable) in the form of photocopies are to be enclosed.
- 2- The application form submitted without documentary proofs will not be entertained.
- 3- All disputes (if any) subject to Dehradun jurisdiction only.
- 4- The last date of receiving application form is **09 December 2016** by 4 PM through speed post/courier only.

LIST OF DOCUMENTS TO BE ENCLOSED WITH THE APPLICATION:

1. Brief Profile of the Advertising & Media Agency and experience in the advertising field. (At least 5 years of experience)
2. Agency Structure/constitution (whether partnerships firm/sole proprietor/a limited company etc.)
3. Principal places of business, that, the head office and their branch offices with detailed addresses and contact numbers.
4. Profile of its managerial team handling publicity work, their qualifications and experience.
5. Details of their accreditation with INS/DAVP & Prasar Bharti along with the date of each accreditation (Full Accreditation) and whether it is current.
6. List of clients.
7. Samples of creative work undertaken for major organization in the previous year.
8. Details of experience in production of video spots/commercials/films undertaken.
9. Annual turnover of the agency along with the gross billing in preceding financial years duly certified by a chartered accountant.
10. Latest Income Tax, Sales Tax, Service Tax, VAT clearance and its permanent account number and published balance sheet for the past three financial years.
11. Copy of Registration/Trade Certificate.
12. Details of experience in any other mode of advertising, such as, sponsorship and participation in major events, outdoor publicity through hoardings, street plays, and any other informal mode of publicity.
13. Letter of appreciation from 5 Govt./PSU Clients (if any).
14. Applications received after due date & time or without necessary documents will be rejected.

Please note that inability of submitting any of the documents (duly signed by the authorized signatory of the Agency) listed above may disqualify the agency from short listing.

ELIGIBILITY CRITERIA:

(A) Essential Criteria-

- 1- The agency must have INS accreditation for last 3 years. The criteria will only be applicable for those who are applying for press campaign & placement of advertisement in newspapers/magazines etc.
- 2- The agency must have Accreditation/registration with Prashar Bharti/AIR/Door Darshan or DAVP empanelment. The criteria will only be applicable for those who are applying for assignments related to electronic media. The agencies who are empanelled with DIPR Uttarakhand may also be treated as eligible for electronic media related assignments.
- 3- The agency must have 03 years working Experience in relevant field. However the experience shall be considered (for last 03 years) in continuation from the date of submission of EOI. The agency are required to submit the necessary certificate showing the quantum of work completed in last 03 years (applicable for All interested agencies/firms).
- 4- Annual turnover of last 03 years as per following category wise eligibility criteria:

Category	Media Activity	Eligibility Criteria
A	Print Production Media	<ul style="list-style-type: none">• Turnover of the agency/firms should not be less than Rs.50 lac p.a.• The agency should have their own printing facility or they should have an legal alliance/consortium with a well established printing house.• A printing house/firm may also apply in this category for production jobs.• For flex printing, agencies having turnover of Rs. 25 lac p.a. in last 03 years will be considered eligible for empanelment.
B	Electronic Media (Production, media planning, Media buying & placement)	<ul style="list-style-type: none">• Turnover of the agency in relevant area should not be less than Rs. 50 lacs p.a. in the last 03 financial years.• The agency having accreditation/certification with Prasar Bharti for last 3 years will only be considered for media buying and placement of media in ratio/door-darshan.
C	Mid Media And Interpersonal Communication	Average Turnover of the agency should not be less than Rs. 50 lac p.a. in last 03 years in respective field.
D	Below the line Media	The average Turnover of the agency should not be less than Rs. 50 lacs p.a. in last 03 years in respective field.
E	Press Campaigns	Turnover of the agency should not be less than Rs. 03 crore p.a. in last 03 years.
F	Mass media	The average turnover of the agency should not be less than Rs. 03 crore p.a. in last 03 years.

Desirable Criteria- Agencies having working experience of health sector IEC/BCC activities will be preferred.

(B) Shortlisting Criteria-

- The final shortlist will be prepared according to information furnished by the agency/firm on SI No 1-19 (inclusive of essential criteria) of empanelment application format.

SELECTION PROCESS FOR EMPANELMENT:

The selection of agencies will be a three stage process.

- a. First the department will short list the agencies on the basis of criteria described as above.
- b. Shortlisted agencies in the second stage, will be required to make two sets of presentations :
 - Presentation on creative/communication strategy (for any following two broad thematic areas) –
 - (i) Maternal Health
 - (ii) Child Health
 - (iii) Family Planning
 - (iv) PC-PNDT
 - (v) Adolescent Reproductive Health
 - (vi) Personal Hygiene or utilization of Safe Drinking Water
 - (vii) Epidemic prevention
 - (viii) Non-Communicable diseases/Communicable diseases
 - Agency specific Presentation (focusing on Company's profile, turnover, Clients profile, creative team & infrastructure and agency's published / released creative/Advertising campaigns/PR work during last 3 years).
 - Agency will be required to submit soft Copy of the presentation containing the two components
- c. Agencies shortlisted on the basis of creative presentation will be called for one to one interaction with the Executive/Programme Implementation Committee, UKH&FWS, Dehradun for Finalisation of Empanelment with the Dep't.

SCOPE OF WORK FOR IEC/BCC ACTIVITY

IEC/BCC Needs	Detailed scope of IEC /BCC task
Print Production Media	<ul style="list-style-type: none"> • Design and production of leaflets, posters, handouts, reports, calendars, Boucher, flip books, training modules, stickers etc. • Flex printing (banner etc), poly plastic printing (banner etc) • Printing IEC material on cloth/woven/non-woven material etc.
Electronic Media (Production, Media Planning, Media buying & placement)	<ul style="list-style-type: none"> • Conceptualization & Development of T.V Spots, Radio spots, Films & Documentaries. • Media placement & procurement as per Prasar Bharti/DD/ DAVP guide lines. • Develop media planning as per IRS, NRS and other media habit research studies for TV, Radio, Press, Outdoor and Cinema. • Conceptualize & Development of Cinema sides.
Mid Media And Interpersonal Communication	<ul style="list-style-type: none"> • Conceptualize, design, develop & implementation of Events, Melas & Fairs, Video-on-wheels, Street/ Theatres/Folk media. • Conceptualize, design, develop and implementation of IPC activity, Outreach contract programs, Training materials, Flip charts etc.
Below the line Media	<ul style="list-style-type: none"> • Design, Develop & installation of hoardings, Tableaux, bus panels, Unipoles & traslites at railway platforms, kiosks, display boards, glow signs, Tin plate other outdoor IEC material etc.
Press Campaigns	<ul style="list-style-type: none"> • Conceptualization & development of press campaigns
Mass media	<ul style="list-style-type: none"> • All elements of integrated communication campaigns

TERMS & CONDITIONS:

- a) Agency will be empanelled for one years; however this period can be extended at the discretion of the Dep't. There shall be an option to renew the empanelment for a further period of 2 years based on satisfactory performance and with the existing Terms and conditions.
- b) The Dep't will have the right to drop any agency form the empanelled list without assigning any reason whatsoever. Dep't also reserves the right to modify the term and conditions for empanelled agencies.
- c) The empanelled advertising agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to Dep't's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. DEP'T reserves the right to impose penalty in case of any violation of the above.
- d) The agency should be able to execute all kinds of media assignment as outlined in the annexure-A (Scope of Work).
- e) For Press campaign selection of artwork, Dep't will invite creative/concept from all empanelled agencies and release order will be given to the agency whose design/concept is approved. Selection of artwork will be entirely on the department discretion and DEP'T will not pay charges for submission of artwork.
- f) Artwork/Commercial once selected (Agency will be paid for the Artwork or Commercial development Charges as per DEP'T rates) will be the property of DEP'T and it can be repeatedly used in different media like print, outdoor, electronic, Internet, Social Networking Sites etc without seeking permission from concerned advertising agencies or paying any commission. Agency has to provide original soft copy (open file with fonts) of the Artwork to DEP'T. The agency can't use the concept, artwork, picture, film and jingle for other clients once DEP'T selects it.
- g) The representative (s) of the Agency will collect the matter personally from the Department and the Agency will arrange to get it published/aired/mounted in the desired media, on desired dates and on the defined page (s)/time band. The artwork/concept submitted after the stipulated timeline will not be entertained for further selection.
- h) If the Advertisement is misprinted or published/aired/mounted differently from the approved one, the Agency will publish corrigendum/correct Advertisement according to work order etc, thereof at their own cost at the earliest (within a week).
- i) Translation of the Advertisement matter wherever required, will be done by the Agency free of cost and the Agency will be responsible for the same.
- j) The agency/firm must submit their bill/invoices (inclusive of required deliverables/certificates) within 30 days from completion of the work/assignment, however, on ending of financial year the timeline shall be decided according to nature of assignment. The Dep't shall make all efforts to release payment within 40 days after receipt of the final bill, duly supported by all the newspaper clippings (in original), vouchers and publication bills.
- k) DEP'T reserves the right to make necessary modification to the selected artwork, concept, film etc and the concerned advertising agency will be required to carry the modifications suggested in the artwork.
- l) Empanelled Agencies shall ensure that they have the copyrights of photographs/designs etc., that they use and DEP'T shall not be responsible for any copyright violation.
- m) Charges for specific activities like production of films, audio-visual material designing of Brochures and Public Relations activities etc, will be considered on case to case basis which will be decided with the prior approval of the Dep't.

- n) DEP'T also reserves the right to employ any outside agency for carrying out big ticket campaigns/brand building exercise/PR activities etc.
- o) DEP'T may not assign any such task which falls under the category of sole right media agencies.
- p) The Dep't shall have the discretion to give work to any other empanelled agency and you will have no right or claim for awarding the job. The Directorate may assign the Work to the Agency after comparing the aspects of Quality and Experience.
- q) The Agency will be required to provide services in Dehradun for which a well equipped office should be made functional to fulfill the requirement of the department.
- r) The performance of your agency shall be regularly reviewed on the key parameters of creativity, initiative, competency and response time. In the event that your agency fails to meet our requirements, we shall be constrained to terminate the empanelment.
- s) The DEP'T reserves the right to empanel any other Advertising Agency or cancel your empanelment without assigning any reason thereof even before expiry of the period of empanelment.
- t) Empanelled Agency will not be allowed to engage any other sub agency or transfer the empanelment to any other agency.
- u) The Dep't does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and your performance.
- v) In case of any dispute arising out of the terms and conditions of contract or assignment, the matter shall be referred to the Sole Arbitrator to be appointed by the Principal Secretary (Health)/Chairmen, Executive Committee, UKH&FWS, Dehradun, the DEP'T and the award of the sole Arbitrator will be binding on both the parties to this agreement.
- w) DEP'T being a service organization, many of the requirements could be of emergency nature. The advertising agencies have to respond to such demands at short Notice despite holidays/beyond office hours.
- x) It is clearly understood by the parties that no financial liability of any type is created by issuance of the letter of empanelment.