

Ministry of Consumer Affairs
Food & Public Distribution
Department of Consumer Affairs
Krishi Bhavan, New Delhi-110 001

Date: 31.12.2015

Notice for Expression of Interest for Empanelment of Multi-Media Agencies for Production of Audio-Visual Creatives and Print Creatives for the "Jago Grahak Jago" campaign.

The Department of Consumer Affairs invites expression of interest from reputed multi-media agencies for designing and producing Audio-Visual Creatives and Print Creatives for the "Jago Grahak Jago" campaign. Eligibility criteria and other details about EOI are available at www.consumeraffairs.nic.in.

The agencies fulfilling the eligibility criteria may submit their application together with requisite documents on or before 3:00 P.M. on 27.01.2016 addressed to the Under Secretary (Publicity) Department of Consumer Affairs, CR Section (R&I), Krishi Bhawan, New Delhi-110001. The applicants must clearly mention on the envelope "Application for Empanelment of multi-media agencies for Production of Audio-Visual & Print creatives. The EOI would be opened on the same day at 4.00 PM.

Charanjit Gulati

(Charanjit Gulati)
Under Secretary (Publicity)
Tel. No. 011- 23383863

No. K-17(8)/2015-Pub.
Government of India
Ministry of Consumer Affairs, Food & Public Distribution
Department of Consumer Affairs

Shastri Bhawan, New Delhi
Dated: 31.12.2015

Empanelment of Multi-Media Agencies for Production of Audio-Visual Creatives and Print Creatives for the “Jago Grahak Jago” campaign.

The Department of Consumer Affairs, Government of India invites technical bids from reputed multi-media agencies for inter-alia designing & producing Audio-Visual Creatives and Print Creatives to be used in the consumer awareness campaign “Jago Grahak Jago”. The advertisements will be released through DAVP & other Govt. Agencies. A Brief about the “Jago Grahak Jago” campaign is enclosed at Annexure-B. **The Department will follow DAVP rates prevailing for the production of creatives.** The Department shall empanel a maximum of 15 agencies. The empanelment shall remain valid for two years from the date of signing the agreement. The Department would review the empanelment once in twelve months.

Eligible agencies may submit their applications in a sealed envelope superscribing “**Application for Empanelment of multi-media agencies for Production of Multimedia creatives including Audio-Visual, Print & Electronic media creatives**”. Agencies desiring to apply must submit applications in sealed envelopes complete in all respects addressed to the Under Secretary (Publicity), Department of Consumer Affairs, CR Section (R&I), Krishi Bhavan, New Delhi- 110001 latest by 3:00 P.M. of 27.012016. The EOI would be opened on the same day at 4.00 PM. Applications received after the due date and time will not be entertained. Interested agencies should submit the following documents along with EOI.

1. Eligibility Criteria

Minimum eligibility criteria prescribed for multi-media agencies for Production of Audio-Visual Creatives and Print Creatives is as under. Applicants not meeting the minimum eligibility criteria will not be considered for further shortlisting. Self-attested documents listed below against each parameter must be submitted by the applicant. All documents must be properly indexed.

(i) Registration: Empanelment with DAVP as Multimedia Creative Agency for at least three years. Empanelment certificate issued by DAVP must be enclosed having validity upto at least 6 months beyond the last date of receipt of the bid with the undertaking that the firm will get their agency's empanelment with DAVP renewed before the expiry of the validity.

(ii) Earnest Money: A DD of Rs. 25,000/- (Rupees Twenty Five Thousand Only) drawn in the name of " Pay and Accounts Officer, D/o Consumer Affairs" must be enclosed with the application. Applications without the earnest money will be summarily rejected. Earnest Money of unsuccessful applicants will be returned after the finalization of the empanelment..

(iii) Experience: Applicants must have a minimum of five years experience of social sector advertising & producing creatives. A minimum of five work orders each for audio, video and print creatives (or any other supporting document) for each of the last five years which the applicant might have executed must be enclosed.

(iv) Turnover: Applicants must have an annual turnover of a minimum of Rs.25/- Crores for production related jobs consecutively during the last three financial years. The turnover is to be supported by financial statement of accounts duly certified by the Chartered Accountant, along with the details about service tax paid for production jobs undertaken during last three years.

(v) Applicant agency must have an office in New Delhi.

2. List of documents to be submitted with application

In addition to the documents mentioned at para 1 (Eligibility Criteria) of the EOI document, applicants should submit the following documents with their application. Performance against the parameters must be duly supported with self attested documents.

- (i) Profile of the Agency in the enclosed performa (Annex-A).
- (ii) Proof of ownership or tie ups of production facilities.
- (iii) A concept note delineating the strategy to take the 'Jago Grahak Jago' campaign to the next level.
- (iv) Organisational setup in terms of technical staff indicating their qualifications and competencies.
- (v) Self Certificate stating that the agency has not been blacklisted in the past.
- (vi) A certificate indicating that information submitted by him / her is true and correct. Agencies furnishing false information shall be liable to be blacklisted by the Department and security deposit of such agencies shall be forfeited.

3. Method of Selection

The application submitted by agencies would be examined by a Selection Committee, constituted by the department. Applications will be shortlisted by the

committee based on applicant's performance against various parameters at Para. No.1 and Para No. 2 of the EOI document as per the following yardsticks :

S.No.	Selection criteria	Marks
1	Profile (Based on Annexure A)	10
	Concept Note (Should inter alia include innovative ideas to enhance impact on the target group (s) so as to take the campaign to the next level)	10
2	Experience of working with Department of Consumer Affairs	10
3	Number of video Advertisements produced for various Central Govt. /State Govt.(4 Marks for each different Central Government/State Government/Ministry/Department)	20
4	Number of Audio Advertisements produced.(4 Marks for each different Central Government/State Government/Ministry/Department)	20
5	Number of Print Advertisements produced .(4 Marks for each different Central Government/State Government/Ministry/Department)	20
6	contemporary celebrity endorsement (utp 50% of advertisement – 5 marks & Beyond 50% advertisement –10 marks	10
Total		100

The shortlisted agencies will be invited to make a presentation to the selection committee on their capabilities, best work and new ideas on consumer awareness.

Final selection of agencies will be made based on presentation by shortlisted agencies. The decision of the Selection Committee in this regard shall be final.

4. Scope of Work

- (i) Designing and Production of high quality Multi-media creatives on various themes as per the need of the Department to promote consumer awareness.
- (ii) Delivery as per schedule mentioned in the work order.

5. Terms of Contract

- (i) No advance payment will be considered.
- (ii) Payment will be through ECS within 90 days from the date of submission of completed Bills.
- (iii) Bills may be submitted regularly with pre-receipted bills in triplicate, towards activities already completed for settlement.
- (iv) Bills should be submitted along with tear sheets or third party certificate, to ensure confirmation of publication.
- (v) Agency will be paid as per prevailing DAVP approved rates for production of creatives.
- (vi) Selected multi-media agency will have to deposit Rs. One Lakh Demand Draft as security deposit with the Department which will be refunded within one month after completion of the contract. The DD deposited against Earnest money deposit will be returned to the selected agency after finalization of the selection procedure.
- (vii) The ownership of the approved creatives will vest with the Department and the agency will have no proprietary or other intellectual rights in respect of the same.
- (viii) Conditional bids will be rejected outrightly.
- (ix) The Department of Consumer Affairs reserves the right to reject offer received from any agency without any intimation to the bidder.
- (x) Empanelment does not guarantee work allocation. The Department of Consumer Affairs reserves the right to reject or accept any design or creative produced by the agency.
- (xi) Department has the right to cancel / postpone the tender without assigning any reason.
- (xii) The selected agency shall execute an agreement with the Department on Rs. 100/- stamp paper as per procedure.
- (xiii) The Department of Consumer Affairs reserves its right to place an order for full or part quantities under any items of work under scope.
- (xiv) The period of validity of tender is 180 days from the closing date of the proposals.
- (xv) Payment of approved rates will be made only for creative which have been finally approved. No payment will be due on creative which have been asked to be

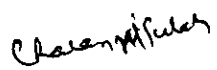
modified or are not accepted. If an agency fails to complete the work in stipulated time frame the Department will have full right to get the job completed from another agency at the cost of selected agency.

- (xvi) **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%

- (xvii) **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.
- (xviii) The agency shall maintain may also assign creative work of its subordinate/ attached offices/ autonomous organization on approved rates. The agency has to undertake the same without any reservations. For requirement of creatives, selected agencies will be intimated through E-mail about the theme/requirement and other details.
- (xix) Neither party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. The party affected by an event of Force Majeure will immediately notify to the other party about its inability to fulfill its contractual obligation resulting from such Force Majeure Act. It should similarly notify to the other party on cessation of disability arising from such event.
- (xx) **Arbitration:** In case of any disputes and on written request of the agency, an arbitrator shall be nominated by Secretary (Consumer Affairs) whose decision shall be final and binding on both parties.
- (xxi) **Jurisdiction:** The contract shall be governed by laws of India and all Government rules issued from time to time and in force at time of execution of contract.

- (xxii) The Department of Consumer Affairs reserves right to terminate the contract of any agency / agencies without assigning any reason. In case the selected agency desires to terminate the contract, a notice of 90 days is required during which they will be required to carry out the work awarded to them. Failure to do so would be resulting in forfeiture of security deposit.
- (xxiii) The Department will have the right to assess the performance of the Agency and may decide to continue or terminate the contract as per assessment made.
- (xxiv) The Department, may in the interest of work, include any additional agency in the panel and assign it work at mutually agreed rates.


(Charanjit Gulati)
Under Secretary (Pub)
Tele No. 23383863

**CONSUMER AWARENESS CAMPAIGN
“JAGO GRAHA JAGO”**

BRIEF FOR THE PROFESSIONAL AGENCIES

BACKGROUND

The Department of Consumer Affairs being the nodal Department for consumer protection and welfare has made sustained efforts to safeguard the interests of the consumers. The success of consumer movement mainly depends on the level of consumer awareness generated in the country by educating the consumer about his rights and responsibilities coupled with and effective functioning of the consumer forums where consumers can ultimately assert their rights in seeking redressal. Within India the level of consumer awareness varies from State to State depending upon the level of literacy and social awareness of the people. **The main objectives of the Multi Media Campaign of the Department are:-**

- i) to empower consumers by educating them on their consumer rights;
- ii) to protect consumer from adulteration by sensitizing them on the precautions to be taken while buying food items;
- iii) to protect consumer from defective weights & measures;
- iv) to boost the confidence of the consumers and to reassure them against suffered loss or damage as a result of any unfair/ restrictive practice adopted by the trader or service provider;
- v) to educate the consumer to insist on certified products and to buy from authorized sales outlets;
- vi) to protect consumers from sale of inferior quality of goods;
- vii) to generate awareness on the mechanism available to get their grievances redressed;
- viii) to strengthen the grievance redressal systems;
- ix) to institute a monitoring and evaluation system with concurrent evaluation to improve the campaign.

Through this campaign, an awakening has been made and now it is a time to give it a more structured shape through professionally devised media strategies and their implementation in a focused and targeted manner. The services of professional agencies are required to strengthen the campaign and turn it into a consumer movement covering the whole country. By using all possible media for advertising including social and digital media.

2. Strengthening the existing campaign

The Department has created a mnemonic character “Sayani Rani” and brand logo of “Jago Grahak Jago”. There is a requirement to give this campaign a big push to take the campaign to the next level through well designed, attractive, easily identifiable quality advertisements.

Expression of Interest for Empanelment of Multi-Media Agencies for Production of Audio-Visual Creatives and Print Creatives for the “Jago Grahak Jago” campaign.

1. Name of the Owner / Managing Director of the organization:

2. Name of the organization:

- Office Address in full:

- Residential address of the Executive Producer:

- Telephone No.: Off: Res:

- Mobile No.:

- E-Mail address:

3. Are you Empanelled with DAVP?
(copy of the empanelment letter be attached)

4. Details of Accounts statements (P&L and Balance Sheet) submitted for last three years.
(supporting documents be attached)

5. Do you have service tax no.? : Yes/no
(if yes please mention service tax no. and the details of the service tax paid in last three years along with supporting documents)

6. Do you have your own studio?
(if yes, Video or audio or both please mention)

Address:

Telephone no.:

Fax:

E-Mail:

Is the studio fully owned by your own organization or in partnership with some other organization?:

(Please attach list of shooting, recording, editing and other equipment and facilities along with documentary proof of ownership of studio and equipment)

7. Details of Professional Qualification and Experience of Executive Director, Cinematographer, Script Writer and Music Director of the agency:
(Attach extra sheet if necessary)(supporting documents be attached)

8. Brief about experience of programme / spot production (including video and audio programmes, documentaries/docu-dramas, and audio/video spots/ jingles
(Attach extra sheet if necessary)

9. Experience of programme production on consumer related issues:
(attach extra sheet if necessary)(supporting documents be attached)

Signature_____

Full name and designation_____

Official Seal

DECLARATION

I _____ (Owner or Managing Director) solemnly affirm that the facts stated above are correct and nothing has been withheld. If any information submitted above, is found to be false or fabricated, I may be liable to be suspended and/or debarred from empanelment with the Department.

Signature _____

Full Name _____

Date _____

Official Seal

Note:

1. Please attach sheets wherever necessary.
2. All the enclosures should be properly annexured and serial numbered.
3. Please ensure that application form is complete. Incomplete application form would not be considered.
4. Last date for submission of complete application in prescribed proforma is on or before 3:00 P.M. on 27.01.2016.