

**Government of Himachal Pradesh**  
**Information & Public Relations Department, Shimla-2**

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**EXPRESSION OF INTEREST (EoI)**  
**FOR EMPANELMENT OF ADVERTISING AGENCIES**

The Department of Information & Public Relations, Himachal Pradesh intends to empanel reputed Advertising Agencies/Companies for publicity of Govt. policies and programs as given in the scope of work.

**Scope of Work**

**Designing of advertisement/hoarding/ banner creative with photograph/graphics/cartoon etc. in popular and influencing form and any other related work assigned by the department from time to time for Integrated & focused publicity of Govt. policies and programs through Print, Outdoor, Social, Web Media etc..**

**Eligibility conditions:-**

1. The agency should have INS accreditation and DAVP empanelment. The Agency shall be required to submit latest INS Accreditation Certificate and DAVP Empanelment Certificate with the EoI for the empanelment.
2. The agency should have a minimum annual turnover of Rs. 5 crore during previous three financial years. The agency has to submit C.A. certified ITR & audited balance sheets pertaining to previous 3 years in support of turnover.
3. The agency should have minimum experience of three years as advertising agency. The agency has to attach proof in the form of Work Orders of Govt. departments, PSUs etc. in support of experience.
4. The agency should have a team of designing professionals. List of creative team of persons in designing, client list of Government Departments, samples of previous works related to designing, five creative on developmental/welfare schemes of Himachal Pradesh only (hard copy) and supporting details should also be attached with the EoI document.
5. The EoI should be accompanied with non-refundable tender fee of Rs. 5000/- (Rs Five Thousand only) in the shape of Bank draft drawn in favour of Director, Department of Information & Public Relations, Himachal Pradesh, Shimla-171002 payable at Shimla. The EoI without tender fee or received after the due date & time will not be entertained.
6. The documents mentioned from Sr. No 1 to 4 are essential eligibility conditions and no EoI will be considered for presentation without these documents.

## **Terms & Conditions**

1. Only the shortlisted agencies qualifying the eligibility criteria will be invited for presentation at the Directorate for which agencies will be intimated separately after the evaluation of EoIs. The agencies will be finally empanelled on the basis of the marks scored in the Presentation for all or any of the work specified in the scope of work.
2. The successful agencies are required to present at least 5 different creative for Print, Outdoor & Social Media (each) based on Development/Welfare Schemes of Himachal Pradesh. Firms failing to give presentation on the given date & time will not be considered for the final empanelment.
3. The date of presentation will be intimated separately well in advance.
4. A Pre-EoI meeting will be held on 7<sup>th</sup> October, 2024 at 3 PM in order to address written queries or clarifications of the interested agencies, if any.
5. The EoI should be sent to this office in a sealed cover superscribing thereon "EoI for Empanelment of Advertising Agencies".
6. The Director, Information & Public Relations, H.P. reserves the right to reject any or all the EoI's without assigning any reason thereof.
7. Initially, the empanelment would be for a period of two years, which may be extended further, if required. Mere Empanelment should not be considered for any guarantee of business. The department will be at liberty to assign all or any of the aforesaid works to any firm as and when required.
8. Empanelment does not necessarily mean that the services of the agency must be availed as this would depend upon the performance of the agency. It is not necessary that equal work will be given to agencies since it would depend upon the quality of advertisement prepared by an agency, service and response time. Preference will be given to the quick responding and efficient firms which can deliver quality work in a time bound manner.
9. The empanelled advertising agency is expected to maintain high-level of professional ethics. Agency will maintain confidentiality on matters disclosed, till proper instructions are issued for publication/release of advertisement material.
10. The proposal includes designing of advertisement for print, outdoor, web and social media. Agency has to provide original soft copy in open file format to the Department.
11. A creative/artwork once accepted/paid will be the property of the department and can be utilized anywhere by the department without any intimation. The agency would not be permitted to use the concept, artwork, photographs, cartoons, graphics etc. for other clients once the department selects it. On repetition/adaptation/alteration/resizing of the same approved advertisement/creative in other publication(s) no extra charges will

be paid. The Department will not make any additional payment for translation of creative etc.

12. The Department will pay the designing charges as per DAVP rates approved from time to time for the selected artwork/creative and the same artwork will be released to different publications by this Department without paying any extra cost. However, designing charges for social media creative upto 100 sq.cms. size will be paid at a fixed rate of Rs. 3000/- per design.
13. The Department shall pay GST as per applicable rates. No other tax/charges for artwork, photographs, cartoons, graphics etc. or otherwise will be paid to the advertising agency by the Department.
14. In case the Department allows an agency to release an advertisement, the agency will provide the approved advertisement to the desired publication(s) in the appropriate format and size etc. in soft form after the approval of the competent authority of the Department and submit the bill to the Department of Information & Public Relations, H.P. for payment to the concerned publication along with copy of published advertisement and claim agency charges from the concerned publication on account of applicable agency discount as per DAVP norms.
15. The Department may ask the empanelled advertising agencies from time to time for preparation of creative at a very short notice. The agency should be able to execute order even on holidays and late hours. The creative(s) will be selected on the basis of quality, message, theme, information etc. and the decision of Department of Information & Public Relations, H.P. in this regard will be final.
16. The images, graphics, copy writing, footage and any other advertisement material should be original work, exclusively prepared for the Department and should not be copied/pirated. The advertising agency will be liable/responsible solely for any claim of copyright from anybody in this regard. The Department of Information & Public Relations, H.P. shall not be liable for use of any copyright graphics, photographs, footage etc. used by the empanelled agency in creative(s). It should be ensured by the empanelled agency that the photographs used in the creative(s) should be of the State of Himachal Pradesh only.
17. The advertising agencies will bear all costs and expenses incurred by them, their staff, and their advisors or by any third party acting under their instructions in connection with this EOI. This will be regardless of whether such costs arise as a result of overtime and late sitting.
18. The Department reserves the right to make necessary modifications in the selected artwork, concept, design etc. without reference to the agency.
19. The Department of Information & Public Relations, H.P. reserves the right to reject any EoI or to delist/terminate the empanelment of any empanelled agency at any time without assigning any reason

whatsoever and release of advertisement can be stopped/curtailed at any time without assigning any reasons and without any prior notice.

20. The Director, Information & Public Relations, H.P. reserves the right in its sole and absolute discretion to change or modify the terms and conditions at any time without prior notice.
21. The decision of the Director, Information & Public Relations, H.P. shall be final, irrevocable and shall not be called upon to question under any circumstances. All disputes regarding advertisement are subject to jurisdiction of the Himachal Pradesh High Court only.

Sd/-  
Director,  
Department of Information & Public Relations,  
Himachal Pradesh, Shimla-2  
Tel: 0177-2620068, 2620118.  
Fax: 0177-2624805

**APPLICATION FORMAT FOR EoI  
for Empanelment of Advertising Agencies for  
Information & Public Relations Department, Himachal Pradesh,  
Shimla-2.**

1. **Name of the Agency/Company:**
2. Address:
3. **Authorized Person to be contacted:**  
Tel & Fax No.:  
Mobile No.:  
Email ID:
4. **Profile of the Agency**(in brief on company's letter head):  
Geographical presence (Countries/Regions of Operations) :
5. Name of the Proprietor:
6. Goods and Services Tax Identification Number (GSTIN) and PAN:
7. Experience of the Advertising Agency/Company (Pl. attach proof):
8. Detail of Accreditations etc. (Pl. attach copy of INS accreditation):
9. Detail of DAVP Empanelment etc. [Pl. attach copy of Empanelment with Central Bureau of Communication (erstwhile DAVP)]:
10. Financial Turnover for previous 3 years: (Pl. Attach CA Certificate)  
2021-22 Rs. \_\_\_\_\_ 2022-23 Rs. \_\_\_\_\_ 2023-24 Rs. \_\_\_\_\_  
\_\_\_\_\_  
(Turnover should not be less than Rs. 5 crore in each financial year)
11. Organizational Set up (Manpower, Professionals only): (Pl. attach CV)  
Creative/Graphics design section (No. of employees) =
12. Number of Govt. clients: (Please attach detail)
13. Abstract/List of documents attached with Index/Table of Contents:  
(Separate sheet should be used for providing relevant information)

**Declaration:**

I /We hereby declare that the information given above is true and correct. I/We also acknowledge that the Department of Information & Public Relations, H.P. reserves the right to ask for the supporting documents at any time in support of the information provided above. If any information, as given above, found to be incorrect, wrong or misleading will render us liable for rejection of our EoI or any other action deemed fit.

(Signed by Authorised Representative)

Name:  
Designation:  
Agency/Company:  
Seal of Bidder:

Date:  
Place:

**Criteria for Evaluation of Presentations  
for Empanelment of Advertising Agencies  
Department of Information & Public Relations, Himachal Pradesh,  
Shimla-2.**

**Total Marks: 100; Total Qualifying Marks: 70**

**1. Presentation based on Development/Welfare Schemes  
Advertisements, Hoardings and Social Media Designs**

<b>Presentation at the Directorate : 90 Marks</b>	<b>Maximum Marks</b>
<b>Print Media Ad</b> - Design/Contents/Tag Line/Slogan of the Creative & Logo/Theme of the Campaign and Projection of Himachal Pradesh	30
<b>Outdoor Media</b> - Design/Contents/Tag Line/Slogan of the Creative & Logo/Theme of the Campaign and Projection of Himachal Pradesh	30
<b>Social Media Designs</b> - Design/Contents/Tag Line/Slogan of the Creative & Logo/Theme of the Campaign and Projection of Himachal Pradesh	30

**2. Creative Team: 10 Marks**

<b>Creative Team (Professionals only)</b>	<b>Maximum Marks</b>
Creative/graphic designing Section	10 (one mark for each professional)

Dated:

Director,  
Department of Information & Public Relations,  
Himachal Pradesh, Shimla-2  
Tel: 0177-2620068, 2620118.  
Fax: 0177-2624805