

'CLARIFICATION'

EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT OF ADVERTISING AGENCIES

The Expression of Interest (EoI) for empanelment of Advertising Agencies was published on 3rd/4th of May, 2022 and in pursuance of the Point No. 8 of the EoI Document uploaded on the departmental website www.himachalpr.gov.in, the virtual Pre-EoI meeting was held on 7th May, 2022 at 3 PM to hear the queries of bidders with respect to the EoI for empanelment of Advertising Agencies. After taking into consideration the queries raised by the Advertising Agencies, following clarifications are issued :

1. The last date of submission of EoI is extended from 11th May, 2022 to 18th May, 2022.
2. For releasing Print Media Advertisements, INS & DAVP empanelment is mandatory but for creative designing for Print, Outdoor and Social Media, only DAVP empanelment will be essential and INS empanelment will not be mandatory. The agencies interested in works related to Electronic & Social Media and not having DAVP empanelment will have to submit written undertaking, stating therein that the agency is ready to execute works on the negotiated rates which will be less than DAVP rates. However, the agencies should specifically mention their field of expertise and company profile for which the agency is interested to get empanelled.
3. The '**Audited Average Annual Turnover**' of the agency is relaxed from Rs. 5 crore to Rs. 3 Crore in the preceding any 3 consecutive Financial Years out of 2018-19, 2019-20, 2020-21 & 2021-22 or '**Audited Total Turnover**' of preceding any 3 consecutive Financial Years out of 2018-19, 2019-20, 2020-21 & 2021-22 of Rs. 9 Crore.
4. The CA certified unaudited turnover will also be considered for Financial Year 2021-22.
5. Only the relevant pages of agency's Turnover like Profit & Loss statement and Balance sheet pages of each financial year should be attached with the EoI.
6. The Exemption for payment of Tender Fee of Rs. 500/- can't be allowed against MSME Registration.
7. Office at Shimla/Chandigarh with team resources is desirable but not necessary.
8. Five fresh creative based on developmental schemes/activities of Himachal Pradesh are required at the time of presentation in Half/quarter page of newspaper (825/400 sq. cms.) size as per the suitability of agency.
9. Creative can be prepared on **Good Governance** (Janmanch, Mukhyamantri Helpline 1100 etc.), **Women Empowerment** (Grihini Suvidha Yojana, Shagun Yojana, Mukhyamantri Kanyadan Yojana etc.), **Social Security Schemes** (Pension Schemes, Awas Yojana etc.), **Health initiatives** (Himcare, Ayushman Bhrat, Sahara Yojana etc.), **Self Employment schemes** (Mukhyamantri Swavalamban Yojana, Start up Scheme, Investors Meet etc.), **Agricultural-Horticulture schemes** (Prakritik Kheti Khushhal Kisan, Mukhyamantri Khet Sarankshan Yojana, Anti hale net etc.) or **Tourism Sector** (Nayi Rahen Nayi Manjilen, Tourism infrastructure etc.)

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