

**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 Companies/Agencies for publicity of Govt. policies and programs as given in the scope of work.

**Scope of Work**

Integrated & focused publicity of Govt. policies and programs through Print, Outdoor, Social, Web, Digital and Electronic Media etc. *i.e.* **advertisement/hoarding/banner creatives, Video Content Creation & Curation service including Shooting, Editing & providing ready to use short duration films and audio-videos, TV commercials, short documentaries & Jingles etc. with full packaging and graphics/cartoon in popular and influencing form, Events, Exhibitions, Digital Media Content, Print Media Content & Campaign and any other related work assigned by the department from time to time.**

**Eligibility conditions:-**

1. The advertising agencies qualifying the EoI criteria will be invited for presentation at the Directorate and the agencies will be finally empanelled by the Department of Information & Public Relations, H.P., Shimla for all or any of the work specified in the scope of work on the basis of presentation.
2. Empanelment is subject to the INS accreditation and DAVP empanelment. The Agency shall submit the latest INS Accreditation Certificate and DAVP Empanelment Certificate.
3. The agency should have a minimum annual turnover of Rs. 5 crore during last three financial year. Preference will be given to the Agencies having expertise in creative designing etc. The agencies will be selected on the basis of their relevant documents, experience and performance in the presentation.
4. The interested Agencies may send their Expression of Interest (EoI) along with Agency's brief profile, C.A. certificate, ITR & audited balance sheets pertaining to previous 3 years in support of turnover, proof of latest accreditation with INS and DAVP Empanelment, experience of minimum three years as advertising agency (Please attach proof), list of creative team of persons in designing, Editing/Production & Folk Media Unit, client list of Government Departments, samples of previous works related to designing, Audio Visual Ad & Folk Based Developmental Audio-Video Clip (soft copy only), five display creative on Himachal Pradesh only (hard copy) and supporting details to the Director, Information & Public Relations, Himachal Pradesh, Shimla-171002 on or before 11-05-2022 by 3:00 PM.
5. The EoI should be accompanied with non-refundable tender fee of Rs. 500/- (Rs Five Hundred 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 EoI should be sent to this office in a sealed cover superscribing thereon "EoI for Empanelment of Advertising Agencies". The Director, Information & Public Relations, H.P. reserves the right to reject any or all the EoI's without assigning any reason thereof.
7. The short listed agencies qualifying the EoI criteria will be invited to make presentation for which agencies will be intimated separately after evaluation of the EoI.
8. A Pre-EoI meeting will be held virtually on 7<sup>th</sup> May, 2022 at 3 PM in order to hear the written queries or clarifications of the interested agencies, if any. Interested agencies may request for the link at Telephone Nos. 0177-2620068, 2620118 or 98171 35928 before 2 PM.

### **Terms & Conditions**

9. 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.
10. 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 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.
11. 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.
12. The proposal includes designing of advertisement for print and electronic media. Agency has to provide original soft copy of open file/production to the Department.
13. A creative/artwork, short documentary, audio-video clips or Jingle 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, pictures, footage, cartoons, graphics etc. for other clients once the department selects it. On repetition/adaptation/alteration of the same approved advertisement/creative in other publication(s) or electronic production items, no extra charges will be paid. The Department will not make any additional payment for translation of creative etc.
14. The Department shall pay GST as per applicable rates. No other tax/charges will be paid to the advertising agency by the Department.
15. If 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 copy 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.

16. In case, the advertisement is not released through an Advertisement Agency, the Department will pay the designing charges as per DAVP rates approved from time to time for the selected artwork and the same artwork will be released to different publications by this Department.
17. The Department will intimate the empanelled advertising agencies from time to time for preparation of creative and other productions at a very short notice. The agency should be able to execute order even on holidays. 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.
18. 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 from anywhere. The advertising agency will be liable/responsible solely for any claim from anybody in this regard.
19. The Department of Information & Public Relations, H.P. shall not be liable for use of any copyright graphics, pictures, models, footage etc. used by the empanelled agency in creative(s) and other productions. It should be ensured by the empanelled agency that the picture(s)/footage used in the creative(s) should be of the State of Himachal Pradesh only.
20. The advertising agencies will remain responsible for 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, late sitting or any direct or indirect amendments made to the EOI by the Department of Information & Public Relations, H.P. at any time.
21. The Department reserves the right to make necessary modifications in the selected artwork, concept, design, script etc. without reference to the agency.
22. 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 reasons whatsoever and release of advertisement can be stopped/curtailed at any time without assigning any reasons and without any prior notice.
23. 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.
24. 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 Bureau of Outreach and Communication (erstwhile DAVP)]:
10. Financial Turnover for previous 3 years: (Pl. Attach CA Certificate)  
2018-19 Rs. \_\_\_\_\_ 2019-20 Rs. \_\_\_\_\_ 2020-21 Rs. \_\_\_\_\_ 2021-22 Rs. \_\_\_\_\_  
(Turn over should not be less than Rs. 5crore in each year)
11. Organizational Set up (Manpower, Professionals only):(Pl. attach CV)  
a) Creative/Graphics design section (Number) =  
b) Editing/Production Section (Number) =
12. Number of Govt. clients:
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 request supporting documents at any time to prove the information provided above. Any information as given above, if found to be incorrect, wrong or misleading, will render us liable for rejection of our EoI without prejudice to any other action that may be taken against us in this behalf.

(Signed by Authorised Representative)

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

Date:  
Place: