

COUNCIL OF SCIENTIFIC AND INDUSTRIAL RESEARCH
Anusandhan Bhawan, 2, Rafi Marg, New Delhi - 110001

EMPANELMENT OF ADVERTISING AGENCIES

CSIR is among the world's largest publicly funded R&D organizations with its chain of 38 world-class R&D establishments and their field stations spread across the country. Its range of activities cover the entire spectrum of industrial R&D making it a truly global R&D resource with its partners hailing from over 50 countries. CSIR makes extensive efforts to inform all the groups of its relevance about its technological outcomes using various communication channels. The expenditure incurred by CSIR at a central level in such information dissemination activities during the last five years was on an average close to Rs. 3 crore per annum.

CSIR wishes to empanel advertising agencies for conceptualizing, design and release of corporate advertisements. The agencies fulfilling the following requirements should send their 'Expression of Interest' for empanelment with CSIR:

(i) Full INS accreditation and minimum annual turnover of Rs. 10 crore during the last three years (please enclose copies of the INS Certificate and the balance sheets of the agency), (ii) Full-fledged office at Delhi with relevant infrastructure, and (iii) are willing to release advertisement at DAVP rates applicable at the time of the release of advertisement.

The 'Expression of Interest' should cover: (a) Organizational infrastructure, staff strength and annual turnover during the last three years, (b) Professional competence and expertise of the key personnel on rolls of the agency, (c) Major advertising campaigns handled during the last three years (list maximum of 15 with details of creatives and budgets involved), and (d) Major clients served during the last three years (list maximum of 15 major clients each in public and private sectors with details of major campaigns handled for them).

The agencies fulfilling the above requirements will be short-listed on the basis of their strong credentials and technical ability to successfully undertake large national level advertisement campaigns at a short notice. The short-listed agencies may be called for further technical discussions.

The complete applications in a sealed envelope (superscribed as 'Expression of Interest for Empanelment of Advertising Agencies') along with an EMD of Rs. 20,000/- (Rupees Twenty Thousand only) must reach the office of Joint Secretary (Admn.), CSIR HQrs., at the above address the latest by 1230 hrs. on or before 25th April 2005. Incomplete applications or those received after the due date and time would be summarily rejected. The applications containing 'Expression of Interest' would be opened on the last day i.e. 25th April 2005 at 1500 hrs. in CSIR HQrs. The participating agencies may like to send their representatives to be present at the time of opening of applications.