

**COUNCIL OF SCIENTIFIC & INDUSTRIAL RESEARCH  
ANUSANDHAN BHAWAN  
2, RAFI MARG, NEW DELHI – 110001**

No. 25-4(231)/2014-USD

Dated 18 October 2014

**‘Request for Proposal (RFP)’ for  
Empanelment of Advertising Agencies for Conceptualizing, Design &  
Release of Corporate Advertisements**

CSIR is one of the largest publicly funded R&D organizations in the world. It has a network of 38 laboratories and their field centres spread across the country. Its range of activities covers 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. Release of corporate advertisements is one such communication channel. The expenditure incurred by CSIR at central level in this channel during the last three years was on an average about Rs. 1.5 crore per annum.

CSIR invites ‘Request for Proposal (RFP)’ for empanelment of advertising agencies for conceptualizing, design and release of corporate advertisements.

No. and Date	Name of Work	Initial Period of Contract	No. of Agencies to be Empanelled	EMD in Indian Rupees
25-4(231)/2014-USD, Dated 18/10/2014	Empanelment of advertising agencies for conceptualizing, design and release of corporate advertisements	1 year, extendable by 1 more year	5 to 7	25,000/- DD/Pay order drawn in favour of Joint Secretary (Admn), CSIR and Payble at New Delhi

The RFP document can be downloaded from the CSIR website: [www.csir.res.in](http://www.csir.res.in). The last date and time for submission of RFP at the above address is **17 November 2014** positively by **1500 hours**. The RFP would be opened on the same day at **1530 hours**. The agencies may like to send their representative to be present at the time of opening of RFP. CSIR reserves the right to accept or reject any or all RFPs without assigning any reasons therefor. All legal disputes arising out of this empanelment exercise shall be subject to the jurisdiction of the court of Delhi only.



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CSIR wishes to empanel advertising agencies for conceptualizing, design and release of corporate advertisements. The empanelled agencies may also be required to help CSIR in production of promotional material, booklets, annual report etc. through competitive limited tender basis from amongst the empanelled advertising agencies.

CSIR invites **‘Request for Proposal (RFP)’** from reputed advertising agencies meeting the following eligibility criteria:

**Eligibility Criteria**

1. Full INS accreditation.
2. Should have major advertising campaigns handled by them during the last three years (list maximum of 15 with details of the creative and the budget involved).
3. Should be empanelled with DAVP and willing to release advertisement at DAVP rates applicable at the time of release of advertisement.
4. Annual turnover of minimum of Rs. 10 crore during the last three financial years i.e. 2011-2012, 2012-2013 and 2013-2014. The turnover is to be supported by financial statement of accounts (including balance sheet (including profit and loss account, auditors



reports, and IT returns), duly certified by the Chartered Accountant, along with the details about service tax paid for advertising jobs undertaken during the last three years.

5. Full-fledged office in Delhi.
6. EMD – Each participating agency must furnish an EMD for an amount of Rs. 25,000/- by Demand Draft/Pay Order drawn in favour of Joint Secretary (Admn), CSIR and Payable at New Delhi, as specified in the invitation of RFP.
7. The agencies should have experience of at least one campaign on topics/issues related to science & technology.

### **Methodology for Empanelling the Advertising Agencies**

The RFP submitted by agencies would be examined by the special committee, constituted by CSIR for this purpose. The committee will shortlist the eligible agencies on the basis of technical evaluation in terms of: (a) the campaigns handled by the agencies, (b) infrastructure fully equipped to undertake all design and production jobs in-house as reflected by the proof of ownership, (c) competence of the technical staff as would be judged from the brief CVs of the staff on payroll of the agencies, and (d) quality of the creatives submitted by the agency, and (e) experience in releasing corporate advertisement on topics/issues related to science and technology.

The agencies thus shortlisted would then be asked to submit creatives on an identified theme, which would be given weightage by all the committee members for the purpose of further shortlisting. The eligible agencies may be called for presentation before the committee, before the finalization of the panel.

The decision of the committee in this regard would be firm and final.

### **Award Criteria of jobs to Empanelled Advertising Agencies**

Mere empanelment with CSIR would not entitle the agencies the right to get the advertisement related jobs, as all such jobs would be allocated only on competitive basis to an agency whose creative for the designated campaigns will be approved. In large advertisements, the media plan can be proportionately shared with other agencies in order of quality as also due to features taken from the other designs for incorporation in the final approved design. Some routine jobs like tenders would be given on rotation basis as per the roster maintained by CSIR.

### **Submission, Sealing and Marketing of RFP**

CSIR invites RFP from reputed advertising agencies as per the proforma enclosed as Annexure 'A', in a single sealed envelope.

#### **The RFP must contain the following:**

1. Documents in support of having at least three years experience in the major advertisement campaigns handled during last three years (list maximum 15 with details of the creatives and the budget involved).
2. 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).
3. Evidence of accreditation with INS (To be ratified by the INS as per practice)
4. A copy of the balance sheet (including profit and loss account, auditor's reports, and IT returns) duly certified by the Chartered Accountant for the last three year i.e. 2011-2012, 2012-2013 and 2013-2014, establishing the annual turnover of the agencies as specified in the eligibility criteria. Also, enclose a copy of the service tax receipts in support of the turnover with respect to advertisement jobs.
5. EMD for an amount of Rs. 25,000/- as specified in eligibility criteria.
6. The organizational profile of the agency in terms of technical staff highlighting their professional competence and details of in-house infrastructure supporting claim for capability to undertake the design and production jobs in-house.
7. Evidence of full-fledged office at Delhi.
8. Documents in support of having experience of at least one campaign on topics/issues related to science & technology.
9. Document in support of empanelment with DAVP.

#### **Deadline for Submission of RFP:**

RFP must be received at CSIR, Anusandhan Bhavan, 2, Rafi Marg, New Delhi – 110001 on **17 November 2014** not later than **1500 hrs.** The participating agencies may like to send their representative to be present at the time of opening of tenders, which would be opened on the same day at **1530 hrs.**



**Late/Incomplete RFP:**

Any RFPs received after the deadline for submission of bids as prescribed or incomplete RFPs would be summarily rejected.

**Refund of EMD:**

The EMD deposited by the agencies who would not be empanelled shall be refunded after the completion of the empanelment process.

The EMD deposited by the agencies who are empanelled with CSIR would be refunded immediately within one month after the expiry of the empanelment period.

**Period of Empanelment:**

The empanelment of the agencies shall be initially for a period of one year. This may be extended for another one year subject to satisfactory performance of the empanelled agencies.

**RFP FOR EMPANELMENT OF ADVERTISING AGENCIES**

1. Name of the Proprietor/CEO
2. Name of the Agency:
  - Office Address in full:
  - Residential address of the Proprietor/CEO:
  - Telephone No.:                      Off:                      Res:
  - Mobile No.:
  - E-mail address:
  - Do you have branch office/office other than indicated above in Delhi/out side Delhi (if any, give details)
3. Contact Address at Delhi (for those agencies with headquarters outside Delhi):

Contact Person:  
Telephone No:  
Fax No.”  
E-mail
4. Do you have your own design and production facility?

If yes, give  
Address:  
Telephone No:  
Fax No.”  
E-mail

Is the facility fully owned by your own organization or in partnership with some other organization?
5. Details of the EMD Bank Draft/Pay Order (Amount, date of issue, issuing branch and bank etc.:
6. Is it a registered firm/company?                      :                      Yes/No  
(Copy of the certificate of registration be attached)
7. Is it accredited with INS?                      :                      Yes/No
8. Is it empanelled with DAVP?                      :                      Yes/No

9. Details of Professional Qualification and Experience of CEO and other creative staff.
10. Details of major clients handled by your agency (Maximum 15) (attached extra sheet if necessary) (supporting documents be attached).
11. Details of having experience of at least one campaign on topics/issues related to science & technology. (Supporting document be attached)
12. Details of Balance Sheet (Including profit and loss account, auditors report and IT returns) submitted for last three years i.e. 2011-2012, 2012-2013 and 2013-2014 (supporting documents be attached).
13. Do you have service tax no.? : Yes/No  
( if yes, please mention service tax no. and the details of the service tax paid during last three years along with supporting documents)

Signature \_\_\_\_\_  
Full Name and  
Designation \_\_\_\_\_  
Office seal

### **DECLARATION**

I \_\_\_\_\_ (Proprietor/CEO) 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 CSIR.

Signature \_\_\_\_\_  
Full Name \_\_\_\_\_  
Dated \_\_\_\_\_  
Office 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 along with relevant documents and demand draft is **17 November 2014** positively by **1500 hrs**, which would be opened on the same day at **1530 hrs**.

**DETAILS OF ENCLOSURES:**

**(Please tick mark V)**

- Documents in support of having at least three years experience in terms of advertisement campaigns (list maximum 15 with details of the creatives and the budgets involved).
- Major clients served during the last three years (list maximum of 15 major clients each in public and private sectors with an outline of major campaigns handled for them).
- A copy of the balance sheet (including profit and loss account, auditor's reports, and IT returns) for the last three financial years i.e. 2011-2012, 2012-2013 and 2013-2014, establishing the annual turnover of the agencies as specified in the eligibility criteria. Also, enclose a copy of the service tax receipts in support of the turnover with respect to advertisement jobs.
- EMD for an amount of Rs. 25,000/- as specified in eligibility criteria.
- The organizational set-up of the agency in terms of technical staff highlighting their professional competence and details of in-house infrastructure supporting claim for capability to undertake design and production jobs in-house.
- Evidence of full-fledged office at Delhi.
- Experience to release corporate advertisement on topics/issues related to science & technology.
- Document in support of empanelment with DAVP.



## **AGREEMENT**

THIS AGREEMENT MADE AT NEW DELHI on this ..... day of ..... 2015 BETWEEN the COUNCIL OF SCIENTIFIC & INDUSTRIAL RESEARCH (CSIR), a Society registered under the Societies Registration Act, 1860 having its office at 2, Rafi Marg, New Delhi (hereinafter referred to as the Council) of the one part and M/s. .... (hereinafter referred to as AGENCY) of the other part.

The expression "Council" and "Agency" shall include their successors, administrators and lawful assignees wherever the context of the express so requires.

WHEREAS the Council is desirous of giving the work contract pertaining to the release of advertisements and execution of jobs pertaining to production of special publications emanating from CSIR Hqrs. And whereas the Agency has offered to provide such services on the terms and conditions hereinafter stated.

### **Whereby the parties hereto agree as follows:**

1. That the contract shall remain in force for a period of one year with effect from ..... 2015 and the same can be terminated by giving one month notice in writing on either side.
2. That the Agency shall be responsible for providing value-added services to CSIR in providing assistance in
  - a) Publishing of Press releases of Council in leading newspapers
  - b) Publishing features on Council in leading national dailies
  - c) Providing professional services for organizing press conferences
  - d) Conceptualization of theme for national science events and their coverage in print and electronic media in the form of a campaign and
  - e) Designing of special promotional material

Contd...2/-

3. That a minimum time of 24 hours in each case for preparation of creative and also for release of advertisement at the national level shall be allowed.
4. That a minimum time of 45 days shall be allowed after the submission of bill for arranging payments.
5. That payment will be made as per the approved DAVP rates, existing at the time of release of advertisements.
6. That agency will be liable to provide durables free of cost.
7. That cost of additional inputs i.e. bromides etc. will not be payable to the Agency.
8. That the Agency shall observe the laws applicable and the rules or code of conduct of advertising and any other professional association of newspapers or rules prescribed by Indian Newspaper Society (INS) and Prasar Bharti.
9. That the Agency will not infringe any copyright of any person while providing their services under this agreement.
10. That the Agency shall indemnify and keep indemnified the Council against any loss, claim, demand, action, proceedings, damages, costs, charges and expenses which may be made or brought or commenced against the Council by doing any act contrary to the provisions of this Agreement or due to or resulting from the breach of any agreement between the Agency and the newspapers, television, radio etc.
11. On termination of the agreement, all the material of the Council in the possession of the Agency will be returned to the Council forthwith and will not be used by it or by any other person for any other purpose.

Contd...3/-



12. All disputes between the parties arising out of this agreement or in relation thereto or regarding the interpretation of this agreement shall be referred to an arbitrator appointed by the Director General, CSIR and the provisions of Indian Arbitration and Conciliation Act 1996 or any statutory modification thereof shall be applicable to such reference.
13. The award of the arbitrator shall be final and binding on the parties. In the event of such arbitrator to whom the matter is originally referred to is being transferred or vacating his office or resigning or refusing to work or neglecting his work or being unable to act for any reason whatsoever, the Director General, CSIR shall appoint another person to act as arbitrator in place of the out-going a arbitrator in accordance with the terms of this agreement and the person so appointed shall be entitled to proceed with the reference from the stage at which it was left by his predecessor.
14. The expression Director-General, CSIR shall mean and include an acting/officiating Director General, CSIR.
15. The Arbitrator may give interim award(s) and/or directions, as may be required.
16. Subject to the aforesaid provisions, the Arbitration and Conciliation Act, 1966 and the rules made hereunder and any modification thereof for the time being in force shall be deemed to apply to the arbitration proceedings under the clause.

Contd...4/-

17. The venue of the arbitration shall be at Delhi.

IN WITNESS WHEREOF THE PARTIES HERETO HAVE signed on the date, month and year first above written.

For and on behalf of  
Council of Scientific and Industrial Research,  
Anusandhan Bhawan, 2, Rafi Marg,  
New Delhi – 110001.

Dy. Secretary  
(General).....

Countersigned

Finance & Account Officer  
(Audit).....

For and on behalf of  
M/s.....  
.....  
.....  
.....

**WITNESS:**

1.

2.