

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

No. 25-4(108)/2009-USD

12th March 2009

REQUEST FOR PROPOSAL(RFP)
For
EMPANELMENT OF ADVERTISING AGENCIES FOR CONCEPTUALIZING,
DESIGN AND RELEASE OF CORPORATE ADVERTISEMENTS

CSIR is one of the largest public-funded R&D organizations in the world. It has a network of 37 laboratories and their field centers 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. The expenditure incurred by CSIR at central level in such information dissemination activities during the last three years was on an average about Rs.1 crore per annum. 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 advertisement agencies meeting the following eligibility criteria.

Eligibility Criteria

1. Full INS accreditation (Please enclose a copy of the INS certificate)
2. Should have major advertising campaigns handled by them during the last three years (list maximum of 15 with details of creative and budget involved).
3. Should be willing to release advertisement at DAVP rates applicable at the time of release of advertisement.
4. Annual turnover of minimum of Rs. 10 crores during the last three financial years i.e. 2005-2006, 2006-2007 and 2007-2008. The turnover is to be supported by financial statement of accounts (including balance sheet, 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 last three years.
5. Full fledged office at 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 agencies on the basis of technical evaluation in terms of the campaigns handled by the agencies, infrastructure fully equipped to undertake all design and production jobs in-house as reflected by the proof of ownership, competence of the technical staff as would be judged from the brief CVs of the staff on payroll of the agencies, and quality of the creatives submitted by the agency, if necessary etc.

In case of a large number of applicants meeting the eligibility criteria, additional weightage would be given to the agencies having experience in releasing corporate advertisement on science and technology. The eligible agencies may be called for presentation before the Committee.

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. As per our practice 50 per cent of total media plan is released through the agency whose creatives is approved. The rest of the media plan is equally shared through two other agencies whose creatives are rated as no. 2 and 3 in order of quality as also the features taken from them for incorporation in the final design. Some routine jobs like tenders would be given on rotation basis as per the roster maintained by CSIR.

Submission, Sealing and Marking of RFP

CSIR invites RFP from reputed advertisement 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 creative and 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.

4. A copy of the balance sheet (including profit and loss account, auditor's reports, and IT returns) for the last three years i.e. 2005-2006, 2006-2007 and 2007-2008, 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. 25000/- 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.

Deadline for Submission of RFP:

RFP must be received at the office of Joint Secretary (Admn.), CSIR, Anusandhan Bhavan, 2, Rafi Marg, New Delhi – 110001 on **14th April 2009 not later than 1500 hrs.** The participating agencies may like to send their representative to be present at the time of opening tenders, **which would be opened on the same day at 1530 hours.**

Late/Incomplete RFP:

Any RFPs received after the deadline for submission of bids as prescribed or incomplete would be 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 would be empanelled with CSIR shall be refunded 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 two years. This may be extended for another one year subject to satisfactory performance of the empanelled 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/offices other than indicated above in Delhi or outside Delhi (if yes, 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?

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 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. It is accredited with INS? : Yes/No
(Copy of the accreditation letter be attached)
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. Documents in support of having experience of at least one campaign on topics/issues related to science & technology.
12. Details of Income Tax Return and Balance sheet submitted for last three years (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 annexure 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 Performa along with relevant document and demand draft is **14th April 2009 positively by 1500 hrs. and which would be opened on the same day at 1530 hours.**

DETAILS OF ENCLOSURES:

(Please tick mark '✓')

- Documents in support of having at least three years experience in terms of advertisement campaign (list maximum 15 with details of creatives and 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).
- Evidence of accreditation with INS.
- 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. 2005-2006 2006-2007 and 2007-2008, 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. 25000/- 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 Science & Technology.

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Dated :12th March 2009

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Empanelment of Advertising Agencies for Conceptualizing, Design
and Release of Corporate Advertisements**

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

No. and dated	Name of Work	Initial period of contract	No. of agencies to be empanelled	EMD in Indian Rupees
25-4(108)/2009-USD dated 12-03-2009	Empanelment of advertisement agencies for conceptualizing, design and release of corporate advertisement	24 months	5 to 7	Rs. 25,000/-

The RFP document can be downloaded from the CSIR website: www.csir.res.in . The last date and time for submission of RFP at the above address is **14th April 2009** 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 RFP. CSIR reserves the right to accept or reject any or all RFPs without assigning any reasons therefore. All legal disputes arising out of this empanelment exercise shall be subject to the jurisdiction of the court of Delhi only.