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	Council for Advancement of People's Action and Rural Technology (CAPART)
<p>(Under the aegis of Ministry of Rural Development, Govt. of India) Zone-5A (Core-C), 2nd Floor, India Habitat Centre, Lodhi Road, New Delhi - 110 003</p>	
<p><u>NOTICE FOR EMPANELMENT OF ADVERTISING AGENCIES</u> CAPART for the purpose of empanelment of upto 10 advertising agencies invites reputed agencies fully accredited with the INS experienced in conceptualizing, creating and releasing the advertisement in various media with sound financial capabilities for giving their offer. Details of criteria for empanelment & application form can be downloaded from the Councils' website www.capart.nic.in. The application form duly filled and completed in all respects in the prescribed format should be placed in the tender box located at Facilitation Centre of CAPART, Zone-5A (Core-C), 2nd Floor, India Habitat Centre, Lodhi Road, New Delhi-110003 latest by 20.04.2010 by 4:00p.m. in sealed envelopes clearly superscribed "Application for Empanelment of Advertising Agencies- Technical & Financial bid".</p>	

8cm x 6cm

File No. CAPART/5(11)/2009-Media

**Council for Advancement of People's Action and Rural Technology
(CAPART)**

Zone-5A (Core-C), 2nd Floor, India Habitat Centre,
Lodhi Road, New Delhi -110003
Phone: 011-2464 2393, 2464 2395

NOTICE FOR EMPANELMENT OF ADVERTISING AGENCIES

Council for Advancement of People's Action and Rural Technology (CAPART) which is an autonomous body under the aegis of Ministry of Rural Development, Govt. of India desires to empanel upto 10 advertising agencies with excellent track record. CAPART may spend annually about 20-25 lakh on advertising its schemes and programmes such as publicity of SARAS Mela, appointment/tender notice Ads etc.

2. **Responsibility** will be mainly for releasing advertisements in Newspapers i.e. in print media and other items mentioned below:

- Preparation of artwork for different advertisements campaigns and release of the same on Print Media at DAVP rates.
- Artwork for Hoardings, Posters, designs of all other outdoor media advertisements.
- Artwork for leaflets, magazines and souvenirs etc.
- Preparation of TVC and Radio Jingle for CAPART.
- Release of advertisement in electronic media such as Radio, TV etc.
- Suggestions/preparation of media plan for advertising campaigns in Print and Electronic Media.
- Any other work related to Publicity of CAPART programmes.

3. For this purpose, CAPART invites applications from reputed advertising agencies, fully accredited with the INS, having either head office or branch office in Delhi.

4. Agencies fulfilling the following criteria and accepts the following terms & conditions only should apply for empanelment:

- i) The agency should have full accreditation with INS (Print Media) & will release advertisement as per DAVP rates and/or Prasar Bharati /All India Radio (Electronic).
- ii) The agency should have at least 5 years experience of working with Central Ministries/Government Departments, PSUs, Autonomous Bodies etc.
- iii) The agency should have annual turnover of Rs.5 Crores for the last three years.
- iv) The agency should have full-fledged office (with creative team attached) in Delhi.
- v) The agency should have exposure in advertising in rural areas and for rural masses.
- vi) The advertising agency applying for empanelment should not have been blacklisted by any organization.

5. The application form can be downloaded from the CAPART website www.capart.nic.in. The filled in application form alongwith samples of items 6(1) to 6(5) focused on rural products, crafts and artisans may be submitted as Technical Bid and corresponding quotations as a Financial Bid in two separate sealed envelopes kept in one big sealed envelop clearly superscribed "Application for Empanelment of Advertising Agencies - Technical & Financial Bid" should be submitted to CAPART by the date and time stipulated.

6. Quotations for items:

(1) Releasing the Advertisement at DAVP rates:

Cost of releasing a display advertisement of size 16 x 25 cm (colored) in Delhi editions of Times of India, Hindustan Times (in English) and Navbharat Times and Hindustan (in Hindi) newspapers at DAVP rates with taxes if any.

(2) Cost for preparation of Artwork and printing of Poster:

Quantity	:	1000
Colour	:	Four colour
Size	:	16" x 23"
Paper	:	240 gsm. Imported Art Paper with plastic lamination

(3) Cost for preparation of Artwork and printing of Leaflet (one sheet)

Quantity	:	1000
Size of the leaflet	:	6.5"x9"
Paper	:	80 gsm. Super print
Colour	:	Single
No. of page	:	Two – printed on both sides

**(4) Rate of per square feet for preparation of artwork and printing,
installation of Signboard**

Signboard	:	Gloss Laminated Vinayl with 3 MM sun board
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(5) Cost for making Radio Jingle : 5 Minutes duration

Term and Conditions:

- a) Agency will be empanelled for two years; this period can be extended at the discretion of the CAPART for a further period of 2 years based on satisfactory performance.
- b) The CAPART will have right to remove any agency form the empanelled list without assigning any reason whatsoever. CAPART has also reserves the right to modify the term and conditions for empanelled agencies.
- c) The empanelled advertising agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to

CAPART's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. CAPART reserves the right to impose penalty in case of any violation of the above.

- d) The agency should be able to execute order at short notices and even on holidays.
- e) Subject to nature and exigencies of work CAPART reserves the right to invite concept from all empanelled agencies and release order will be given to the agency whose design/ concept is approved.
- f) CAPART will not pay charges for preparation of samples/design and creative (artwork)/ concept or commercial advertisement to any agency.
- g) Artwork/commercial was once commissioned will be the property of the CAPART and it can be repeatedly used in different media like print, outdoor, electronic etc. without seeking permission from concerned advertising agencies or paying any commission. Agency has to provide original soft copy of open file to the CAPART. The agency can't use the concept, artwork, picture, film and jingle for other clients once the CAPART selects it.
- h) CAPART reserves the right to make necessary modification to the selected artwork, concept, film etc.
- i) Applications received after due date & time or without necessary documents will be rejected.
- j) CAPART reserves the right for rejection of any/all applications or have empanelment done otherwise without assigning any reason whatsoever. All

decisions taken by the CAPART would be final and no further representation in this regard will be entertained.

- k) CAPART also reserves the right to employ any outside agency for carrying out big-ticket campaigns/ brand building exercise etc.

The selection process schedule will be as under:

- **Last date** for submission of application forms with creative artwork (Technical bid and financial bid) is **20.04.2010 till 4:00 pm.**
- Evaluation of Technical bids.
- Short-listed advertising agencies will be required to make presentation to the Selection Committee for the empanelment.
- Evaluation of Financial bids and selection of agencies for empanelment.
- CAPART reserves the right to accept/reject any/all of the applications without assigning any reason thereof.
- The decision of CAPART in the selection of advertising agencies will be final and binding.

Director (Media)

Tel.: 011-2464 2395

Council for Advancement of People's Action and Rural Technology
(CAPART)

Zone-5A (Core-C), 2nd Floor, India Habitat Centre,
Lodhi Road, New Delhi - 110 003
Phone: 011- 24642393, 24642 395

APPLICATION FORM FOR EMPANELMENT OF ADVERTISING AGENCY

1. NAME OF THE AGENCY :
2. OFFICE :
3. PHONE :
4. FAX :
5. E-MAIL :
6. BRANCH/BRANCHES (If any) :
7. YEAR OF ESTABLISHMENT :
8. YEAR OF FULL ACCREDITATION WITH INS:
(To be supported by copy of INS certificate)
9. TURNOVER OF YOUR AGENCY (Delhi Office) DURING PAST 3 YEARS IN CRORES:
(To be supported by CA's certificate & copies of audited balance sheet for last three years)

YEAR	PRESS AD	ELECTRONIC	TOTAL
2006 – 2007	:
2007 – 2008	:
2008 – 2009	:

G. TOTAL :

10. SERVICE TAX REGISTRATION NO. :
(To be submitted by copy of certificate and PAN card)

11. STRENGTH OF YOUR AGENCY IN DELHI: Client Servicing, Media Copy & Creative Unit

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12. ARE YOU SERVING OTHER GOVT./PSU CLIENTS: YES NO
(please tick)

13. NAME & ADDRESS OF THREE OF YOUR TOP GOVT./PSU CLIENTS:
(To be supported by photocopy of Letter/Release Order)

- 1.....
- 2.....
- 3.....

14. HAS YOUR AGENCY BEEN PLACED IN DEFAULTER CATEGORY BY ANY GOVT. DEPARTMENT?
IF NOT, PLEASE SUBMIT A SELF ATTESTED CERTIFICATE TO THIS EFFECT.

15. SAMPLES OF CREATIVE ITEMS FOR CAPART SUBMITTED: YES NO
(please tick)

WHY DO YOU THINK YOU SHOULD BE CONSIDERED FOR EMPANELMENT WITH CAPART
(attach sheet, not more than 100 words)

Declaration

I /We do hereby certify that the information as provided above is correct and true in all respect. In case of furnishing any false information or suppression of any material information, the application shall be liable for rejection besides penalty can be imposed, if it deemed fit.

Signature
Name and Designation of
Authorised Signatory with Seal

Date:
Place:

NOTE:

1. Please enclose your company profile.
2. Samples of major jobs undertaken 2007-08, 2008-09, 2009-10 (Mainly advertisements, posters, leaflets, signboards, radio jingles etc.).
3. Documentary evidence wherever mentioned must be attached in the form asked for. In absence of the same, the application will be summarily rejected. CAPART reserves the right to accept or reject any or all applications without assigning any reason thereof.