

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 about 4-5 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/Expression of Interest/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 and Prasar Bharati, 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 Prasar Bharati (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 designs in sealed envelop clearly superscribed "**Application for Empanelment of Advertising Agencies**" should be submitted to Director (Media & Publication), CAPART by the date and time stipulated.

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 from 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.

ARBITRATION

- In the event of any dispute or difference whatsoever arising during the period of empanelment the same shall be referred to the sole arbitration of some other person appointed by CAPART, New Delhi. The arbitration shall be conducted in accordance with the provisions of the Arbitration & Conciliation Act, 1999.
- There will be no objection that the Arbitrator is a person who has dealt with the matters to which the contract relates and/or in the course of his duties he has expressed any view on any matters in dispute or differences. The award of the Arbitrator shall be final and binding on the parties.
- Not - withstanding any dispute between the parties, the agency shall not be entitled to withhold, delay or defer his obligation under the contract and the same shall be carried out strictly in accordance with the terms and conditions of the contract.
- The Arbitrator shall give speaking and reasoned award with respect to the matter referred to him by either of the parties.

The selection process schedule will be as under:

- 1 The process of selection of agencies for empanelment at CAPART will be a two stage one. The first stage will involve scrutiny of applications received, by a Committee constituted for the purpose to assess adherence to eligibility criteria.
- 2 The short-listed agencies will then be called to make a presentation before the Committee at a pre-fixed date detailing the concept, creative ideas, experience, capability, strategy, area of operation, etc. of the Agency.
- 3 CAPART also reserves the right to ask the Agency to make a presentation of creative strategy on a given subject. The final selection of agencies for Empanelment would be done on the basis of presentation. The decision of the Committee is final and binding.
4. CAPART reserves the right to accept/reject any/all of the applications without assigning any reason thereof.
5. The decision of CAPART in the selection of advertising agencies will be final and binding.

Payment Terms and Conditions

1. Payment to agency shall be made on submission of the bill on DAVP rates of the various newspapers, duly supported with all copies of the advertisements released in selected newspapers with service tax as applicable to the Govt. of India.
2. TDS shall be deducted at source from the running bills as per applicable Tax rules by CAPART.

Last date for submission of application forms is **31.10.2012 till 4:00 pm.** Application received after this date and time will not be accepted.

Application completed in all respect should be addressed to:

Director (Media & Publication)

CAPART

Zone-5A (Core-C), 2nd Floor, India Habitat Centre, Lodhi Road, New Delhi – 110 003.

The filled in application form alongwith samples of designs in sealed envelop clearly superscribed "**Application for Empanelment of Advertising Agencies**" should be placed in the tender box located at near the Facilitation Centre of CAPART Hqtrs., Zone-5A (Core-C), 2nd Floor, India Habitat Centre, Lodhi Road, New Delhi – 110 003.

For any further information/clarification, please contact Dr. S. R. Singh, Director (Media & Publication) on Tel. 011-2465 6698.

Director (Media & Publication)

Tel.: 011-2465 6698

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APPLICATION FORM FOR EMPANELMENT OF ADVERTISING AGENCY

1. NAME OF THE AGENCY :

2. OFFICE :

3. PHONE :

4. FAX :

5. E-MAIL :

6. AGENCY STRUCTURE :
(Whether Partnership Firm or Sole proprietorship Firm or Private Limited/Limited Company etc.)

7. Name of Directors / Partners/ Proprietors etc.:

8. BRANCH/BRANCHES (If any) :

9. YEAR OF ESTABLISHMENT :

10. YEAR OF FULL ACCREDITATION WITH INS:
(To be supported by copy of INS certificate)

11. YEAR OF FULL ACCREDITATION WITH PRASAR BHARTI:.....
(To be supported by copy of Prasar Bharti certificate)

12. 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

2009 – 2010 :

2010 – 2011 :

2011 – 2012 :

G. TOTAL :

13. SERVICE TAX REGISTRATION NO. :
(Please attached the copy)

14. PAN NO. OF THE FIRM:
(Please attach the copy)

15. COPIES OF THE INCOME TAX RETURNS OF THE FIRM FOR THE LAST THREE YEARS:

16. BANK ACCOUNTS NUMBER WITH BRANCH NAME AND IFC CODE OF THE BANK:

17. RTGS/NEFT NO. OF THE BANK:

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

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

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

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

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

22. Details regarding any civil suit/litigation in the contracts executed by the agency during the last 5 years. Give details if any :

23. SAMPLES OF DESIGNS SUBMITTED:
(please tick)

YES

NO

24. 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
Authorized Signatory with

Seal
Date:
Place:

NOTE:

1. Please enclose your company profile.
2. Samples of major jobs undertaken 2009-10, 2010-11, 2011-12 (Mainly advertisements 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.