

NOTICE

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Expression of Interest for empanelment of "Print Media Creative Agencies" for making creatives for print media and outdoor publicity
for

Ministry of Environment, Forest and Climate Change,
Government of India

Ministry of Environment, Forest & Climate Change (MoEFCC)
Indira Paryavaran Bhawan, Jor Bagh Road,
New Delhi, 110003

All interested DAVP empanelled Agencies are requested to submit
Express of Interest to work for MoEFCC. Details are available at
www.moef.gov.in

Submission of Expression of Interest by Agencies:

From 18.05.2018 to 07.06.2018

Time- 03.00 PM

E-mail: mediamoef13@gmail.com

Empanelment of “Print Media Creative Agencies” for making creatives for print media and outdoor publicity for the Ministry of Environment, Forest & Climate Change.

The Ministry of Environment, Forest & Climate Change, Government of India invites technical bids from the reputed agencies for designing & production of Print Media Creative Agencies” for making creatives for print media and outdoor publicity to be used in environment awareness campaign of Ministry of Environment, Forest & Climate Change. The advertisements will be released through DAVP & Other Govt. Agencies. Brief about the Ministry of Environment, Forest & Climate Change is enclosed at Annexure-A. The Ministry will follow prevailing DAVP rates for the production of creatives. The Ministry shall empanel minimum of 3 agency and maximum of 6 agencies for print media and outdoor publicity Creative. The empanelment shall remain valid for two years from date of signing the agreement. The empanelment can be extended for two more years on the basis of performance.

2. Eligible agencies may submit their applications in a sealed envelope superscripting “Application for Empanelment of Print Media Creative Agencies” for the Ministry of Environment, Forest & Climate Change”. Agencies desiring must submit separate application in sealed envelope complete in all respect and application should be addressed to be Under Secretary (Media), Ministry of Environment, Forest & Climate Change, Indira Paryavaran Bhawan, Jorbagh Road, New Delhi-110 003 latest by 3.00 PM of 7th June, 2018. The EOI would be opened on the same day at 4.00 PM. Application received after the due date and time will not be entertained. The interested agencies should submit following documents along with EOI.

3. Eligibility Criteria

Minimum eligibility criteria prescribed for “Print Media Creative Agencies” for making creatives for print media and outdoor publicity for the Ministry of Environment, Forest & Climate Change is as under. Application not meeting the minimum eligibility criteria will not be considered for further short-listing. Self-attested documents listed below against each parameter must be submitted by the applicant. All document must be properly indexed.

- (i) Registration:
Agency must be Currently Empanelled and or enlisted with DAVP and empanelment/enlistment must have validity up to at least 30-09-2018 or more. Empanelment/enlistment certificate issued must be enclosed.
- (ii) Earnest Money:
A DD or Rs.25,000/- drawn in the name of 'Pay and Accounts Officer, Ministry of Environment, Forest & Climate Change must be enclosed with the application. Application without the earnest money will be summarily. Earnest Money or unsuccessful applicants will be returned after the finalization of agencies.
- (iii) Experience:
Having at least 10 years experience in producing print and outdoor publicity material.
- (iv) Availability of Infrastructure Facilities for undertaking the work assigned to it by the Ministry.
- (v) Applicant agency must have office in New Delhi.

4. List of documents to be submitted with application

In addition to the documents mentioned at para 1 (Eligibility Criteria) of the EOI document, applicants should submit following document with their application, Performance against the parameters must be duly supported with self attested documents.

- (i) Profile of the Agency and its owner / Partner/Director in the enclosed performa (**Annexure- B**)
- (ii) Concept note and Creative Strategy (Max4 page in case of word document or 20 sliders in case of power point) detailing the print and outdoor publicity strategy for Ministry of Environment, Forest & Climate Change for the year 2018-19.
- (iii) Organisation capability in term of various print and outdoor publicity creative work.
- (iv) Self Certificate stating that the agency has not been blacklisted in the past.
- (v) A certificate indicating that information submitted by him/her is correct. Anyone found guilty of furnishing false information shall be blacklisted by the Department and security deposit of such agencies shall be forfeited.

5. Method of Selection

The application submitted by agencies would be examined by a Selection Committee, constituted by the Ministry. Application will be shortlisted by the Committee based on applicant's performance against various parameters at Para No. 3 and Para No.4 of the EOI document. The shortlisted agencies will be invited for giving presentation before the selection committee on their capabilities, best works and new and innovative ideas on environment awareness and other focus areas of the Ministry as per evaluation criteria at **Annexure-C**.

Final Selection of agencies will be made based on presentation by shortlisted agencies. The decision of the Selection Committee in this regard would be firm and final.

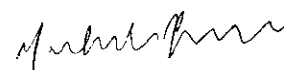
6. Scope of Work

- i. Designing and Production of High Quality Creative on various themes as per the need of the Ministry to promote awareness.
- ii. Delivery as per schedule to be mentioned in work order.

7. Terms of Contract

- i. Payment will be as per DAVP approved rates for production of creatives.
- ii. Payment will be by way of ECS within stipulated time period as per work order and within 90 days from the date of submission of completed bills.
- iii. Bills may be submitted regularly with pre-receipted bills in triplicate, towards activities already completed for settlement.
- iv. Agency will be paid as per prevailing DAVP approved rates for production of creatives.
- v. Selected agency will have to deposit Rs. One Lakh in the form of a DD which will be refunded within one month after completion of the Contract. The DD deposited against Earnest Money Deposit will be returned to the selected agency after finalization of the selection procedure.
- vi. The ownership of the approved creatives will vest with the Ministry and the agency will have no proprietary or other intellectual rights in respect of the same.
- vii. Conditional bids will be rejected out rightly.
- viii. Ministry of Environment, Forest & Climate Change reserves the right to reject offer received from any agency without any intimation to the bidder.
- ix. Ministry of Environment, Forest & Climate Change reserves the right to reject or accept any design or creative produced by the agency.
- x. Ministry of Environment, Forest & Climate Change has the right to cancel/ postpone the tender without assigning any reason.
- xi. The selected agency shall execute an agreement with Ministry of Environment, Forest & Climate Change on Rs. 100/- Stamp as per procedure.

- xii. Ministry of Environment, Forest & Climate Change reserves its right to place an order for full or part quantities under any items of work under scope.
- xiii. The period of validity of tender is 180 days from the closing date of the proposals.
- xiv. Payment of approved rates will be made only for creative which have been finally approved. No payment will be due on creative which have been asked to be modified or are not accepted. If an agency fails to complete the work in stipulated time frame, Ministry of Environment, Forest & Climate Change will have full right to get the job completed from another agency at the cost of selected agency.
- xv. The agency shall maintain strict confidentiality. Ministry of Environment, Forest & Climate Change may also assign creative work of its subordinate/ attached offices/ autonomous organization on approved rates. The agency has to undertake the same without any reservations. For requirement of creatives, selected agencies will be intimated through E-mail about the theme/ requirement and other details.
- xvi. Neither the party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. The party affected by an event of Force majeure will immediately notify to the other party about its inability to fulfill its contractual obligation resulting from such Force Majeure Act. It should similarly notify to the other party on cessation of disability arising from such event.
- xvii. **Arbitration:** In case of any dispute and on written request of the agency, an arbitrator shall be nominated by Secretary (Environment, Forest and Climate Change) whose decision shall be final and binding on both parties.
- xviii. **Jurisdiction:** The contract shall be governed by laws of India and all Government rules issued from time to time and in force at time of execution of contract.
- xix. Ministry of Environment, Forest & Climate Change reserves the right to terminate the contract of any agency(ies) without assigning any reason. In case the selected agency desires to terminate the contract, a notice of 90 days is required during which they will be required to carry out the work awarded to them. Failure to do so would be resulting in forfeiture of Security Deposit.
- xx. Ministry of Environment, Forest & Climate Change will have the right to assess the performance of the Agency and may decide to continue or terminate the contract as per assessment made.
- xxi. Ministry of Environment, Forest & Climate Change, may in the interest of work, include any additional agency in the panel and assign it work at mutually agreed rates.



(Mahendra Yadav)
Under Secretary (Media)
Tel: 011-24695334

Awareness Campaign of Ministry of Environment, Forest and Climate Change

BRIEF FOR THE PROFESSIONAL AGENCIES

Background

It was created in 1985 as the Ministry of Environment and Forests (MoEF), and then rechristened in 2014 when Climate Change was added to its portfolio and title (Ministry of Environment, Forest - and Climate Change MoEFCC). Its mandate however, has remained consistently vast. It includes planning promotion, co-ordination and overseeing implementation of India's environmental and forestry policies and programmes. To put it in context, MoEFCC, as per official dictum, is responsible for the survival and sustenance of India's countless, spectacularly varied range of natural resources. Its lakes and rivers, its biodiversity, forests, animals and wildlife. Prevention and abatement of pollution and now Climate Change, too, come within its scope of work.

The Ministry also represents India in the global arena, as the nodal agency in several ongoing multilateral negotiations. These processes involve governance issues, critically important for maintaining a healthy economy.

Assigned tasks as complex as these, MoEFCC's role gains even greater significance when one takes into account the unique relationship that exists in India between environment and the development process. In India environment is not just pretty trees and tigers, threatened plants & ecosystems. It is literally the entity on which the Indian people subsist, and on which the entire agricultural and industrial development depends.

The Ministry requires an experienced Agency to effectively propagate and publicize its messages and initiatives. The main objective of Media Campaign of MoEFCC are:

- To ensure that the people are made aware of their responsibility towards the environment, the urgency towards environment related issues and the impact that the current environment crisis has already had on their life and livelihood.
- To effectively disseminate information about the activities and initiatives of the Ministry to regional, national and international media.

Through media campaigns, an awakening has been made and now it is a time to give it a more structured shape through professionally devised media strategies and their implementation in a focused and targeted manner. The services of professional agencies are required to strengthen the campaign and turn it into a movement covering whole country.

2. There is requirement to give this campaign a big push to take campaign to newer and some innovation and new approach. The level of work should be well designed, well thought out and innovatively planned.

Expression of Interest for Empanelment of “Print Media Creative Agencies” for making creatives for print media and outdoor publicity for the “Ministry of Environment, Forest and Climate Change” Media Campaign

1. Name of Owner/ managing Director/ Partner of the Organization:
2. Name of the Organization:
 - Office Address in full:
 - Residential Address of the owner/ MD/ partner of the Organization.
 - Telephone No: Off: _____ Res: _____
 - Mobile No:
 - E-mail Address:
3. Empanelled/ enlistment with whom?: DAVP
4. Details of Accounts statements (P&L and Balance Sheet) submitted for last three years.
(supporting documents be attached)
5. Do you have GST No.? : Yes/No
6. Do you have PAN?: Yes/ No
(If yes, please mention Permanent Account Number (PAN))
7. Details of Professional Qualification and Experience of Owner/ MD/ Partner of the agency:
(Attach extra sheets if necessary) (Supporting documents be attached)
8. Brief about experience of agency in Last Three Years with specific reference to any work/ project related print media and outdoor publicity Production, if any.
(Attach extra sheets if necessary)
9. Experience of production on Ministry of Environment, Forest & Climate Change related issues and/or any social or other mass related campaign. Mention One of the Best only:
(attach extra sheet if necessary) (Supporting documents be attached)

Signature _____

Full Name and Designation _____

Official Seal

Evaluation Criteria

SNo	Evaluation Criteria	Max Score	Remarks
1.	Experience	20	
2.	Current team experience suitable for the assignment (Qualification & Experience)	20	
3.	Availability of Infrastructure Facilities	20	
4.	Plan proposed for MoEFCC - Concept Note and Creative Strategy (Max4 page in case of word document or 20 sliders in case of power point) detailing the audio visual strategy for Ministry of Environment, Forest & Climate Change for the year 2018-19	40	

DECLARATION

I _____ (Owner/ Managing Director/ Partner) 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 the Department.

Signature _____

Full Name _____

Date _____

Official Seal

Note:

1. Please attach sheets wherever necessary.
2. All the enclosures should be properly annexed 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 is prescribed Performa is _____
