


Ministry of Consumer Affairs  
Food & Public Distribution  
Department of Consumer Affairs  
Krishi Bhavan, New Delhi-110 001

**Notice for Expression of Interest for Empanelment of Production Agencies for Preparation of Audio-Visual Creatives for the “Jago Grahak Jago” campaign.**

The Department of Consumer Affairs invites expression of interest from the reputed agencies for designing and production of Audio-Visual Creative for the “Jago Grahak Jago” campaign. Eligibility criteria and other details about EOI are available at **[www.consumeraffairs.nic.in](http://www.consumeraffairs.nic.in)**

The agencies fulfilling the eligibility criteria may submit their application together with requisite documents up to 3:00 P.M. on 30.09.2016 to the Under Secretary (Publicity) Department of Consumer Affairs, CR Section (R&I) Krishi Bhawan, New Delhi-110001. The applicants must clearly mention on the envelope “Application for Empanelment of Production Agencies for Audio Visual creative”.

  
(Umesh Pande)  
Under Secretary  
011- 23383863

No.K-17(8)/2015-Pub.  
Government of India  
Ministry of Consumer Affairs, Food & Public Distribution  
Department of Consumer Affairs

Shastri Bhawan, New Delhi  
Dated 7<sup>th</sup> September, 2016

**Empanelment of Production Agencies for Preparation of Audio-Visual Creatives  
for the “Jago Grahak Jago” campaign.**

The Department of Consumer Affairs, Government of India invites technical bid from the reputed agencies for designing & production of Audio-Visual Creatives to be used in consumer awareness campaign “Jago Grahak Jago”. The advertisements will be released through DAVP & other Govt. Agencies. Brief about the “Jago Grahak Jago” campaign is enclosed at Annexure-B. **The Department will follow prevailing DAVP rates for the production of creatives.** The Department shall empanel Minimum of 3 agency and maximum of 6 agencies for Audio-Visual 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.

Eligible agencies may submit their applications in a sealed envelope superscripting “**Application for Empanelment of Production Agencies for Audio Visual creative**” Agencies desiring to must submit separate applications in sealed envelope complete in all respect and application should be addressed to the Under Secretary (Publicity), Department of Consumer Affairs, CR Section (R&I), Krishi Bhawan, New Delhi- 110001 latest by 3:00 PM of 30.09.2016. 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.

**1. Eligibility Criteria**

Minimum eligibility criteria prescribed for Production Agencies for Preparation of Audio-Visual Creative is as under. Applicants not meeting the minimum eligibility criteria will not be considered for further shortlisting. Self-attested documents listed below against each parameter must be submitted by the applicant. All documents must be properly indexed.

(i) Registration: Agency /Creative Director must be Currently Empanelled and or enlisted with DAVP/NFDC/DD/AIR and empanelment /enlistment must have validity upto at least 31<sup>st</sup> March 2017 or more. Empanelment /enlistment certificate issued by any of these agencies must be enclosed. Empanelment/enlistment certificate in the name of agency in case of DAVP/DD/AIR and or Empanelment Certificate/enlistment In the name of Partner or owner or director as Creative director with NFDC.

(ii) Earnest Money: A DD of Rs. 25,000/- (Rupees Twenty Five Thousand Only) drawn in the name of " Pay and Accounts Officer, D/o Consumer Affairs" must be enclosed with the application. Applications without the earnest money will be summarily rejected. Earnest Money of unsuccessful applicants will be returned after the finalization of agencies.

(iii) Experience: Applicant Firm Must be three year old. A minimum of three audio visual work must have been done by Agency, sample film and work orders (or any other supporting document) for Film must be submitted alongwith online link if any of the film .

(iv) Turnover: Applicant must have an annual turnover of minimum of Rs.1 Crore for during the last three financial years. The turnover is to be supported by financial statement of accounts duly certified by the Chartered Accountant or self attested.

(v) Applicant agency must have office in New Delhi.

## **2. 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 documents 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 (Annex-A).
- (ii) Concept Note and Creative Strategy ( Max 4 page in case of word document or 20 slides in case of power point ) Detailing the audio visual strategy for Jago Grahak Jago for YEAR 2016-2017.
- (iii) Organisation capability in term of various audio visual 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.

## **3. Method of Selection**

The application submitted by agencies would be examined by a Selection Committee, constituted by the department. Applications will be shortlisted by the committee based on applicant's performance against various parameters at Para. No.1 and Para No. 2 of the EOI document. The shortlisted agencies will be invited for giving presentation before the selection committee on their capabilities, best works and new ideas on consumer awareness.

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.

#### **4. Scope of Work**

- (i) Designing and Production of High quality creative on various themes as per the need of the Department to promote consumer awareness.
- (ii) Delivery as per schedule to be mentioned in work order.

#### **5. Terms of Contract**

- (i) Payment will be as per DAVP approved rates for production creatives.
- (ii) Payment will be by way of ECS within stipulate 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 Audio-Visual agency will have to deposit Rs. One Lakh in the form of a D.D. 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 Department 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) The Department of Consumer Affairs reserves the right to reject offer received from any agency without any intimation to the bidder.
- (ix) The Department of Consumer Affairs reserves the right to reject or accept any design or creative produced by the agency.
- (x) Department has the right to cancel / postpone the tender without assigning any reason.
- (xi) The selected agency shall execute an agreement with the Department on Rs. 100/- stamp paper as per procedure.

- (xii) The Department of Consumer Affairs 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 the Department 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. Department of Consumer Affairs 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 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 disputes and on written request of the agency, an arbitrator shall be nominated by Secretary (Consumer Affairs) 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) The Department of Consumer Affairs reserves right to terminate the contract of any agency / agencies 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) The Department 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) The Department, may in the interest of work, include any additional agency in the panel and assign it work at mutually agreed rates.



**(Umesh Pande)**  
**Under Secretary**  
**Tele No. 23383863**

**CONSUMER AWARENESS CAMPAIGN  
“JAGO GRAHA JAGO”**

**BRIEF FOR THE PROFESSIONAL AGENCIES**

**BACKGROUND**

The Department of Consumer Affairs being the nodal Department for consumer protection and welfare has made sustained efforts to safeguard the interests of the consumers. The success of consumer movement mainly depends on the level of consumer awareness generated in the country by educating the consumer about his rights and responsibilities coupled with and effective functioning of the consumer forums where consumers can ultimately assert their rights in seeking redressal. Within India the level of consumer awareness varies from State to State depending upon the level of literacy and social awareness of the people. **The main objectives of the Multi Media Campaign of the Department are:-**

- i) to empower consumers by educating them on their consumer rights;
- ii) to protect consumer from adulteration by sensitizing them on the precautions to be taken while buying food items;
- iii) to protect consumer from defective weights & measures;
- iv) to boost the confidence of the consumers and to reassure them against suffered loss or damage as a result of any unfair/ restrictive practice adopted by the trader or service provider;
- v) to educate the consumer to insist on certified products and to buy from authorized sales outlets;
- vi) to protect consumers from sale of inferior quality of gold;
- vii) to generate awareness on the mechanism available to get their grievances redressed;
- viii) to strengthen the grievance redressal systems;
- ix) to institute a monitoring and evaluation system with concurrent evaluation to improve the campaign.

Through his campaign, 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 consumer movement covering the whole country.

**2. Strengthening the existing campaign and new idea**

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

\*\*\*\*\*

**Expression of Interest for Empanelment of Production Agencies for Preparation of Audio-Visual Creatives for the “Jago Grahak Jago” campaign.**

1. Name of the 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 Organisation

• Telephone No.:                      Off:                      Res:

• Mobile No.:

• E-Mail address:

3. Empanelled /enlistment with whom? : DAVP/NFDC/DD/AIR (for A-V )  
(copy of the empanelment/enlistment letter be attached)

4. Details of Accounts statements (P&L and Balance Sheet) submitted for last three years.  
(supporting documents be attached)

5. Do you have service tax no.? : Yes/no

6 Do you have pan Number? Yes /No  
(if yes please mention pan card Number )

7. Details of Professional Qualification and Experience of Owner / MD/Partner of the agency:  
(Attach extra sheet if necessary) (supporting documents be attached)

8. Brief about experience of agency in Last Three year with specific reference to any work/project related AV production if any.  
(Attach extra sheet if necessary)

9. Experience of production on consumer related issues and or any social or other masse related campaign. Mention One of the best Only:  
(attach extra sheet if necessary) (Supporting documents be attached)

Signature\_\_\_\_\_

Full name and designation\_\_\_\_\_

Official Seal



**DECLARATION**

I \_\_\_\_\_ (Owner or 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 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 performa is \_\_\_\_\_.