

To
Advertising Agencies.

Sub:-Invitation for expression of interest from Bureau of Outreach & Communication (BOC) empanelled advertising agencies for copy writing, concept designing of creative advertisement for Multimedia / Electronics/Print media/ Outdoor Media/ new media etc.

Sir/Madam,

I am directed to invite applications from creative agencies empaneled in different categories in DAVP for copy writing, concept, content writing and designing etc. for Print media, Electronics media, Multimedia, Outdoor Media and New Media etc for the Ministry of Social Justice & Empowerment.

2. The application should be in sealed envelope duly super scribed as "**application for copy writing, concept, visualization and designing etc. for Electronics Media, Print Media Multimedia and Outdoor Media**" and sent to S.P. Mishra, Deputy Director (Media), Room No. 721-A Wing, Shastri Bhawan, New Delhi latest within 30 days from the date of publication of the advertisement. Advertising Agencies should mention details about their firm in Annexure-A.

3. Scope of work for Agencies

- a) Designing of creative with body copy in Hindi & English for launch of print and outdoor media campaign.
- b) Plan for Outdoor Media
- c) Production of Radio & TV spots, documentaries, short films, serials etc.
- d) Production of creative for web based campaign.
- e) Designing of publicity material such as brochures, folders, booklets, diary, calendar, gift items etc.
- f) Designing of creative and copy-writing for animation, display and tickets/scrolls for TV channels/electronics display boards etc.

4. Terms and conditions

1. The advertisement agency should:
 - (a) be empanelled with DAVP.
 - (b) Print Media have INS accreditation.
 - (c) have Professional experience of at least 5 years in social sector advertising.

- (d) have all India/regional presence at least in 4 States. Agencies should be preferably operating from Delhi
- (e) not have been blacklisted/banned for Govt. work by any Central Government/State Government/PSUs/Autonomous bodies etc..
2. Agencies fulfilling the above criteria, shall submit their application for designing advertisements of Ministry on various schemes. After scrutiny of applications, if required the competent authority may invite the agencies to appear for a power point presentation. Finally selected agencies will be given work of creative job at BOC rates on the basis of best creative work.
 3. No payment will be made to those agencies whose designs are not used.
 4. All terms and conditions of BOC will also be applicable.
 5. The performance of empanelled agencies will be reviewed periodically and agency/(ies) whose performance is not up to the mark will be liable to be discontinued from the panel. The Ministry reserves the right to cancel the empanelment provisions at any time without assigning any reason, and do a fresh empanelment.
 6. Consortium of agencies/sub-contract of work will not be allowed without prior permission from the Ministry.
 7. Print Creative is required to be submitted both in open and closed file.
 8. Agency/(ies) shall not resort to plagiarism, and will themselves be responsible for copyright issues concerning usages of images, footages, text material etc. obtained from various sources. The Ministry will not be a party to any disputes relating to copyright violation by the agency.
 9. The Ministry would normally supply necessary concept details to an agency in advance before the due date of publication of advertisement/production of spots and other material. Based on the above, the Agencies will submit:-
 - i. At least three alternative designs (with colour scheme, wherever applicable) to the Ministry and
 - ii. Modified designs, as many times as necessary, till approval of the final design of advertisement/Radio-TV spot/other publicity material.
 10. Penalty Clause: Undue delay in execution of work against duration specified in the work order will attract the following percentage of deduction from the total cost of the work.

I. For delay up to one week	-10%
II. For delay of more than one week and up to two weeks	-20%
III. For delay beyond two weeks	-25%
 11. Blacklisting: The Ministry reserves the right to terminate the empanelment of any agency/agencies in case of change in the Government Policy/procedures, or unsatisfactory performance, or to blacklist it in the event of highly unsatisfactory performance.

12. In the event of any dispute, decision of the Secretary, Department of Social Justice and Empowerment, Ministry of Social Justice & Empowerment, shall be final and binding.
13. Agencies fulfilling the above criteria will be asked to submit their designs/audio/video spots etc on any given schemes of the Ministry. after evaluation of designs/audio/video spot produced by the agencies, the finally selected agency will be given the creative work of the Ministry at BOC rate.

Specification of half page colour advertisement (on the basis of these creatives, the panel may examine qualifying capacity of advertising agency.)

Theme	Caption of the Ad.	Other Material	Size	Other Instructions
i) International Day of Older Persons	Older persons are reservoirs of experience. Give them love, care and respect	Prepare design Photos of Hon'ble President, Prime Minister, and text on older persons.	Half page	Prepare at least 2 options in colour as per specification
ii) International Day against prevention of Drug abuse	To be prepared by the agency	Photographs of Hon'ble President and Prime Minister, and text on prevention of Drug abuse	Half page	Prepare at least 2 options in colour as per specification
iii) Scheduled Castes and the Scheduled Tribes (Prevention of Atrocities) (POA) Act 1989, And Scheduled Castes and Scheduled Tribes (Prevention of Atrocities Act, 2015) (Refer the content for this subject is at page 4)	To be prepared by the agency	Photographs /graphics of subject related visuals.	Half page	Prepare at least 2 options in colour as per specification

Note: *Design of advertisement may be used for the advertisement and payment would be made to the agency. These designs are also use to examine qualifying capacity of the designing house agencies.

The earlier produced copy of Video/Audio Spot/Films etc. for Electronic Media shall also be attached to examine qualifying capacity of the creative Agencies.

S.P. Mishra
Deputy Director (Media)

Theme iii)

Content for the campaign on the Scheduled Castes and the Scheduled Tribes (Prevention of Atrocities){PoA} Act, 1989 and the the Scheduled Castes and the Scheduled Tribes (Prevention of Atrocities){PoA} Rules, 1995.

- The Scheduled Castes and the Scheduled Tribes (Prevention of Atrocities){PoA} Act, 1989 which was enforced on 31.01.1990, to prevent offences of atrocities against members of Scheduled Castes and Scheduled Tribes, has been amended by the Scheduled Castes and the Scheduled Tribes (Prevention of Atrocities) Amendment Act, 2015, as enforced on 26.01.2016, to deliver them greater justice. Its salient features are:

- (i) Addition of new offences of atrocities like tonsuring of head, moustache, or similar acts which are derogatory to the dignity of members of SCs and STs, garlanding with footwear, imposing social or economic boycott, forcing a member of SC/ST to leave residence, defiling objects sacred to members of SCs and STs.

- (ii) Addition of certain IPC offences like hurt, grievous hurt, intimidation, kidnapping etc., attracting less than ten years of imprisonment, committed against members of SCs and STs,

- (iii) Establishment of Exclusive Special Courts for speedier trial of offences under the PoA Act.

- (iv) Addition of a new chapter on the 'Rights of Victims and Witnesses' – Responsibility has been cast on the States to make arrangements for victims, their dependents and witnesses against coercion, violence and harassment.

- The Scheduled Castes and the Scheduled Tribes (Prevention of Atrocities) Rules, 1995, made by the Central Government in exercise of powers conferred by sub-section (1) of Section 23 of the PoA Act, have also been amended by the Scheduled Castes and the Scheduled Tribes (Prevention of Atrocities) Amendment Rules, 2016, and notified on 14th April, 2016. Its salient features are as under:-

- (i) The number of offences of atrocities, for which admissible relief amount to the victims /their dependents is admissible, has increased from 22 to 47.

- (ii) Provision of relief amount for grievous offences against SC and ST women, has been enabled on conclusion of trial, even when such cases do not end in conviction.

- (iii) Medical examination of SC and ST women for non-invasive offences against them, has been done away for getting admissible relief amount.

- (iv) The relief amount has been enhanced and made between Rs. 85,000/- to Rs. 8, 25,000/-, depending upon the nature of the offence, which has to be paid to atrocity victims/ their dependents, within seven days.

- (vii) A separate provision of relief for offences of rape and gang rape of Rs. 5 lakh and Rs. 8.25 lakh respectively, has been made.

- (viii) For the first time, separate provisions for relief amount between Rs. 8, 25,000/- to Rs.85,000/- has been made for victims of acid attacks, depending upon degree of burns.

- (x) To enable timely commencement of prosecution, investigation of the case and filing of the charge sheet in the court has to be done within sixty days.

Annexure – 'A'

Details of designing house/Agency

S.No.	Particulars	To be filled by agency
1.	Name of the firm	
2.	Address of the firm with PIN Code No.	
3.	Name of authorized signatory (IN CAPITAL LETTERS)	
4.	Specimen Signature of the authorized signatory	
5.	Telephone No. of the office bearer	
6.	Fax No. of the firm	
7.	PAN/TIN Number of the firm	
8.	Whether the firm has at least 5 years of experience in the field of designing	
9.	Whether all the documents are signed by authorized signatory of the firm (Yes/No)	
10.	Any special condition which the Agency/firm wants to mention	
11.	Whether the firm/agency has internet working facility ? Give details.	
12.	Is the advertising agency empanelled with BOC? Give details.	
13.	Should have INS Certificate in case of Print Media Advertising.	
14.	Does the advertising agency have Professional experience of at least 5 years in social sector advertising. Give details.	
15.	Does the advertising agency have all India/regional presence at least in 4 States. Agencies should be preferably operating from Delhi. Give details with valid address proofs.	
16.	Has the advertising agency been blacklisted/banned by any Central Government/State Government/PSUs/Autonomous bodies etc.. Give undertaking.	

❖ **P.S. Supporting documents e.g valid Address proof, empanelment letters, work experience, attested documents must be furnished as per requirement of all the above mentioned point from 1-16.**
