

Expression of Interest (EOI) for Empanelment of media agencies

Department of Agriculture & Cooperation, Ministry of Agriculture, Government of India intends to form a panel of professionally managed Advertising, Creative designing & Audio-visual agencies that can assist in effective publicity campaign of National Horticulture Mission (NHM) scheme. The media activities would include:

1. Conceptualization, preparation and if necessary, finalization of advertisement material in all media vis-à-vis: print, electronic and outdoor media, at DAVP approved rates.
2. Designing, editing of content and printing of Newsletter, Brochure, Leaflet, Pamphlet and Poster etc.
3. Production of TV commercial, Short film, Documentaries and Radio spot/jingle.

Agencies fulfilling the following eligibility criteria only should apply:

Agency Specific Conditions:

- The advertising agency should have full INS accreditation and full fledged office in Delhi with relevant infrastructure and manpower of creative personnel. The minimum turnover of such agencies should be Rs.500.00 lakh pa.
- Designing agencies should have produced high quality communications materials in the form of Coffee Table Book, Booklets, Newsletters, Posters, Brochures etc for government organizations in the past. Samples of such works must be submitted with the application. Minimum turnover for designing agencies should be Rs.75.00 lakh pa.
- Audio-video agency should be in the panel of DAVP and should have successfully produced at least 10 films on agricultural sector during the last 5 years. The minimum turnover of the AV agencies should be Rs. 25.00 lakh pa.

General Conditions:

- The agencies should have minimum 5 years experience of working with Central/State Government departments and should have successfully handled Advertising, Creative designing & Audio-video assignment of at least five reputed Government organizations. It should have a team of writers, editors, designers, researchers and photographers under one roof.
- The agency should be proficient in producing materials in both Hindi and English languages. Samples of such work must be submitted.
- Copies of audited balance sheet along with ITR for the last 3 years should be submitted.

Selection for empanelment will be on the basis of quality of work (as determined from samples to be submitted) experience; clients involved, awards won and related expertise available with the agency.

The Mission Director, NHM reserves the right to accept or reject any or all offers without assigning any reason thereof.

Interested agencies fulfilling the above criteria may apply for empanelment in a sealed cover addressed to: **The Under Secretary (NHM)**, Dept of Agriculture & Cooperation, Ministry of Agriculture, Room No. 449 B, Krishi Bhawan, New Delhi – 110 001 within ten days of this advertisement (by 10.09.2010).

Director (NHM)