

## **Expression of Interest for Empanelment of Advertising Agencies – 2020**

Ref. No. WDC/116/20-21

Date:- 03/06/2021

Women Development corporation Bihar,  
2<sup>nd</sup> floor, Indira Bhawan, R.C.Singh Path, Baily Road,  
Patna- 800001( Bihar)  
Tel.: 0612- 2547843  
Email: [support@wdcbihar.org.in](mailto:support@wdcbihar.org.in)  
Website: <http://www.wdcbihar.org.in>

### **Disclaimer**

The information contained in this Expression of Interest (EOI) document or information provided subsequently to Agencies or applicants whether verbally or in documentary form by or on behalf of women Development corporation, Bihar is provided to the Agencies on the terms and conditions set out in this EOI document and all other terms and conditions subject to which such information is provided.

This EOI or its addenda, if any, is not an agreement and is not an offer or invitation by WDC to any parties other than the applicants who are qualified to submit the Application Documents ("Agencies").

The purpose of this EOI document is to provide Agencies with information to assist the formulation of their proposals pursuant to this EOI. This EOI document does not claim to contain all the information each Agency may require. Each Agency shall conduct its own investigations and analysis and shall check the accuracy, reliability and completeness of the information in this EOI and obtain independent advice from appropriate sources. WDC and/or its officers, employees make no representation or warranty and disclaim any liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this EOI document.

WDC may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this EOI document. WDC also reserves its right to reject all or any agencies without citing any reason whatsoever.

## **About Women Development Corporation ( WDC ), Bihar**

The Women Development Corporation (WDC) has been mandated to implement state's perspective plan towards empowering women and adolescent girls in Bihar. As the nodal agency for empowering women, WDC came into being on November 28, 1991 and was registered under Society Registration Act, 1860. Its vision is to ensure overall survival, development, protection and participation of women and adolescent girls in the state.

The WDC has evolved in its vision and is currently implementing plans of action, programmes and schemes for advancement of women and adolescent girls with the support of Civil Society Organizations, Community Based Organizations and professional and technical Agencies for achieving its mandate.

### **Thrust Areas, Plans of action and Programmes/ Schemes for Advancement of women**

As mentioned in the previous section, WDC has been mandated towards promoting socio-economic development and empowerment of women through-

- Education and awareness generation ( Beti Bachav Beti Padhav)
- Vocational training and employment
- Entrepreneurship development programmes
- Social Activities and issue like prohibition of dowry & child marriage , Safe Menstruation
- Skill development
- Infrastructure development
- Gender equality & Training
- To improve the sex ratio
- Socio-psycho, legal and clinical supports under one roof OSC centers & women Helpline
- Mahila Vishesh Koshang
- Short Stay Home.
- Social Rehabilitation Fund

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### Application Time Schedule

Details	Important Dates
Date of advertisement	04 JUNE 2020
Date of availability of EOI document on WDC website.	5 JUNE 2020
Date, time & venue of pre submission meeting.	16 JUNE 2020 WDC Office Patna (11.00 am)
Last date for receiving vendor pre submission clarifications in writing.	15 JUNE 2020 (5.00 PM)
Date for hosting response to clarification on WDC website	18 JUNE 2020 (4.00 PM)
Last date and time for receipts of proposals	26 JUNE 2020 (3 .00 PM)
Date, time & venue of opening eligibility criteria envelope	30 JUNE 2020 WDC Office Patna (11.00 am)
<b>Contact Address</b> Administrative Officer Women Development corporation Bihar, 2 <sup>nd</sup> floor, Indira Bhawan, R.C.Singh Path, Baily Road, Patna- 800001(Bihar), Tel.: 0612-2547843, Email: <a href="mailto:support@wdcbihar.org.in">support@wdcbihar.org.in</a> , Website: <a href="http://www.wdcbihar.org.in">http://www.wdcbihar.org.in</a>	

## Expression of Interest for Empanelment of Advertising Agencies

### 1. Introduction

Women Development Corporation, Bihar is a premier development institution for women Development in the state. It has its head Office in Patna,

WDC desires to empanel advertising agencies having good track record for meeting its brand building and advertisement requirements. The job involves conceptualizing, creating and releasing advertisements and other publicity material in print, electronic, internet, social and outdoor media at state levels. The job may also require professional services of agencies for production of films, handling of social media accounts, corporate events, campaigns, public relations and in-house magazine.

### 2. Scope of work

WDC advertisement and publicity campaigns are in the following media forms:

- **Electronic:** television, radio, digital, mobile phone communication, etc.
- **Print:** newspapers (national and state), magazines, coffee table books, pamphlets, leaflets, brochures, etc.
- **Internet and social media:** corporate website, YouTube, Facebook, Twitter and Instagram handles of WDC.
- **Events:** stalls in exhibitions, backdrop and publicity in seminars, workshops, Special events like tableau, mela(fair) etc.
- **Outdoors:** posters, hand-outs, banners, hoardings, display panels, display vans etc.

The publicity campaigns will be carried out in Hindi, English and any other local languages for various media as per the requirements of WDC. The detailed scope of work include planning, conceptualization, preparing strategy, developing creative ideas, designing, scripting, developing and production of advertisement, films, publicity and other resource material, including but not limited to following activities:

- Audio and Video advertisement through TV commercials/promos, radio jingles and audio clips, documentaries, etc.
- Print advertisement of different sizes and languages (tenders, notices, recruitment, financials, corporate publicity, product and services publicity, gazette notification, annual reports, etc.)
- Digital media advertising (websites, banners, e-mailers, social media networks, SMS, etc.)
- Outdoor publicity (hoardings, posters, banners, leaflets, stage backdrop, book design, Diary, calendars, brochures, statutory ads and page layout, etc.)
- Communication material for programmes and events including press briefings .
- Design and production of house journal/newsletters /bags/promotional material etc.
- Making short films, animations, documentaries, jingles, TVCs, etc.
- Social media management (developing campaigns, designing artworks, posting updates and managing comments and reactions)

- Special events: Special events like tableau, mela(fair) has to be coordinated and supported Any other marketing and communication works assigned by WDC.

### **3. Eligibility Criteria**

The Agency should qualify the following necessary eligibility criteria and possess the required experience, resources and capabilities in providing services necessary to meet the requirements indicated above in the EOI document. Agencies not meeting the necessary eligibility criteria will not be considered for further evaluation.

- a. The agency should have accreditation from Indian Newspaper Society (INS) and Prasar Bharati and in force for the last three years. The agency having membership of Advertising Standards Council of India (ASCI) or Advertising Agencies Association of India (AAAI) shall be preferable.
- b. The agency should be a registered legal entity having full-fledged office in Patna with relevant expertise & creative personnel and required infrastructure.
- c. The agency should have been in business for a minimum of 5 years.
- d. The agency should have a minimum average annual turnover of Rs.2 Crore and a minimum net worth of Rs.50 Lakh in each of the last three (2016-17, 2017-18 & 2018-19) as per audited balance sheet.
- e. The agency should have experience of handling advertisement/brand promotion in urban and rural areas.
- f. The agency should have the experience to get the films, animations, documentaries, jingles, TVCs, etc. done.
- g. The agency should have resources to manage social media handles and digital advertisements.
- h. The Agency should not be blacklisted in the last 1 year by any Central/State Government/Public Sector Undertaking.
- i. The agency should not have defaulted in paying dues to media houses, Banks and Tax authorities.
- j. The agency should submit a declaration in the letterhead for the above (e to i) criteria

### **4. Terms and Conditions**

- 4.1 The agencies should adhere to all instructions and submit all relevant information and documents which have been specified in the EOI. Submission of applications which are not complying with the instructions will result in its rejection.
- 4.2 The applications shall be typed, office seal affixed and signed by the duly authorized person.
- 4.3 In case a subsidiary company desires to apply with the financial backing of the parent company, the parent company would have to give a written undertaking that the parent company shall bear all financial or contractual liabilities of the subsidiary company and authorize them to submit the application on their behalf for considering them for empanelment.
- 4.4 The agency shall bear all the costs associated with the preparation and submission of application and the costs, if any, for subsequent selection process. WDC will in no case be responsible or liable for these costs regardless of the conduct or outcome of the selection process.

- 4.5 Amendments to this EOI document may be issued by WDC at any time, prior to the deadline for submission. Such amendments will be posted in WDC's website in the form of Addenda/Corrigenda. The amendments, if any, to the EOI shall be deemed to form an integral part of EOI from the date of issue and shall be binding on the agencies.
- 4.6 WDC reserves the right to accept or reject any proposal and annul the EOI process and reject all applications at any time prior to empanelment of agencies, without thereby incurring any liability to the affected agency/agencies or any obligation to inform the affected agency/agencies of the ground for WDC's action. WDC also reserves the right to re-issue the EOI without the agencies having right to object such re-issue.
- 4.7 The shortlisted agencies, to be called as empaneled agencies, shall be required to enter into requisite Agreement(s) with WDC, within 15 days of the order (when provided) or within such extended period as may be specified by WDC. WDC has the right to cancel the shortlisted agency if the contract is not executed within a period of 15 days from the date of order, unless otherwise extended by WDC.
- 4.8 WDC will release creative brief for any specific project and will invite limited applications from empanelled agencies for the specific projects. The selection of agencies for these projects will happen on the basis of presentation made by Agencies in front of the Evaluation Committee and/or the creative and commercial provided by the agencies for the project.
- 4.9 A separate project contract/work order will be signed for each project.
- 4.10 Empanelment does not guarantee allocation of work. The timeline for various assignments associated with the allocated work shall be intimated along with the creative brief for the work.
- 4.11 **All Intellectual Property Rights in the planning, preparing strategy, developing creative ideas, developing and production of advertisement, publicity and other resource material, etc. made in the course of performance of services by the empanelled agencies or its personnel involved in the task of WDC shall absolutely belong to WDC.** The agency will be required to submit each artwork used in the format used originally for creation of the art work (master file) such as AI, CDR, AVI, FCP, and other such formats as the case may be, in addition to submitting PDF, MP4, MP3, etc. This artwork will have to be submitted along with the bill. The advertising agency will be solely responsible for copyright issues concerning usage of images, footage, text material, etc. obtained through various sources. WDC will not be a party to any dispute arising out of copyright violation by the agency.
- 4.12 WDC will not make any advance payment. Payment shall be released after the execution of the project contract/work order as required by WDC. Agency should raise the invoice post execution of contract in the name of WDC Bihar. The payment shall be released within 45 days of invoice raised by agency. All applicable taxes including GST, etc. will be deducted at source (TDS) from the final bills as required under Income Tax Act.
- 4.13 If the deliverables are not found to be of good quality, WDC will have the right to make suitable deductions from the payable amount or reject the media payment bill to the agency on its sole discretion, in addition to other remedies including claiming of damages. The decision of WDC in this regard will be final.

- 4.14 The empaneled agency shall not assign the work, whole or in part, to any other agency, even its own subsidiary or parent agency, to perform its obligation under the work order, without prior consent of WDC.
- 4.15 The empanelment of agencies so selected will be for a period of two years. The performance of the advertising agencies will, however, be reviewed at the end of first year and in case of unsatisfactory performance, the empanelment is liable to be terminated. The agreement may be terminated by either party by giving not less than one month's notice to the other party.
- 4.16 The advertising agency shall observe the laws applicable and the rules or code of Advertising Standard Council of India/Advertising Agencies Association of India/Indian Newspaper Society or rules prescribed by Prasar Bharti or any other law in force as applicable.
- 4.17 The advertising agency shall indemnify WDC and keep it indemnified against any loss, claims, demands, actions, proceedings, damages, costs, charges and expenses which may be made or brought or commenced against WDC for any act contrary to the provisions of this agreement or due to or resulting from breach of any agreement between the advertising company and any other person or organization relating to the media and publicity work undertaken on behalf of WDC.
- 4.18 The advertising agency shall obtain all necessary registration(s)/permission(s)/license(s), etc. which are/may be required under media or other legislation(s) for providing services.
- 4.19 All technical particulars supplied by WDC to the agency are to be kept confidential and no part of it should be shared with anyone other than the authorized persons, without prior written permission from WDC.

## **5. Submission of Application**

- 5.1 Applications once submitted cannot be withdrawn by the agency and the same will be treated as final.
- 5.2 The applications should be submitted in sealed envelopes duly super scribing "Proposal for Empanelment of Advertising Agencies" and should be submitted to the Administrative officer, Women development corporation, 2nd Floor, , Indra Bhawan, R.C. Singh Path, Baily Road, Patna 800001 on or **before 3.00 pm on 26 June 2020.**
- 5.3 WDC may, at its discretion, extend the last date for the submission of applications, in which case, all rights and obligations of WDC and the agencies will thereafter be subject to the deadline as extended.
- 5.4 A pre-submission meeting will be organized **11.00 am on 16 June 2020 at WDC State Office.** The general queries will be addressed in this meeting. Agencies may also send queries by email to **support@wdcbihar.org.in.** No queries of any kind will be entertained after **5.00 pm on 15 June 2020.** The consolidated responses to queries will be posted on **www.wdcbihar.org.in by 4.00 pm on 18 June 2020.**
- 5.5 Any application received by WDC after the deadline for submission (**i.e. 3.00 pm, 26 June 2020**) will be rejected and returned unopened to the sender.
- 5.6 The sealed tenders will be opened at 11.00 am on **30 June 2020 at WDC State Office,** in the presence of agencies/their authorized representatives who choose to be present.

- 5.7 Any effort by the agencies to influence WDC in submission, evaluation or contract award decision may result in the rejection of the agency's proposal. WDC's decision will be final and will be binding on all agencies.

## 6. Evaluation Methodology

- 6.1 WDC will examine the application to determine whether the documents submitted are complete, whether required information has been provided as underlined in the EOI response documents, whether the documents have been properly signed, and whether response to EOI is generally in order. Only those Agencies which comply with the Eligibility Criteria will be taken up for further evaluation.
- 6.2 The evaluation process would consider whether the Agency has requisite prior experience and expertise to address WDC's requirements and objectives. The evaluation process will gauge the extent of thought process that has gone behind the preparation of the EOI response, the degree of clarity, understanding of WDC's stated objectives and the level of commitment exhibited by the Agencies.
- 6.3 WDC may waive any minor informality, non-conformity or irregularity in the response to EOI that does not constitute a material deviation provided such waiver does not prejudice or affect the relative ranking of any Agency.
- 6.4 WDC will evaluate the applicants for the Empanelment of Agency and will prepare a short list of agencies based on performance parameters and information furnished in the application.
- 6.5 The shortlisted agencies will thereafter be called to make a creative presentation on a given brief before the Evaluation committee of WDC, who will make the final selection of agencies. The decision of the Evaluation Committee after going through the presentations of the advertisement agencies will be final.
- 6.6 The selection procedure will be made in two Stage i.e. Stage-I and Stage-II will consist of 100 points as per criteria laid down in table below. Initial short listing of agencies will be made in Stage-I as per criteria laid down from serial number I to IV in the table given below which will account for 40 point. The cut off for Stage-I i.e. No. I to IV shall be 50% i.e. 20 point. Only those agency who score 20 point or more in Stage-I will be invited for Stage-II for giving power point presentation on specific theme which shall be communicated to them. Stage-II will account for 60 points as per S.No. V( a) to (f) of the table below. The PPT will be evaluated by the EAC in Stage-II as per criteria mentioned in Sr. No. VI ( a) to ( f) of table below. Only those agencies which get 70% or more in the combined evaluation of Stage –I & Stage-II will be eligible for empanelment.

### Criteria of selection

S. No.	Particulars	Points
<b>Stage-I( Max. Points-40)</b>		
<b>I</b>	<b>No. of creative's published in newspaper in respect of Government Department/PSU in last 3 years excluding the current year</b>	<b>(Max. 10 Points)</b>
a	Less than 15	0
b	16-25	5
c	26-35	7
d	Above 35	10



<b>II.</b>	<b>No. of TVCs/Radio Jingles/Web advertisements selected for broadcast / upload for government Department /PSUs in last 3 years excluding the current year</b>	<b>(Max. 10 Points)</b>
a	Less than 5	0
b	5 to 10	5
c	10 to 15	7
d	Above 15	10
<b>III.</b>	<b>No. of year of experience of handling of Social Media work for Government / PSU excluding the current year</b>	<b>(Max.10 Points)</b>
a	Less than 3	5
b	3 and above	10
<b>IV.</b>	<b>No. of Lounges in trade fairs/ other events of repute and Tableau for Republic Day Parade / other events of repute designed and fabricated for Government Department/PSUs in last 3 years excluding the current year</b>	<b>(Max. 10 Points)</b>
a	Less than 3	0
b	3 to 5	5
C	6 to 10	7
d	Above 10	10

**Stage –II ( Maximum. Point 60)**

<b>V</b>	<b>Evaluation of creative inputs on specific theme presented before Empanelment Advisory Committee ( EAC) by agencies qualified in Stage-I</b>	<b>( Max. 60 Points)</b>
a	Communication Strategy	20
b	Print ad	10
c	TVC & WhatsApp film	10
d	Radio jingle	10
e	Handling of Social Media & Web Ad	10
	Total	100 Points

## **7. Resolution of Disputes**

- 7.1 All disputes and differences of any kind whatsoever, arising out of or in connection with this Agreement or in the discharge of any obligation arising under this Agreement shall be resolved.
- 7.2 This Agreement shall be governed by and construed in accordance with the laws of India.
- 7.3 All disputes or differences between WDC and the agencies shall be settled amicably between WDC's representative and the agency/service provider's representative. If, however, the parties are not able to resolve them, the same shall be settled by arbitration in accordance with the applicable Indian Laws, and the award made in pursuance thereof shall be binding on the parties. Any appeal will be subject to the exclusive jurisdiction of courts at Patna.
- 7.4 The agreement shall be governed by the law for the time being in force in India. This agreement shall be subject to exclusive civil jurisdiction of courts at Patna only. No other civil court shall have jurisdiction in case of any dispute, under this agreement.
- 7.5 All disputes or differences whatsoever arising between WDC and the agencies out of or in relation to the construction, meaning and operation or effect of the contract, with the agencies, or breach thereof shall be settled amicably.
- 7.6 In case of failure to resolve the disputes and differences amicably within 30 days of the receipt of notice by the other party, then such unsettled dispute or difference shall be resolved to arbitration by sole arbitrator mutually agreed in accordance with the Arbitration and Conciliation Act, 1996.
- 7.7 If no agreement is arrived at within 30 days from the date of notice as to who shall be the sole arbitrator, WDC shall send to the Consultant/Service Provider/Service Provider a list of three names of persons who shall be presently unconnected with WDC. Consultant/Service Provider shall on receipt of the names as aforesaid, select any one of persons so named to be appointed as sole arbitrator and communicate his name to WDC within 30 days of receipt of the names. WDC shall thereupon without delay appoint the said person as the sole arbitrator.
- 7.8 If Consultant /Service Provider fails to select the person as sole arbitrator within 30 days of receipt of the panel and inform WDC accordingly, WDC shall be entitled to appoint one of the persons from the panel as sole arbitrator and communicate his name to Consultant /Service Provider.
- 7.9 If the person so appointed is unable or unwilling to act or refuses his appointment or vacates his office due to any reason whatsoever, another person shall be appointed by WDC from the above list of persons. The provisions of the Indian Arbitration and Conciliation Act, 1996, shall govern the arbitration.
- 7.10 The award shall be final and binding on both the parties.
- 7.11 The language of Arbitration shall be English.
- 7.12 The venue of the arbitration shall be at Patna and the language of the arbitration proceedings and that of all documents and communications between the parties shall be English.
- 7.13 Work under the project contract/work order shall be continued by the empanelled agencies during the arbitration proceedings unless otherwise directed in writing by WDC unless the matter is such that the work cannot possibly be continued until the decision

of the arbitrator is obtained. Save as those which are otherwise explicitly provided in the contract, no payment due or payable by WDC to the agency shall be withheld on account of the on-going arbitration proceedings, if any, unless it is the subject matter or one of the subject matters thereof.

- 7.14 Any notice, for the purpose of this contract, has to be sent in writing to either of the parties by facsimile transmission, by registered post with acknowledgement due or by a reputed courier service. All notices shall be deemed to have been validly given on (i) the business day immediately following the date of transmission with confirmed answer back, if transmitted by facsimile transmission, or (ii) the expiry of 5 days after posting, if sent by post, or (iii) the business date of receipt, if sent by courier.

## **Annexure 1: Application Form**

(On PR Agency's Letter Head)

Date: dd/mm/yyyy

To

The Administrative Officer

Women Development corporation Bihar,

2nd floor, Indira Bhawan, R.C.Singh Path, Baily Road, Patna- 800001( Bihar)

Tel.: 0612- 2547843

Email: [support@wdcbihar.org.in](mailto:support@wdcbihar.org.in)

Dear Sir

### **Empanelment of Advertising Agencies**

We have gone through the Expression of Interest (EOI) dated 05 June 2020 and the details posted on the WDC's website. We hereby submit our application for empanelment of advertising agency of WDC and we agree to offer media and advertisement related services to you as per the terms and conditions specified in the EOI and to abide by the terms and conditions specified therein.

While submitting this Application, we certify that the information/data/particulars furnished in our application are factually correct.

If our Application is accepted, we undertake to start the work at national and at regional level as per the job assigned by WDC.

We understand that WDC reserves the right to accept or reject any or all applications at any time without assigning any reasons.

We have not been blacklisted by WDC or any other organization where we have worked. Further, if any of the partners/directors of the organization/firm is blacklisted or having any criminal case against them, our bid shall not be considered. At any point of time, if our company/firm/and/or any of its partner/director is blacklisted by any organization, WDC shall have the right to terminate the contract with us.

Yours sincerely,

Signature of Authorized person

Name and Designation of Authorized Person: [In full and initials]

Name of Company/Firm:

Address:

(Please affix rubber stamp of your company)

## Annexure 2: Agency Information

S. No.	Particulars	Details
<b>1</b>	<b>Agency details</b>	
1.1	<b>Name of the Agency</b>	
1.2	Corporate Office Address	
1.3	Contact Person in Patna	
1.4	Phone No.(landline/Mobile)	
1.5	Email address	
1.6	Date of incorporation	
1.7	Status of the PR Agency (Public Ltd./Private Ltd. Co. etc.)	
<b>2</b>	<b>Financial and personnel details</b>	
2.1	Minimum Turnover of the company in the last 3 years	
2.2	Minimum Turnover in advertising and PR business of the company in the last 3 years.	
2.3	Balance Sheet (Attach Audited Balance Sheet and Profit & Loss accounts for last 3 years — 2016-17, 2017-18 & 2018-19)	
2.4	Minimum Operating Profit of the company in the last 3 years	
2.5	No of personnel employed in Patna office	
<b>2.6</b>	No of office location other than Patna and places	
<b>3</b>	<b>Accreditation/Membership Details</b>	
<b>3.1</b>	Indian Newspaper Society (INS)	
<b>3.2</b>	Prasar Bharati	
<b>3.3</b>	Advertising Standards Council of India (ASCI) or	
<b>3.4</b>	Advertising Agencies Association of India (AAAI)	
<b>4</b>	<b>Valid registration Numbers</b>	
<b>4.1</b>	GST	
<b>4.2</b>	Permanent Account Number	
<b>5</b>	<b>Details of top three completed projects in the last two years</b>	
<b>5.1</b>	<b>Project Name (i)</b>	
<b>5.1i</b>	Name of the project	
<b>5.1ii</b>	Client Name and address	
<b>5.1iii</b>	Approximate cost of contract in Rupees	
<b>5.1iv</b>	Client contact/reference person(s)	
<b>5.1v</b>	Telephone, Facsimile, Mobile Phone	
<b>5.1vi</b>	Email address	
<b>5.2</b>	<b>Project Name (ii)</b>	
<b>5.2i</b>	Name of the project	

<b>5.2ii</b>	Client Name and address	
<b>5.2iii</b>	Approximate cost of contract in Rupees	
<b>5.2iv</b>	Client contact/reference person(s)	
<b>5.2v</b>	Telephone, Facsimile, Mobile Phone	
<b>5.2vi</b>	Email address	
<b>5.3</b>	<b>Project Name (iii)</b>	
<b>5.3i</b>	Name of the project	
<b>5.3ii</b>	Client Name and address	
<b>5.3iii</b>	Approximate cost of contract in Rupees	
<b>5.3iv</b>	Client contact/reference person(s)	
<b>5.3v</b>	Telephone, Facsimile, Mobile Phone	
<b>5.3vi</b>	Email address	

Date:

Place:

Signature of Authorized Person:

Name:

Designation:

(Please affix seal of the Company)

### Annexure 3: Eligibility Criteria Response

(Please tick mark the appropriate column)

S.N.	Requirement	Available	Not Available
1	Accreditation from Indian Newspaper Society (INS), Prasar Bharati and in force for the last three years		
2	Membership of Advertising Standards Council of India (ASCI) or Advertising Agencies Association of India (AAAI) (preferable)		
3	Registered legal entity having full-fledged office in Patna with relevant expertise & creative personnel and required infrastructure		
4	existence for minimum 5 years Minimum average annual turnover of Rs.2 Crore Minimum net worth of Rs.50 Lakh (2016-17, 2017-18 & 2018-19) as per audited balance sheet		
5	Self declaration stating the capabilities of the agency to deliver campaign focused on urban and rural areas in major Indian languages .		
6	Self declaration stating the capabilities of the agency to make films, animations, documentaries, jingles, TVCs, etc.		
7	Self declaration stating the capabilities of the agency to manage social media handles and digital advertisements.		
8	Self declaration of not being blacklisted in the last 1 year by any Central/State Government/ Public Sector Undertaking		
9	Self declaration of not having defaulted in paying dues to media houses, Banks and Tax authorities.		

#### **Annexure 4: List of Documents to be Enclosed**

1. Brief profile of the advertising agency, profile of management team, senior executives, creative personnel, experience in the field, etc. in addition to details provided in Annexure 2.
2. Registration certificate of incorporation
3. Organizational structure of the agency
4. Details of accreditation/membership with INS/AIR/Prasar Bharti/ASCI/AAAI, etc. documentary proof along with current status.
5. Details of membership with any other professional organization/association
6. Solvency certificate from your banker and your permanent account number. Published balance sheet certified by a chartered accountant for the past three years i.e. 2016-17, 2017-18 & 2018-19.
7. Copies of income tax/service tax returns of the last three years certified by chartered accountant
8. Details of agency's annual business for the past two years with major media houses such as The Times Group, The Hindustan times, The Indian Express Group, Doordarshan, CNBC TV16, Zee Group, Sony group, etc.
9. Experience in brand advertising and promotion work done in rural areas. (Attach relevant documents)
10. List of clients (Government, Public sector undertaking, Private sector, etc.) and reference credentials from at least three active clients.
11. Details of experience in any other mode of advertising, awareness campaign and publicity.
12. Self declaration of not being blacklisted in the last 1 year by any Central/State Government / Public Sector Undertaking
13. Self declaration of not having defaulted in paying dues to media houses, banks and tax authorities.
14. Self declaration stating the capabilities of the agency to deliver campaign focused on rural masses/areas in major Indian languages.



## **Annexure 5: Declaration for Relation in WDC**

*(To be typed and submitted on the Letterhead of the Company/Firm of Bidder, failing which the offer of Bidder is liable to be summarily rejected)*

To

The Administrative Officer

Women Development corporation Bihar,

2nd floor, Indira Bhawan, R.C.Singh Path, Baily Road, Patna- 800001( Bihar)

Tel.: 0612- 2547843

Email: [support@wdcbihar.org.in](mailto:support@wdcbihar.org.in)

Dear Sir,

### **Sub: Declaration for relation in WDC**

Ref: EOI No. \_\_\_\_\_

I/We hereby submit the following information pertaining to relation/relatives of Proprietor/Partner (s)/Director(s) employed in WDC.

Tick(✓) any one as applicable:

1. The Proprietor, Partner(s), Director(s) of our Company/Firm DO NOT have any relation or relatives employed in WDC

OR

2. The Proprietor, Partner(s), or Director(s) of our Company/Firm have relation/relatives employed in WDC and their particulars are as below:

(i)

(ii)

Signature of the Authorized Signatory

Note:

1. Attach separate sheet, if necessary.

2. If it comes to the knowledge of WDC later that the information furnished by the Bidder is false, WDC reserves the right to take suitable action against the Bidder/Contractor.

### Annexure 6: Bank Details

1	Name of the vendor/Firm	
2	Name of the Account Holder	
3	Address of the Vendor/Firm	
4	Name of the Bank, Branch and Address	
5	Bank Code and Branch Code	
6	IFS Code of the Bank Branch	
7	Type of Account (Savings/Current/Cash Credit)	
8	Account Number	

**Note:** A copy of cancelled cheque in respect of the above account, which is operated by the vendor, must be enclosed.

## Annexure 7: Letter of Authorization

(On PR Agency's Letter Head)

Date: dd/mm/yyyy

To,

The Administrative Officer

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Dear Sir

### Empanelment of Advertising Agencies

We \_\_\_\_\_ (Name of the Company) have submitted our bid for participating in Bank's EOI dated \_\_\_\_\_ for Empanelment of Advertising Agency. We also confirm having read and understood the terms and conditions of the EOI as well as the scope of work and requirements. As per the terms and conditions of EOI, we nominate Mr./Ms. \_\_\_\_\_ designated as \_\_\_\_\_ of our company to participate in the bidding process. WDC shall contact the above named official for any and all matters relating to the bidding process.

We, hereby, confirm that we will honour the bids placed by Mr./Ms. \_\_\_\_\_ on behalf of the company in the bidding process. We agree and understand that WDC may debar us from participating in future tenders/bids for failure of any kind on our part.

Signature with company seal	Name of Authorized Representative:
Name:	
Company/Organisation:	Designation of Authorized Representative:
Designation within company/ Organisation:	Signature of Authorized Representative:
Address of company/organisation:	Verified by: