



**Department of Information and Publicity  
Government of Goa**

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**No. DI/ADVT/INF/AD.AGN.EMP/04/2020/3790**

**Dated: - 29/01/2021**

**BRIEF NOTICE FOR EMPANELMENT OF ADVERTISING  
AGENCIES**

**(ELECTRONIC MODE ONLY)**

NO.DI/ADVT/INF/AD.AGN.EMP/04/2020/3790 Dated: January 29, 2021

The Department of Information and Publicity, Government of Goa on behalf of the Governor of Goa invites online applications FOR EMPANELMENT OF ADVERTISING AGENCIES, to cater to the advertising and publicity needs of Government of Goa.

The last date for requesting and submission of application (document) is February 15, 2021 at 13:00 Hrs and 14.30 hrs respectively. For the detailed information and eligibility criteria and for participation in e-mode please visit e-tender website <https://goaenivida.gov.in>



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## **NOTICE FOR EMPANELMENT OF ADVERTISING AGENCIES (E-TENDERING MODE ONLY)**

NO.DI/ADVT/INF/AD.AGN.EMP/04/2020/3790 Dated: January 29, 2021

The Department of Information and Publicity, Government of Goa on behalf of the Governor of Goa invites online applications from reputed, resourceful and bonafide AGENCY/AGENCIES towards **EMPANELMENT OF ADVERTISING AGENCIES**, to cater to the advertising and publicity needs of Government of Goa.

<b>Sr. No</b>	<b>Name of Work</b>	<b>Earnest Money Deposit</b>	<b>Cost of Tender Document</b>	<b>Tender Processing Fee</b>
1.	<b>EMPANELMENT OF ADVERTISING AGENCIES</b>	Rs.30,000/-	Rs.1000/-	Rs.1500/-

1. Last date for online request of application is on February 15, 2021 **upto 13:00** hrs.
2. Last date for online submission of duly filled application documents is on February 15, 2021 **upto 14:30** hrs.
3. The application documents will be opened on **February 16, 2021 at 10:30** hrs in the Office of Director of Information & Publicity, Govt. of Goa.

**The dates mentioned above shall be treated as the next working day if any of the dates falls on holiday.**

## **REQUEST OF APPLICATION FORMS:**

Eligible AGENCY/AGENCIES FOR **EMPANELMENT OF ADVERTISING AGENCIES** may request for the application documents through the website <https://goaenivida.gov.in> on the following payments:

- 1. Mode of Payment towards Cost of the Application Document, EMD & Tender Processing Fee to be paid online through e-payment mode via NEFT/RTGS/OTC/debit card/credit card facility/net banking with pre-printed challans available on e-tendering website and directly credit the amount to ITG account as generated by challans for NEFT/RTGS/OTC.**

The eligible AGENCY/AGENCIES interested in **EMPANELMENT OF ADVERTISING AGENCIES** who have not registered with Goa E Nivida., Altinho and intending to participate in online participation may register now and apply before the last date of application.

The Technical Documents should be scanned and uploaded on the website and also submitted in physical form in Sealed and Superscribed envelopes as detailed in the document to the Director of Information & Publicity, Govt. of Goa by the last date of submission for tender document i.e. by 14:30 hrs. on February 15, 2021.

Sd/-  
**(Sudhir S. Kerkar)**  
Director, Information & Information

## **NOTICE FOR EMPANELMENT OF ADVERTISING AGENCIES**

### **(e-Tendering Mode only)**

The Department of Information and Publicity invites applications on e-tender (electronic mode) from reputed, resourceful and bonafide AGENCY/AGENCIES FOR **EMPANELMENT OF ADVERTISING AGENCIES**, having fully equipped set-up to cater to the advertising and publicity needs of Government of Goa.

The AGENCY/AGENCIES FOR **EMPANELMENT OF ADVERTISING AGENCIES** shall furnish an **EMD amounting to Rs.30,000/- (Rupees thirtythousand only)** through e-payment mode only in favour of The Director, Information and Publicity, at Panaji. Earnest Money will be refunded to the unsuccessful applicants upon application after empanelment within one month of completion of the entire empanelment process.

The Director, Department of Information and Publicity reserves the right to accept or reject any or all applications for enlistment without assigning any reason whatsoever.

Online application form with detail terms and conditions is available on <https://goaenivida.gov.in> All interested agencies are requested to download the application form and the last date of Online request for application form is February 15, 2021.

Applications, along with company profile and supporting documents, strictly on the basis of criteria stated above, should be filed Online by Mode **by** February 15, 2021 **upto 14.30 hrs**. Tender (Online applications) will be opened on February 16, 2021 **upto 10.30 hrs in the Chamber of The**

**Director, Department of Information and Publicity.** For detailed information and eligibility criteria, please visit the website: <https://goenivida.gov.in>

Sd/-

**(Sudhir S. Kerkar)**

Director, Information & Information

## **NOTICE FOR EMPANELMENT OF ADVERTISING AGENCIES**

The Department of Information and Publicity, Government of Goa on behalf of the Governor of Goa invites online applications from reputed, resourceful and bonafide advertising agencies, having fully equipped set-up to cater to the advertising and publicity needs of Government of Goa.

The Director, Department of Information and Publicity reserves the right to accept or reject any or all applications for enlistment without assigning any reason whatsoever.

### **1.0 INSTRUCTION TO APPLICANTS**

1.1 Applications are invited by e-tender (electronic mode) by the Director, Department of Information and Publicity, UdyogBhavan, 3rd floor, Panaji, Goa – 403001, for empanelment of agencies of repute, for rendering comprehensive advertising services to the Department of Information and Publicity, Government of Goa.

1.2 The applicants shall furnish the Earnest Money Deposit (EMD) amounting to Rs. 30000/- (Rupees Thirty thousand only) through e payment mode only in favour of the Director, Department of Information & Publicity, Panaji. EMD will be refunded to the unsuccessful applicants after empanelment, within one month of the completion of the entire empanelment process.

1.3 The timeline/schedule of deliverables will be decided as and when the requirement/task activities arise. Successful bidder should complete the job/activities as and when asked by DIP.

1.4 All the rights on real and virtual creations including Intellectual Property Rights (IPR) will vest with DIP.

1.5 Bidders should not have been blacklisted by any of the State or by Central Government(to be provided by an Affidavit).

1.6 Agency should have necessarily handled some digital media/online media works of a Public Sector Client/Corporate/Government in the previous two calendar years, i.e. 2019 and 2020.

## **2.0 ELIGIBILITY CRITERIA FOR APPLICANT**

2.1 An applicant must have a physical office in Goa and a valid GST number.

2.2 An applicant to have a valid PAN

2.3 An applicant must have full-fledged office and infrastructure including experience manpower in every sector, equipped with all modern facilities including sophisticated communication facilities. The applicant to have a team of professionals in areas of creative copy writing, visualization, and DTP operation, graphic design and digital marketing work, script writing etc.

2.4 Advertising agencies should have their offices open on Monday to Saturday, and must be available as and when circumstances call for and/or are required by the DIP to handle assigned work on Sunday and Government Holidays.

2.5 The agency should have the experience in conceptualizing events, on ground activities, event management, production, erection of pavilion etc.. Documentary proofs of such experiences are to be submitted with the application.

2.6 Applicants shall submit all the details sought for in the application are to be given in the annexed format. In case the space provided in the column of the format is not sufficient, the same may be provided in a separate sheet and duly indicate the same in the respective column of the given format.

2.7 All information should be legible and typed or handwritten in English language only.

2.8 All the pages of the application and attached should bear the signature and seal of the authorized representative of the agency.

2.9 Copies of credentials/documents are to be annexed with the application with self-attestation by the applicant with designation and official seal. The applicant will be required to produce the original as and when so required by the Department of Information and Publicity.

2.10 The application is liable to rejection in the event of non-adherence to the instructions given herein, or any type of canvassing made, before or after submission of the application. Also incomplete application will be summarily rejected.

2.11 The required scope of work for comprehensive advertising & publicity services include the following:-

(i) Conceptualizing and executing campaigns to spread intimation and awareness of various Government schemes/initiatives/programmes/policies.

(ii) Designing, conceptualizing and releasing of all types of advertisements in the Print Media viz., Tender Advertisements, Notices, Employment Advertisements, promotional (display/prestige) advertisements and other forms of purposeful advertisements as and when required by the DIP.

(iii) Conceptualizing, designing, and release of display advertisements in print media for meaningful promotion/Government works, achievements, schemes, policies etc.

(iv) Designing, conceptualizing, printing and supply of brochures, telephone directory, wall calendars, desk calendars, diaries, Planners, greetings cards and other printing materials.

(v) Designing, conceptualizing and printing of backdrops, banners, etc., in flex, cloth and other media.

(vi) Conceptualizing, designing, erecting of pavilions for exhibitions including the calendar events or any events through Department of Information & Publicity.

(vii) Conceptualizing, & production of impactful Audio Video films showcasing the key schemes & achievements of the Government, initiatives undertaken by the government.



(viii) Conceptualize, design, and execute the on ground engagement activities to create awareness on various initiatives & schemes of the Government benefiting the people at large.

(ix) Conceptualizing, Ideating & producing unique & impactful promotional campaigns on Electronic Media [TV & Radio] to spread intimation and awareness of various Government schemes/initiatives/programmes/policies/ Achievements of the Government, vision etc.

(x) Media Planning across all media platforms and volume share basis the reach, perception of the media, to have the maximum coverage and desired output.

(xi) Any other PR related publicity/ advertisement matters viz. assisting in Press Conference, Publication of news items, media management and event management.

(xii) Social media creatives and digital marketing across various platforms including twitter, facebook etc.

2.12 The application, complete in all respects, should be submitted by electronic mode on goaenivida.gov.in portal

### **3.0 Qualifying/ Eligibility Criteria:-**

3.1. The applicant must fulfill following qualifying criteria; in absence of which the application is liable to be rejected:-

(i) Advertising Agency must have 5 years **of** experience in the field of Advertising having undertaken tasks of creative and artwork for all sorts of tender / display advertisements / PR Consultancy / Electronic Media / Audio Visual production/ Social Media / Digital Marketing etc.. Documentary proof - Trade License / Shop & Establishment Certificate etc mentioning the date of Registration to this effect to be scanned & uploaded.

(ii) Must submit Goods & Service Tax Registration Certificate along with a Copy of the PAN Card. (Documentary proof to this effect should be scanned & uploaded)

(iii) Must have a minimum cumulative turnover of Rs.3.00 crores (Rupees Three Crores only) during last 3 Financial Years (2016-17, 2017-18, 2018-19). (Documentary proof - A certificate to this effect duly signed by the Chartered Accountant duly signed & stamped along with Income Tax Returns, Audited Financial Reports).

Turnover for FY 2019-20 may be considered only if ITR has been filed

(iv) Must have the experience of conceptualizing, Designing & Executing Advertising assignments pertaining to Print/ Radio/ TV/ Outdoor/Social Media / Digital Marketing etc (either one or all mediums) for any State Governments/Central Governments and should have executed at least 2 such pure Advertising assignments of minimum value Rs.2.00 crores each or 3 such Advertising assignments of minimum value 1.35 crores each or 4 such Advertising assignments of minimum value 1.00 crores each in the last 5 years(Documentary proof - Work orders issued by State Government / Central Government) **OR** A reputed media company incorporated within the State of Goa with multimedia presence in TV(Channel) and Print Media with more than ten years of existence in the state of Goa. Documentary proof of incorporation/registration shall be scanned and uploaded.

(v) Agency should have undertaken concept design/production/erection/Production of Audio Visual Services/ Event Management/PR services/Social Media / Designing etc as a part of its regular operations for any State Government / Central Government/ any organization of repute. (Documentary proof - Work orders / Experience certificate /issued by State Government / Central Government/any organization of repute)

**Note:**

(i) Self-Declaration by any Advertising Agency, unless explicitly mentioned anywhere in this documents shall not be given any cognizance. No credential authenticated without requisite supporting documents will be considered.

(ii) Consortium would not be qualified as Advertising Agency.

(iii) The Applicant must have their offices open on Saturday.

#### **4.0 Evaluation Criteria:-**

4.1 The applications submitted by the agencies will be examined and evaluated by a Committee to be constituted by the Government of Goa for this purpose. Canvassing will amount to disqualification. The decision of Department of Information and Publicity shall be final and binding.

4.2 (i) The applications will be scrutinized to assess the eligibility based on the points scored by the applicant.

(ii) Shortlisted agencies will be invited to make presentation.

4.3. The agencies will be selected on the basis of points achieved by them. The Director, Department of Information and Publicity reserves the right to decide the number of applicants to be empanelled as an Advertising Agency in terms of this tender inquiry against which no representation will be entertained.

4.4 The scoring system for evaluation of the application is as given below:-

i) Information Sheet(Compulsory) - No Score

ii) Annual Turnover - 20marks

ii) Experience - 40 marks

iv) Presentation - 40 marks

Total Scoring Points - 100 marks

#### **5.0 General Terms & Conditions:-**

5.1 The empanelment will be for a period of two year from the date of the letter communicating or confirming empanelment. The period of empanelment may be extended for a further period of one year subject to satisfactory performance by the empanelled agency, only on the discretion of Department of Information and Publicity.

5.2 The Director, Department of Information and Publicity reserves the right to cancel the validity of the selected panel at anytime without showing any reason whatsoever.

5.3 The Director, Department of Information and Publicity reserves the right to award the work during this period to any other organizations, if the situation so arises for which no claim shall be entertained from the agency whatsoever.

5.4 The Director, Department of Information and Publicity reserves the right to evaluate the credentials of the applicants and empanel any agency found qualified and capable of meeting the requirement of Department of Information and Publicity. Applicants shall provide all information and allow inspection of infrastructural facilities, as and when required by DIP.

5.5 Invitation of application doesn't bind The Director, Department of Information and Publicity to empanel the applicant(s) or place order or send tender documents to the applicants responding against the notice.

5.6. Each agency upon Empanelment shall provide a performance Bank Guarantee of Rs.2,00,000/- (two lakhs only). Non furnishing of the Bank Guarantee within 30 days from the date of empanelment will make the empanelment of the agency liable for termination and the EMD will be forfeited without any notice.

5.7. The purpose of this empanelment process is to shortlist agency **or agencies** which will be entrusted the work to release advertisements on print, electronic & outdoor media and handle PR, social media and creative works on behalf of the Department of Information and Publicity to various newspapers, magazines, Electronic Media, audio visual media, hoardings and other media organizations, etc all over the country and even in the international print, radio and visual media. The Department however, shall not be bound to release the advertisements through the empanelled agencies and there shall be no guarantee of a fixed quantum of business. DIP shall hire the empanelled agency only if it is not being able to do the requisite work with its existing resources and after applying due procedures.

5.8. Only those agencies with Cumulative turnover of Rs. 3.00 crores for past three financial years will be considered for empanelment as detailed at point 3.1(iii) of this tender document.

5.9 Prompt and timely service is the essence of all orders to be placed to the successful applicants.

5.10 The agency shall be bound to send a copy of the concerned newspaper (not Photocopy) immediately after publication of any released advertisements like “Tender”; “Appointments”; “Shutdown Notifications”, etc.

5.11 The agency shall prepare advertisements, artwork, design, etc., according to the approved artwork, visuals and estimates. The artwork/design has to be in the language as desired by DIP.

5.12 As and when any design/creative/artwork is approved, the agency should prepare such adaptation, reduction and or alteration at approved rate, without further modifying it.

5.13 The agency shall take up all type of printing/ production on behalf of the Director, Department of Information and Publicity as regards to brochures, booklets, folders, leaflets, annual report, calendars, diary, etc. on samples approved by the Government as and when required.

5.14 The agency shall be paid only for the approved artwork, designs, adaptations, etc., and also as per the approved charges for advertisement space in the media in which advertisement releases are authorized.

5.15 In case of any differences/dispute between the DIP and the agency, while fixing the charges of artwork, designs, adaptations, etc., the decision of The Director, Department of Information and Publicity shall be deemed final and binding.

5.16 The agency will be liable to submit such returns, statements and information as the Director, Department of Information and Publicity may ask from time to time.

5.17 The agency shall be bound to return all stocks of Department of Information and Publicity property, viz., Photographs, printed matters, information, artworks, designs etc., lying with it as and when asked for and shall be bound to return the same within a fortnight when called for.

5.18 The Director, Department of Information and Publicity reserves the right to withdraw and or cancel any order in the event of delay or refusal to execute any order by the successful applicant.

5.19 The Director, Department of Information and Publicity also reserves the right to accept or reject any or all the applications and/or cancel or suspend this notification without assigning any reason.

5.20 The applications must be duly signed by authorized official of the applicant. Authorization letter/power of attorney in favor of the signatory must be furnished along with the application.

## **6.0 FAILURE & TERMINATION CLAUSE**

6.1 Time and date of delivery and period of execution shall be essence of the contract. If the Agency fails to deliver the services thereof within the period fixed for such delivery in the prescribed schedule or at any time repudiates the contract before the expiry of such periods, the DIP may, without prejudice to any other right or remedy available to recover damages for breach of the contract;

- a) Cancel the contract or a portion thereof by serving prior notice of one month to the Agency.
- b) The DIP may take decision to cancel the contract with immediate effect and / or debar / blacklist the empanelled agency from bidding prospectively for a period of 3 years or as decided by the DIP or take any other action as deemed necessary.

## **7.0 COMPETENT AUTHORITY'S RIGHT TO VARY ITEMS/ACTIVITIES AT THE TIME OF AWARD**

7.1 Department of Information and Publicity shall have the right to make any alterations, omissions, additions or subtractions in items/services at the time of award of contract. Department of Information and Publicity will give such intimation to the successful Bidder, and additional cost/deduction in the Bid prices, based on the price schedule submitted by him, will be worked out with the Bidder. In case, the Bidder does not agree for such alterations, Department of

Information and Publicity will be free to award the contract to the next eligible empanelled agency.

## **8.0 ARBITRATION**

8.1 If any dispute, difference, question or disagreement shall at any time, hereafter arise, between the parties hereto or the respective representatives or assignees in connection with or arising out of the contract the DIP would appoint a sole arbitrator, which shall be accepted by the Agency. The decision of the arbitrator would be final and binding on both the parties.

8.2 It is also the term of the contract that contractor shall not stop the work under this contract and work shall continue as expected to continue whether the arbitration proceedings have commenced or not

8.3 The Venue of the arbitration shall be at Goa. Subject to as aforesaid, the provision of the Indian Arbitration Act, 1996 and any statutory modifications or re-enactments thereof and rules made there under and for the time being in force shall apply to the arbitration proceedings under this clause.

**A. INFORMATION SHEET-INFORMATION TO BE FURNISHED POSITIVELY -NO SCORING/MARKING**

<b>Sr. No.</b>	<b>Particulars</b>	<b>Information to be furnished by the applicant</b>	<b>For use of DIP</b>
01	Name of the Agency (in capital letter)		
02	Address of Head Office / Regd. Office with telephone no., Fax no., E-mail address etc.	Address: Tel. No. with STD code: i)  ii) Fax No. with STD code: i)  ii)  E-mail address: Contact Persons with designations: i)  ii)	
03	Address of Goa Office with telephone no., Fax no., E-mail address etc.	Address: Tel. No. with STD code: i)  ii)  Fax No. with STD code: i)  ii)  E-mail address: Contact Persons with designations: i)  ii)	
04	Ownership Pattern (i.e.		



	Proprietary concern / Partnership Firm / Pvt. Ltd. Co. / Public Ltd. Co. etc.)		
05	Profile of the organization (in short)		
06	Current Trade License No. with details of issuing authority (enclosed last renewal)		
07	PAN No. (enclosed last IT return)		
08	Good & Service Tax registration No. (enclosed valid documents)		
<p><b>Note:</b> The application is liable to be rejected due to non-furnishing or incomplete furnishing or furnishing false information.</p>			

**B. SCORING CRITERIA – TURNOVER – Total Scoring points: 20 MARKS**

Sr. No.	Particulars	Information to be furnished by the applicant	For use of DIP	
			Score	Allotted
01	<p>Cumulative turnover / business volume of 3 financial year. (Audited Accounts to be submitted in support of Annual Turnover)</p> <p>Cumulative Turnover (marking criteria)</p> <p>Cumulative turnover Minimum Rs. 3.00 crores of 3 financial year (2016-17, 2017-18, 2018-19) - <b>10 Marks</b></p> <p>Cumulative turnover Above Rs. 3.00 crores but less than Rs. 5.00 crores - <b>15 Marks.</b></p> <p>Cumulative turnover Rs.5.00 crores and above - <b>20 Marks</b></p> <p>***Turnover for FY 2019-20 may be considered only if ITR has been filed</p>	<p>FY: Annual Turnover: Rs.</p> <p>FY: Annual Turnover: Rs.</p> <p>FY: Annual Turnover: Rs.</p> <p>Total Cumulative Turnover: Rs.</p>	20 mks	
<b>Total</b>			20	

**C. SCORING CRITERIA – WORK EXPERIENCE – Total Scoring points: 40 MARKS**

Sr.	Particulars	Information to	For use of DIP
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No.		be furnished by the applicant		
			Score	Allotted
01	<p>Current or Past Empanelment of the Agency with any State Government / Central Government - 20 Marks</p> <p><b>Documentary Proof - Letter of Empanelment</b></p>	Turnover: Rs.	<b>20 mks</b>	
02	<p>Past work experience in handling Pure Advertising Assignments that includes Conceptualizing, Designing &amp; Executing Advertising assignments pertaining to either any one of the medium or all that includes Print/ Radio/ TV/ Outdoor/Social Media / Digital Marketing / Printing/ PR Services etc for any State Government/Central Government / any Organization of repute - 10 Marks</p> <p><b>Documentary Proof - Work Orders / Certificate to this effect etc</b></p> <p><b>(2.5 Marks for each work order subject to a maximum of 10 Marks)</b></p>		<b>10 Mks</b>	
03	<p>Past work experience in handling Event Management / On ground activities/ Production / Erection of Pavillionsetc for any State Government/Central Government / any Organization of repute - 10 Marks</p> <p><b>Documentary Proof - Work</b></p>		<b>10 Mks</b>	

	<b>Orders / Certificate to this effect etc</b>  <b>(2.5 Marks for each work subject to a maximum of 10 marks)</b>			
<b>Total</b>			<b>40</b>	

**D. SCORING CRITERIA – PRESENTATION – Total Scoring points: 40 MARKS**

Sr. No.	Presentation Criteria	Reponse of the applicant(The applicant shall indicate their willingness for	Scoring points (For use of DIP)
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		presentation) by the applicant	Score	Allotted
01	The applicant will be required to make a presentation on the agency's credentials along with a concept presentation on how the governments initiatives, schemes should reach general public		40 mks	
<b>Total</b>			<b>40</b>	

- Agencies scoring a minimum of 65 marks will be considered for empanelment

**Note: Applicants must:**

- Provide/ disclose detailed information as far as possible.
- Self-attested copies with seal of all the certificates/documents in support of the information / data provided above are to be annexed with the Application positively.