

No. 2/5/2011-PUB
Government of India
Ministry of Food Processing Industries
Panchsheel Bhawan, August Kranti Marg
New Delhi -110049

Date: 23 /12/2016

Invitation of applications from DAVP empanelled Media/Advertising Agencies for empanelment in MoFPI

Applications are invited from experienced and reputed DAVP empanelled Media/Advertising agencies for empanelment in the Ministry of Food Processing Industry, Government of India for a period of three years. The agency may be required to undertake following kinds of activities for the Ministry:

- conceptualizing and production of creative designs for print media advertisements;
- Radio Jingles, TV spots, documentary films;
- publicity materials like brochure/folder/display panel/information booklet/compendium/Annual Report etc.;
- outdoor public activities;
- for preparing media activities plan, implementing and executing the same, whenever required.

Reputed Media Agencies having at least 3 years experience in the above fields with an annual average turnover of not less than Rs. One crore in last three years are invited to submit their applications. The work will be carried out on DAVP rates, wherever applicable.

The application form can be downloaded from Ministry's website i.e. www.mofpi.nic.in. The duly filled in application form would be accepted, in a sealed cover till 5:00 P.M. by 15thJan 2017 in the R&I Section of the Ministry. The Ministry reserves the right to reject any/all applications without assigning any reasons thereof.

The already empanelled MMCAs would continue till the expiry of their empanelment period. However, they may like to apply afresh for the above empanelment and if selected their fresh 3 year period will start from date of new contract.

The shortlisted applicants will have to make a presentation highlighting their competence, achievements and concept for the Ministry for undertaking the above activities.

(Ankit Mishra)
Deputy Director (Publicity)
Ministry of Food Processing Industries

Application form for empanelment of Media/Advertising Agencies in the Ministry of Food Processing Industries

1. Name and address of the Firm, Tel/Fax/E-mail details
2. Brief profile of the Company, executive and professionals working in the Agency/Company
3. Date of Establishment of the Company (enclose proof)
4. Balance Sheet for the last three years and latest IT return
5. Details of Income Tax Registrations, IT Clearance, Service Tax Registrations details (enclose proof)
6. Details of DAVP empanelment (enclose proof)
7. Work experience in the field of advertising and publicity
8. List of present clients & sample of recently done work (enclose details)
9. Any other information
10. A concept note explaining the strategy that will be adopted by the agency in order to promote the functions and mandate of the Ministry.

Name of the proprietor of the firm: _____

Designation: _____

Complete Address: _____

Mobile No./Fax/Mail: _____

Pre-Qualifications Criteria

1. The Media/Advertising Agency should have minimum 3 years experience in the field and should also have experience in handling the advertising/publicity requirements of Government and allied Sectors.
2. Agency Annual Average Turnover per year should not be less than 1.00 crore in the last two years
3. Empanelled with DAVP.
4. Agency should have a minimum net worth of Rs.50Lacs.