

MINISTRY OF INFORMATION & BROADCASTING  
(MEDIA UNIT CELL)

Subject: Preparation of panel of leading Advertising Agencies for client Ministries and Departments.

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Reference DG, DAVP's Note No. nil, dated 04/10/2008, addressed to Secretary, I&B on the subject noted above.

2. The proposal of DAVP has been considered in the Ministry and with the approval of the competent authority, it has been decided that DAVP may go ahead with the empanelment of advertising agencies after observing the following methodologies :-

- (i) Invitation of Expression of Interest for pre-qualification from advertisement agencies all over the country through open newspaper advertisements.
- (ii) The minimum experience required for application will be 5 years in the field of advertisement.
- (iii) After scrutiny of the EOI papers the eligible applicants will be invited for technical bid and presentation.
- (iv) After due scrutiny of the papers, selected firms will be called for a presentation about the Company and their work at their own cost, before the committee mentioned in the para (vi) below.
- (v) For the purpose of selection, the advertising agencies, will be placed in 3 categories as given below :-
  - (a) those having gross billing more than Rs.20 crores but less than 50 crores per annum.
  - (b) those having gross billing more than Rs.50 crores but less than 100 crores per annum.
  - (c) those having gross billing more than Rs.100 crores per annum.

The selection will be limited to 10, in each category.

- (vi) Final selection of the panel will be on the basis of the recommendation of the Committee comprising of the following Members :-

DG, DAVP	- Chairman
AS(P&A)/JS(P&A)	- Member
Director[IP]	- Member
ADG, DAVP	- Member Secretary

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- (vii) The list of advertising agencies accepted for empanelment will be circulated to all the client Ministries/Departments. The list will be reviewed after 3 years.
- (viii) The various Ministries/Departments could chose the advertising agencies, at their option, out of the empanelled list of DAVP and invite limited tender to make their selection.

3. Accordingly, DAVP is requested to take further necessary action in the matter and furnish Action Taken Report to the Ministry, at the earliest.

*Shamsul*

(SHAM LAL)  
UNDER SECRETARY (MC)  
TELE: 23385795

DAVP (Shri U.K. Mishra, Director General)  
M/o I&B's I.D. No. 1/50/2008-MUC dated 01.12.2008