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# NEW DELHI MUNICIPAL COUNCIL

## EMPANELMENT OF CREATIVE/ADVERTISING AGENCIES IN NDMC FOR THE PERIOD OF TWO YEARS

DATE OF ISSUE	02.08.2024
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DATE OF OPENING	19.08.2024

[www.ndmc.gov.in](http://www.ndmc.gov.in)

## NEW DELHI MUNICIPAL COUNCIL

### **EMPANELMENT OF CREATIVE/ADVERTISING AGENCIES IN NDMC FOR THE PERIOD OF TWO YEARS**

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#### **A. GENERAL**

1. Application on the enclosed form addressed to Director (Public Relations), Public Relations Department, New Delhi Municipal Council, Palika Kendra, Sansad Marg, New Delhi – 110001, should be submitted up to 15:00 hrs on 19.08.2024. In case the date fixed is declared a holiday, the application should be submitted on the next working day upto 1500 hrs without any further notice by NDMC.
2. Application received after the stipulated date and time will not be accepted. NDMC will not be responsible for any postal delay.
3. Incomplete and conditional applications will be summarily rejected.
4. All the documents attached will have to be attested by the Company's CEO or Head of Department. All documents, data and other statements in the application will be subjected to strict proof and verification by Public Relations Department office, if felt necessary. If the seal is illegible, the application will be rejected.
5. NDMC reserves the right to not assign reasons for declining to consider any particular application or applications. NDMC also reserves the right to accept or reject any application or all applications without assigning reason.
6. **NDMC intends to empanel 5 (Five) Creative/Advertising Agencies for the period of two years.**
7. NDMC reserves right to seek performance report from the other clients of the Creative/Advertising Agency.
8. Earnest money amounting to Rs. 20,000/- (Rupees Twenty thousand only) will be paid by each tenderer in the shape of Bank Draft of a scheduled bank in favour of Secretary, NDMC.

#### **B. Scope of work**

1. Creative/Advertising Agency shall release the advertisement, only to the publication as indicated in the Release Orders issued by NDMC on the approved rates of NDMC.
2. Creative/Advertising Agency shall ensure that the NDMC advertisements appear in the specified newspapers in a conspicuous and impressive manner while occupying minimum space.
3. Creative/Advertising Agency shall undertake designing, type-setting, art work preparation of block and matrix as well as art pulls required for release of advertisement, free of cost/without any charges payable by NDMC, irrespective of size of advertisement, or number of newspapers to which classified/display advertisement is to be released.
4. Creative/Advertising Agency shall undertake making of Radio Spots and T.V. Spots on DAVP rates if it will not broadcast but be used in any event. And if it will be broadcast/telecast through the creative/Advertising agency that will be also on DAVP approved rates.

5. Publicity Material: Creative/Advertising Agency shall undertake designing (free of cost), copywriting (free of cost) and printing of publicity material on NDMC approved rates like brochures, leaflets, folders, booklets, posters etc for publicity.
6. Creative/Advertising Agency shall undertake installation of exhibitions, stalls at conferences and workshops (Designing free of cost).
7. Creative/Advertising Agency shall undertake outdoor display material like preparation and installation of banners, display boards etc. (Designing free of cost).
8. The Creative/Advertising Agency should have the capability to design and release of Advertisements on the Internet (Digital Platforms) and conduct SMS or any other campaign of electronic nature, if called upon to do so in administrative interest at DAVP rates and Designing free of cost.

### **C. Selection Procedure**

The NDMC intends to empanel 5 (Five) Creative/Advertising Agencies for the period of two years. The selection procedure has been divided into following levels:

#### **Eligibility criteria**

- **Level A - The Level A committee will evaluate whether the creative/advertising agencies have submitted all relevant documents in the prescribed format or not and whether they conform to the financial guidelines set by NDMC. The documents submitted as per Clause 'D' in Packet A will be evaluated for this purpose. The applications of the qualified agencies will be submitted before the Level B committee for further processing.**
- **Level B - The shortlisted agencies recommended by Level A committee along with creatives submitted under Packet B by the shortlisted creative/advertising agencies will then be analyzed by a Level B committee.**

The agencies will be shortlisted on the basis of submission of creative under Packet B and marks awarded after critical review of applicant's

**Creative(s). The agencies would be analyzed on a scale of 100. The allocation of marks will be as follows:**

Topics	Marks
Clarity of Information	20
Quality of creative	20
Production quality	20
Quality of written material (copy writing, translation etc)	20
Quality of Audio visual and social media production	20

The committee may also call agencies for presentations if it considers necessary. However, **no weight age** will be given for the presentation. In case there is a tie on marks awarded to two applicants, more than 5 agencies can be short listed. (Not more than 6 agencies)

**The minimum cut off criteria for short-listing at Level B will be 60% which means agencies scoring 60% or more percentage of marks at level B screening will only be considered for empanelment subject to maximum of five (except when tie occurs in marks and more than six are short listed, if marks will be equal).**

**D. Documents to be furnished – (Packet A) for Level A/ Eligibility criteria**

1. PAN No. & GST registration certificate will have to be attached with the application.
2. The attested copies of the Balance sheet for the financial year 2021-22, 2022-23 & 2023-24. Agency must have an average turnover of Rs.5 (Five) crore in each of the financial year. The turnover for the said three years i.e. 2021-22, 2022-23 & 2023-24, duly certified by the Chartered Accountant, Auditor of the Creative/Advertising Agency with proper seal and signatures must be attached along with the application for the empanelment.
3. Copy of the memorandum of articles of association/partnership, deed/proprietorship deed/ certificate of incorporation (in case of company) etc. must be attached with the application without fail. Franchise is not permitted and application submitted by franchisees will not be entertained.
4. Attested copies of accreditation/empanelment certificate issued by DAVP/INS should be provided. Creative/Advertising Agency must have full accreditation by the Indian Newspaper Society (INS) for the last 5 years without any breaks and all the INS accreditation certificates must be attached. Provisional accreditation certificates will not be accepted.
5. List of clients from 1<sup>st</sup> January 2021 onwards, with dates from and to regarding period of engagement, must be attached with the application, duly certified by agency's Chartered Accountant.
6. A document to ascertain that the Creative/Advertising Agency have a full-fledged office, with sufficient telephone numbers – both fixed and mobile, fax number, and e-mail, which may be contacted even after office hours for work. An address proof of the existence of the office such as bills of landline telephone connections, electricity bills must be provided. Delhi office must have staff and equipments like computers to take up design, art work, and design/distribution. Details of offices located in Delhi and other cities (address, phone-both fixed and mobile, faxes and e-mail) must be provided. List of all other electronic equipments including number of computers and software available in Advertising agency's office must be attached with application. Copies of original bills of such equipments including computers and software including license for software duly attested by Agency's Chartered Accountant must also be attached.
7. A document ascertaining that the Creative/Advertising Agency's office in Delhi/NCR is in an area/ building authorized for running Advertising agency. The Creative/Advertising Agency will have to attach a declaration to the effect, that its Delhi office is located in an area/building authorized for running Creative/Advertising agency. In case of incorrect declaration the application/empanelment of the Advertising Agency will be rejected/ cancelled.

A declaration to the effect must be submitted along with the application by the Creative/Advertising Agency that the office premises/ building is authorized owned or rented by the Chairman - cum - Managing Director or Partner in the Advertising Agency.

The above two declaration must be given by Chairman – cum – Managing Director or Partner in the Creative/Advertising Agency.

8. The list of the professionals on rolls with Creative/Advertising Agency's Delhi office, mentioning their name, designation, academic and professional qualifications and length of service must be attested by the Chartered Accountant and attached with the application for empanelment. The list of professionals must also be signed by the authorized signatory of Creative/Advertising Agency. Advertising Agency must have In-House/contractual English and Hindi translators and copywriters. Attested copy of documentary evidence thereof for the last three years must be attached with the application.
9. Company's CEO/ or authorized official on behalf of the applicant Creative/Advertising Agency must fix seal and sign on each and every page of the application, terms and conditions and all documents submitted (in addition to verification/attestation, if required).
10. Earnest money amounting to Rs. 20,000/- (Rupees Twenty Thousand only) will be paid by each tenderer in the shape of Bank Draft of a scheduled bank in favour of Secretary, NDMC. The earnest money will be returned back after empanelment to unsuccessful bidders.
11. The Creative/Advertising agency should also mention (at Sr No 10 of Format of Application) their Specialization about the field of Electronic, Print, Social Media and OOH mode of publicity like Public Relations, Print/Online/TV/Radio Advertisement, Online Publicity Event Management, Radio/TV Production, Printing (Magazine, e-Book, Speeches, Booklets, Pamphlets), Exhibitions/Tablaeu Fabrication, Designing, Social Media Publicity OOH (Hoarding/Banner/Backdeop/ Standees) etc or if any other documentary proof in Packet-A and mentioned in Sr No 14.
12. CHECKLIST OF DOCUMENTS AND DECLARATIONS TO BE SUBMITTED BY THE AUTHORISED PERSON ALONGWITH SEAL (FORMAT ATTACHED)

#### **E. Creatives – (Packet B) for Level B/ Evaluation process**

13. The Creative/Advertising Agencies should select two display advertisements, which they consider their best, and must attach their copies i.e. art pulls plus tear sheet with the application, along with the date of publication, names of the newspapers/periodicals, and respective release orders of the client. These advertisements must have been issued after 1<sup>st</sup> January 2023, and testimonials from the clients of these advertisements must be attached with the application. Advertisements without client testimonials from Marketing/PR departments/Chief Executive will not be considered.
14. The Creative/Advertising Agencies should select two leaflets (or posters or folders), one brochure and one newsletter/house journal which they consider their best, and must attach their copies, job orders, completion certificates. The leaflets, posters, folders, brochures, newsletters, house journals must have been printed after 1<sup>st</sup> January, 2023 and testimonials from the clients of these publications must be attached. Submissions without client testimonials from Marketing/PR departments/Chief Executive will not be considered.

15. The Creative/Advertising Agencies should submit copies of one radio spot and one television spot in either English or Hindi (at least 30 seconds) produced by the agency. They must submit one DVD of the radio spot, TV spot and attach their copies, job orders, and completion certificates for the same. The radio and TV productions must have been produced after 1<sup>st</sup> January, 2023 and testimonials from the clients of these productions must be attached. Submissions without client testimonials from Marketing/PR departments/Chief Executive will not be considered.
16. The Creative/Advertising Agencies should submit a DVD consisting of screen shots, job orders, and completion certificates for at least one social media campaign that they have executed for any client. The campaign must have been executed after 1<sup>st</sup> January, 2023 and testimonials from the clients of these campaigns must be attached. Submissions without client testimonials from Marketing/PR departments/Chief Executive will not be considered.
17. Creative/Advertising agency should submit a concept notes/scripts and scratch for audio visual ads along with creatives for print media in any theme /topics on communication **issues relating to NDMC for the purpose of evaluation.**
18. **The Creative/Advertising agency should submit a brief note on their understanding of communication need of NDMC and proposed media strategy for building and promoting brand identity of NDMC.**

**IMPORTANT: All documents must be for work done for other organisations and NOT NDMC)**

#### **F. Post empanelment**

1. The duration of the empanelment will be initially for a period of 2 (two) years from the date of issue of the letter of empanelment, in the first instance and subsequently further extendable for one more year depending upon the satisfactory performance of the agency during the period of two years.
2. The NDMC reserves rights to terminate the panel/ empanelment of any of the empanelled Creative/Advertising agency/ all the Creative/Advertising agencies empanelled at any time before expiry of the empanelled period without assigning any reasons by giving one month's notice.
3. The NDMC can also terminate the empanelment of any Advertising Agency at any time for not fulfilling any of the terms and conditions including special conditions. The Creative/Advertising Agency shall not be entitled for any damage or compensation by reason of such termination. In such cases where penalty, as decided by NDMC administration, is levied, this penalty will be deducted from the security deposited in case of non-payment of the same by the agency.
4. All disputes related to empanelment, operations of the panel or any other disputes are subject to the jurisdiction of the High Court of Delhi and/or its subordinate courts only.
5. The successful tenderers will deposit Rs. 50,000/- (Rupees Fifty thousand only) in the shape of Bank Draft of a scheduled bank in favour of Secretary, NDMC as security deposit within 15 days after receipt of letter of acceptance.

## **Cancellation Clause**

In the event of any dispute, difference of opinion or dispute or claim arising out of or relating to this agreement or breach, termination or the invalidity thereof, shall firstly be attempted to be settled by conciliation.

All disputes relating to this agreement or on any issue whether arising during or after the completion or abandonment thereof or any matter directly or indirectly connected with this agreement shall in the first place be referred to a sole conciliator appointed / nominated by Chairman/Secretary/Director (PR), NDMC on receipt of such requests from either party. The Conciliator shall make the settlement agreement after the parties reach agreement and shall give an authenticated copy thereof to each of the parties. The settlement agreement shall be final and binding on both the parties. The settlement agreement shall have the same status and effect of an arbitration award. The views expressed or the suggestions made or the admissions made by either party in the course of conciliation proceedings shall not be introduced as evidence in any arbitration proceedings. However, any dispute that cannot be settled through conciliation procedure shall be referred to arbitration in accordance with the procedure given in the para below. The parties agree to comply with the procedure herein mentioned as well as the award resulting thereof.

## **Arbitration Clause**

If the efforts, to resolve all or any of the disputes through conciliation fails, then such disputes shall be referred to a Sole Arbitrator if the total value of the claim is upto Rs.5 million and to a panel of three Arbitrators if total value of claims is more than Rs.5 million. NDMC shall provide a list of panel of three arbitrators for the claims upto Rs.5 million and a panel of five Arbitrators for claims of more than Rs.5 million. Thereafter the other party shall have to choose the sole Arbitrator from the panel of three and/or one Arbitrator from the panel of five in case three Arbitrators are to be appointed. NDMC shall also choose one Arbitrator from the same panel of five arbitrators and the two so chosen will choose the third arbitrator from this panel only. The Arbitrator(s) shall be appointed within a period of 30 days from the date of receipt of written notice/demand of appointment of Arbitrator from either party.

The venue of such arbitration shall be at Delhi/ New Delhi. The award of the sole Arbitrator/Panel of Arbitrators shall be binding on all parties. The cost of Arbitration shall be borne by the respective parties.

## **G. Work procedure**

1. It is made clear that no incidental charges of any nature will be payable by NDMC, to cover any such cost incurred by the Agency during the process of receipt/execution of release orders issued by NDMC.
2. Creative/Advertising Agency shall also ensure that advertisements are published in time, as stipulated in Corporate Communications office's release orders and if not stipulated, it should be published in the newspapers immediately without loss of time at any stage. It should be properly positioned and correctly reproduced as per NDMC order copy. In case of late publication of the advertisements after stipulated period/date, it will be the discretion of the Director (PR) to impose penalty and/or disallow partial/ total payment.

3. The Creative/Advertising Agency will be bound to obtain acknowledgment from the newspapers of the timely delivery of advertisement material and release order. Photocopy of the acknowledgments should be kept in record as proof so that it could be ascertained that the agency has efficiently arranged to deliver the advertisement material/Release Order to all the newspapers in time. Any laxity in regard to non-deliverance or late delivery of Advertisement material or Release Order will be viewed very seriously. In case it is observed that Agency has frequently failed to deliver Advertisement material and respective release order in time or it is not arranging timely payment to the newspaper against publication of Advt. Public Relations Department administration may stop utilization of the Creative/Advertising Agency temporarily or permanently. Business/allotment of work will depend on efficient working of the Creative/Advertising Agency.
4. In case any portion of the advertisement matter as contained in this office's release is not clearly understood, the Creative/Advertising Agency shall immediately obtain a clarification, ensuring that there is no mistake, and this process should not delay the publication of the advertisement.
5. In case there is an error in publication of the advertisements as compared to advertisement's text approved by this office, then Creative/Advertising Agency shall arrange to publish the corrigendum immediately, under advice to Public Relations Department office, at its own cost. No bill should be raised to NDMC for this and NDMC will not pay any charges for publication of published corrigendum, whatsoever. **An amount as the full value of the published as may be imposed as penalty by NDMC, in case the corrigendum is not published in the same media list in addition to other penalty charges.**
6. The Creative/Advertising Agency will ensure that the language of Advertisements published in the newspapers should be same as the language of the newspapers until & unless specially instructed by the NDMC on the Release Order.
7. All the display advertisement's layouts and classified advertisements as designed by the Creative/Advertising Agency will be subject to approval by NDMC, prior to release to the newspaper. Size of advertisements should be get approved by NDMC prior to release to the newspaper and Advertising bills should be claimed strictly in accordance with the size/specifications/design approved.
8. Advertisement material taken by Creative/Advertising Agency, after type-setting/designing must be submitted on the same day for approval by NDMC.
9. RO will be issued after approval of the type –set material/design.
10. Creative/Advertising Agency will be ensure to supply to Secretary/Director(PR) office the copies of the newspapers in which the respective advertisement has been published positively within a period of 10 days. Any failure in this respect will be viewed very seriously by the Administration and action may be initiated against the Creative/Advertising Agency.
11. All the layouts including design and art work of the display advertisements will be strictly subject to approval by NDMC, Public Relations Department prior to release for publication in the daily newspaper & periodicals. **Translation in newspaper's language and proof reading will be the total responsibility of the ADVERTISING AGENCY. Any complaint received in this respect will be viewed seriously and action may be initiated against CREATIVE/ADVERTISING AGENCY.**



12. Whenever required, the Creative/Advertising Agency shall have to accept and get advertisement published at a very short margin of time in specified newspapers on a specified date as indicated by NDMC, Public Relations Department.
13. It is the responsibility of the Creative/Advertising Agency to ensure that correct and readable advertisement is published. In case, incorrect and not legible Advertisements are published by the newspapers, the advertising agency must not accept Advertising bill of the newspaper and send it back to newspaper telling reasons in writing for not accepting the bill. Copy of such letter should be sent to NDMC, Public Relations Department also for information.

#### **H. Billing/ Payment**

1. Within 30 days of the release order, the Creative/Advertising Agency will submit computerized bills along with tear sheets of newspapers containing published advertisements and will be solely responsible for raising correct Advertising Bills in all respect and a 'Certificate' to the effect as mentioned below will have to be endorsed on all the bills as under:-
  - a) All the bills received from the newspapers have thoroughly been checked and found correct in all respect.
  - b) The advertisement published by the newspaper has been checked and found published as totally correct.
  - d) The advertisement against respective Release Order has been published in that very insertion/ edition of the newspapers as specified in the release order and media plan issued by NDMC, Public Relations Department.
  - e) Advertising Bills (Advertising Agency's bill) in question has thoroughly been checked and is preferred as correct in all respects, even if, later any discrepancy is detected the Creative/Advertising agency will undertake corrective measures, including reimbursement of excess charges immediately. The bill must be raised for the complete release orders. **Bills not accompanied with tear sheets of the newspapers containing published advertisement, will not be honoured.**
2. NDMC, Public Relations Department reserves the right to disallow a part or full payment against any bill, if any of the terms of agreement is violated.
3. Only in case of unavoidable circumstances, the Creative/Advertising Agency may submit one supplementary bill in respect of advertisement charges against one release order.
4. The Creative/advertising Agency will also ensure to maintain all the records of timely/delayed receipt of the advertisement bills from the newspapers and payments received from NDMC, so that in case of any complaint received from newspapers, it may be examined thoroughly by NDMC, Public Relations Department.
5. The Advertising Agency will have to submit full & final Advertising bill, positively within 30days from the date of publication of the advertisement. NDMC will make payment after due check of the bill, submitted along with proof of published advertisement. **The Creative/Advertising Agencies will deal with the newspapers in all matters at their level in respect of payments and NDMC will have no liability and /or responsibility in this regard.**

6. After publication of the advertisement, the Creative/Advertising Agency will have to arrange the payment of advt. Bills of the newspapers pertaining to publication of NDMC's advertisement regularly as per INS Rules, failing which empanelment of Advertising Agency may be cancelled and security money will also be forfeited.
7. The payment against Advertising Bills of newspapers is required to be made by the Advertising Agency through E-Payment to all the newspapers.
8. Sales-tax/VAT (except service tax), purchase tax, turnover tax or any other tax applicable in respect of this contract shall be payable by the Contractor and NDMC will not entertain any claim whatsoever in respect of the same. However, in respect of service tax, same shall be paid by the contractor to be concerned department on demand and it will be reimbursed to him by the Public Relations Department after satisfying that it has been actually and genuinely paid by the contractor.

**I. Other Terms and conditions**

1. Creative/Advertising Agency shall render free service to NDMC, in regard to collection of advertisement materials from NDMC, Public Relations Department dispatch of designs and layout to newspapers, copy of published advertisements in newspapers, etc. by deputing its executive /staff frequently as required.
2. The NDMC, Public Relations Department reserves the right to get Advt. designed as well as release any advertisement directly to the newspapers.
3. The NDMC, Public Relations Department reserves the rights for release of any advertisement from any Advertisement Agency on the panel.
4. NDMC, Public Relations Department reserves the right to use the logo , design, layout, etc. prepared by any Advertising Agency for releasing advertisements directly for NDMC through any other Advertising Agency or any other source as deemed fit by this organization without Advertising Agency's consent, which designed the advertisement.
5. The Creative/Agency will have to ensure compliance with copyright, patents and other intellectual Property laws, in all material, including art work/design, supplied by them. The Advertising Agency will be completely liable in all such cases, and no liability shall lie with NDMC.
6. The Creative/advertising agency should abide by and have good understanding of various laws/regulations governing advertisement/publicity such as:
  - a) The Emblems and Names (Prevention of Improver use) Act, 1950.
  - b) Indecent Representation of Women Act, 1989.
  - c) Monopolies & Restrictive Trade Practices Act, 1969. Now competitive Act, 2002.
  - d) Drugs and Magic Remedies Act, 1954.
  - e) Prize competition Act,1953.
  - f) Section 24 of the Food Safety & Standard (FSS) Act,2006.
  - g) RBI Rules and Regulations.

- h) Prohibition Acts such as prohibition of smoking, defacing of public property, monuments, etc.
  - i) Defamatory Advertisements, etc.
  - j) Information Technology Act, 2000.
  - k) And any other law on the subject for the time being in force.
7. The NDMC, Public Relations Department or its representatives have all rights to inspect Creative/Advertising Agency's premises during office hours on any working day and check /inspect any record of the Advertising Agency connected with the working related with NDMC.
8. The Creative/Advertising agency has not been debarred or black listed or suspended from the business from any department or Central/State Govt. organizations in the last five years.

**J. Penalty Clauses**

1. The NDMC, Public Relations Department, reserves the right for deduction of dues from empanelled Advertising Agency's security amount on the following grounds:-
- i) Any amount imposed as penalty/fine in default of any work, which will not exceed the cost of work. The penalty amount will be in addition to the amount withheld in bill related with work.
  - ii) Any amount which NDMC becomes liable to pay the Govt./third party on behalf of any of its default of the empanelled agencies or any servant/agent.
  - iii) Any payment/fine made under the order/judgment of any court consumer forum or any law enforcing agency or any person working on behalf of the same.
2. The empanelled Creative/Advertising Agencies shall reimburse the security deposit to the extent the said amount is deducted as fine within 15 days period failing which it will be considered and treated as breach of agreement.
3. If Agency fails to release and publish the advertisement within the specified time limit as stipulated by NDMC, Public Relations Department or the advertisement in question is published on a later date, NDMC will have every right to impose a penalty on the Creative/Advertising Agency and the amount as decided, will be deducted from the bills of the Creative/Advertising Agency/security deposit.
4. The cost borne by the Advertising Agency for applying for empanelment with the New Delhi Municipal Council cannot be claimed for refund or reimbursement.
5. All creatives submitted along with the application of empanelment will become the property of NDMC, with NDMC reserving the right to utilize them for any of their media campaigns with no compensation or remuneration to be offered for the same.

**K. General instructions:**

- i. Canvassing or recommendations or putting pressure from any source to influence the process of empanelment of Advertising Agencies by New Delhi Municipal Council will lead to automatic disqualification and applications will be summarily rejected / will not be considered.
- ii. All the documents (Packet A) as attached with application must be signed, along with seal by Authorized signatory of Agency and also attested by Chartered Accountant.
- iii. All application documents should be (marked as packet A) sealed in one envelope, while the creatives should be sealed in another envelope (marked as packet B). At the time of submission both envelopes should be put in one larger sealed envelope. The envelope with creatives will be opened for assessment only if all application documents are found to be in order.

The NDMC reserves the rights to add, delete or revise any of these conditions, and also include special conditions as new ones, as and when required.

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**CHECKLIST OF DOCUMENTS AND DECLARATIONS TO BE SUBMITTED IN  
PACKET A**

<b><u>Sl. No.</u></b>	<b><u>Checklist</u></b>	<b><u>Submitted / Not Submitted</u></b>
01	PAN NO. & GST Registration Certificate will have to be attached with the application.	
02	The attested copies of the Balance sheet for the financial year 2021-22, 2022-23 & 2023-24. Agency must have an average turnover of Rs. 5 Cr in each of the financial year. The turnover for the said years i.e. 2021-22, 2022-23 & 2023-24, duly certified by Chartered Accountant/ Auditor of the Creative/ Advertising Agency with proper seal and signatures must be attached along with the application for the empanelment.	
03	Copy of the memorandum of articles of association/ partnership, deed/proprietorship deed/ certificate of incorporation (in case of company) etc. must be attached with the application without fail. Franchise is not permitted and application submitted by franchisees will not be entertained.	
04	Attested copies of accreditation/ empanelment certificates issued by DAVP/INS should be provided.	
05	Creative/Advertising agency must have full accreditation by the Indian newspaper society for the last 5 years without any break and all the INS accreditation certificates must be attached. Provisional accreditation certificates will not be accepted.	
06	List of clients from 1 <sup>st</sup> January 2023 onwards, with dates from and to regarding period of engagement, must be attached with the application duly certified by agency's chartered accountant.	
07	A document to ascertain that the Creative/Advertising Agency have a full-fledged office, with sufficient telephone numbers – both fixed and mobile, fax number, and e-mail, which may be contacted even after office hours for work. An address proof of the existence of the office such as bills of landline telephone connections, electricity bills must be provided. Delhi office must have staff and equipments like computers to take up design, art work, and design/distribution. Details of offices located in Delhi and other cities (address, phone-both fixed and mobile, faxes and e-mail) must be provided. List of all other electronic equipments including number of computers and software available in Advertising agency's office must be attached with application. Copies of original bills of such equipments including computers and softwares including license for software duly attested by Agency's Chartered Accountant must also be attached.	

08	A document ascertaining that the Creative/Advertising Agency's office in Delhi is in an area/ building authorized for running Advertising agency. The Creative/Advertising Agency will have to attach a declaration to the effect, that its Delhi office is located in an area/building authorized for running Creative/Advertising agency. In case of incorrect declaration the application/empanelment of the Advertising Agency will be rejected/ cancelled.	
09	A declaration to the effect must be submitted along with the application by the Creative/Advertising Agency that the office premises/ building is authorized owned or rented by the Chairman - cum - Managing Director or Partner in the Advertising Agency.	
10	The above two declaration must be given by Chairman – cum – Managing Director or Partner in the Creative/Advertising Agency.	
11	The list of the professionals on rolls with Creative/ Advertising agency's Delhi office, mentioning their name, designation, academic and professional qualifications and length of service attested by the Chartered Accountant and attached with the application for empanelment. The list of professionals must also be signed by the authorized signatory of creative/advertising agency. Creative/Advertising Agency must have In-House/contractual English and Hindi translators and copywriters. Attested copy of documentary evidence thereof for the last three years must be attached with the application.	
12	Company's CEO/ or authorized official on behalf of the applicant Creative/Advertising Agency must fix seal and sign on each and every page of the application, terms and conditions and all documents submitted (in addition to verification/attestation, if required).	
13	Earnest money amounting to Rs. 20,000/- (Rupees Twenty Thousand only) will be paid by each tenderer in the shape of Bank Draft of a scheduled bank in favour of Secretary, NDMC. The earnest money will be returned back after empanelment.	
14	The Creative/Advertising agency should specifically mention (at Sr No 10 of Format of Application) their Specialization about the field of Electronic, Print, Social Media and OOH mode of publicity like Public Relations, Print/Online/TV/Radio Advertisement, Online Publicity Event Management, Radio/TV Production, Printing (Magazine, e-Book, Speeches, Booklets, Pamphlets), Exhibitions/Tablaeu Fabrication, Designing, Social Media Publicity OOH (Hoarding/Banner/Backdeop/Standees) etc or if any other documentary proof in Packet-A.	

**Declaration:** All the documents furnished by the Creative/Advertising agency are genuine and original. The undersigned has verified the documents and takes full responsibility in ensuring their authenticity.

**Signature of the Creative/Advertising Agency**  
**Official with designation and official seal**

**CHECKLIST OF DOCUMENTS AND DECLARATIONS TO BE SUBMITTED IN  
PACKET B**

<b>Sl. No.</b>	<b><u>Checklist</u></b>	<b><u>Submitted/ Not Submitted</u></b>
1.	The Creative/Advertising Agencies should select two display advertisements, which they consider their best, and must attach their copies i.e. art pulls plus tear sheet with the application, along with the date of publication, names of the newspapers/periodicals, and respective release orders of the client. These advertisements must have been issued after 1 <sup>st</sup> January 2023, and testimonials from the clients of these advertisements must be attached with the application. Advertisements without client testimonials from Marketing/PR departments/Chief Executive will not be considered.	
2.	The Creative/Advertising Agencies should select two leaflets (or posters or folders), one brochure and one newsletter/house journal which they consider their best, and must attach their copies, job orders, completion certificates. The leaflets, posters, folders, brochures, newsletters, house journals must have been printed after 1 <sup>st</sup> January, 2023 and testimonials from the clients of these publications must be attached. Submissions without client testimonials from Marketing/PR departments/Chief Executive will not be considered.	
3.	The Creative/Advertising Agencies should submit copies of one radio spot and one television spot in either English or Hindi (at least 30 seconds) produced by the agency. They must submit one DVD of the radio spot, TV spot and attach their copies, job orders, and completion certificates for the same. The radio and TV productions must have been produced after 1 <sup>st</sup> January, 2023 and testimonials from the clients of these productions must be attached. Submissions without client testimonials from Marketing/PR departments/Chief Executive will not be considered.	
4.	The Creative/Advertising Agencies should submit a DVD consisting of screen shots, job orders, and completion certificates for at least one social media campaign that they have executed for any client. The campaign must have been executed after 1 <sup>st</sup> January, 2023 and testimonials from the clients of these campaigns must be attached. Submissions without client testimonials from Marketing/PR departments/Chief Executive will not be considered.	
5.	Creative/Advertising agency should submit a concept notes/scripts and scratch for audio visual ads along with creatives for print media in any theme /topics on communication issues relating to NDMC for the purpose of evaluation.	
6.	The Creative/Advertising agency should submit a brief note on their understanding of communication need of NDMC and proposed media strategy for building and promoting brand identity of NDMC.	

**Signature of the Creative/Advertising Agency  
Official with designation and official seal**



**FORMAT FOR SUBMITTING APPLICATIONS FOR EMPANELMENT IN  
NEW DELHI MUNICIPAL COUNCIL .**

Reference Advertisement regarding Empanelment of Creative/Advertising Agencies by NDMC.

(The information may kindly be submitted in the following format):

1. Name and address of the Agency :
2. Year of establishment:
3. Whether the Agency is Accredited/Empanelled with DAVP/INS:
4. Has the agency been accredited with INS continuously for the last Five years? :  
Yes/No
5. The turnover of the agency during the last **three years:**

Year	Total Turnover (in crores)
2021-22	
2022-23	
2023-24	

6. Please mention, if the agency was blacklisted or terminated during the period 2021-2024 by any client. Kindly specify the reasons for blacklisting or termination:
7. Whether you have attached the certified/signed copy of the checklist of documents and declaration with Packet-A: Yes/No
8. Experience with other civic agencies of metropolitan city, if any:
9. A list of current clients of your Agency: (Government, Semi Government, Private, others)
10. Specialization of agency

Name \_\_\_\_\_  
(Authorized signatory of the company with seal)

**Note:**

**Please attach all relevant documents as per the checklist attached. Any incomplete form without the requisite attachments will be rejected. The decision of the NDMC management in this regard will be final and binding.**

**Any form of canvassing or attempts to illegally influence the selection procedure will be treated adversely and will immediately lead to the cancellation of your application.**