

**Bihar State Milk Co-operative Federation Ltd.**  
**Dairy Development Complex, P.O. B. V. College, Patna – 14.**  
**Phone No. 0612-2228953, 2220387, 2224083, 2228347 Fax No. 0612 – 2228306**  
**E-mail: marketingcomfed@gmail.com, Website: www.sudha.coop**

### **EMPANELMENT OF ADVERTISING AGENCIES**

Applications are invited from reputed Indian Newspaper Society (INS Print Media) or Prasar Bharti (Electronic Media) accredited or DAVP listed parties with Govt. of India or IPRD listed / approved parties with Govt. of Bihar or Govt. of Jharkhand agencies for empanelment with Bihar State Milk Co-operative Federation Ltd., Patna (COMFED). Agencies should be able to execute among other services, multi-media, multi-lingual awareness programmes. The selection of agencies will be based on a two stage process. First COMFED will short list the agencies on the basis of their meeting the eligibility criteria. Short listed agencies will in the second stage, be required to make a presentation of creative strategy on a given subject for a given budget. The final selection of agencies for empanelment would be done on the basis of creative presentation.

The applications have to be submitted to Bihar State Milk Cooperative Federation Ltd., Dairy Development Complex, P.O. Bihar Veterinary College, Patna – 800 014 Bihar duly superscribed.

The last date of submission of the documents is **22.12.2017**. The agencies have to submit the earnest money of Rs.50,000/- (Rupees Fifty thousand) only in the form of demand draft while submitting the proposal. The offers must be submitted in sealed covers. COMFED reserves the right to empanel one or more agency for the work and reject any or all applications without assigning any reason. For details of eligibility criteria and scope of work please visit our website [www.sudha.coop](http://www.sudha.coop).

**Managing Director**

**(Total 07 pages)**

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#### **Eligibility Criteria :**

- a) Applicant should be a reputed advertising agency having accreditation with Indian Newspaper society (Print Media) or Prasar Bharati (Electronic Media) or DAVP listed parties with Govt. of India or IPRD listed / approved parties with Govt. of Bihar or Govt. of Jharkhand.
- b) Agency should have Pan India Presence.
- c) . The agency should be in the field of advertising for minimum of 5 years.
- d) The agency should have annual turnover of 5 crores continuously for last 3 years.

- e) Agency should be in the empanelment list of Tourism Departments of Govt. / Govt. of Bihar & India Departments / Reputed Dairy Companies / Milk Federation of India for the last 3 years.
- g) The Advertising agency applying for empanelment should not have been blacklisted by any organization at any point of time.

**Scope of Work :**

- a) Preparation of Artwork for different advertisement campaigns and release of the same in the Print Media.
- b) Conceptualize and prepare different advertising campaigns from time to time.
- c) Preparation of electronic media commercials for spots in TV, Radio jingles & documentary on the activities of COMFED.
- d) Release of advertisement in electronic & print media.
- e) Artwork & design for hoardings, banners, posters, designs of all outdoor & point of purchase advertisements.
- f) Designing and preparation of booklets / brochures / pullouts / souvenirs etc.
- g) Organizing events for COMFED.
- h) Design and prepare stalls for exhibitions in fairs / melas / display kiosks.
- i) Development of design for packaging material.

**Terms and Conditions:**

- a) Agency will be empanelled for one year, however this period can be extended at the discretion of COMFED. There shall be an option to renew the empanelment for a further period of one year based on satisfactory performance and with existing terms and conditions for maximum two times.
- b) The COMFED will have right to drop any agency from the empanelled list without assigning any reason whatsoever. COMFED also reserves the right to modify the terms and conditions for empanelled agencies.
- c) The empanelled advertising agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to COMFED's interest.

Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. COMFED reserves the right to impose penalty in case of any violation of the above.

- d) The agency should be able to execute order at short notices and even on holidays.
- e) For selection of artwork for print media or for preparation of TV commercial COMFED will invite concept from all empanelled agencies and release order will be given to the agency whose design / concept is approved.
- f) Selection of artwork will be entirely on COMFED's discretion and COMFED will not pay charges for submission of artwork or preparation of commercial to any agency.
- g) Artwork/ commercial once selected will be the property of the COMFED and it can be repeatedly used in different media like print, outdoor, electronic etc. without seeking permission from concerned advertising agencies or paying any commission. Agency has to provide original soft copy to COMFED. The agency can't use the concept, artwork, picture, film and jingle for other clients once the COMFED selects it.
- h) COMFED reserves the right to make necessary modification to the selected artwork, concept, film etc.
- i) Applications received after due date & time or without necessary documents will be rejected.
- j) COMFED reserves the right for rejection of any/all applications or have empanelment done otherwise without assigning any reason whatsoever. All decisions taken by COMFED would be final and no further representation in this regard will be entertained.
- i) COMFED also reserves the right to employ any outside agency for carrying out big-ticket campaigns / brand building exercise etc.

**The Complete application in sealed cover along with necessary documents to be submitted to the Managing Director, Bihar State Milk Co-operative Federation Ltd., Patna (COMFED), Dairy Development Complex, P.O. Bihar Veterinary College, Patna – 800 014 latest by 22.12.2017. Applications in sealed cover superscribed as “ Application for Empanelment of Advertising Agencies” will be accepted by the department upto 22nd Dec'2017. No application will be accepted after the due date and applications will be scrutinized on any day after the expiry of last date.**

**Short-listing of applications will be done from the advertising agencies satisfying the mentioned eligibility criteria. Short-listed agencies will be invited for presentation of their credentials along with suggestive steps for improvement of COMFED's visibility. A selection committee will empanel Agencies found suitable in the process.**

**For any additional information agencies may contact Manager (Mktg), COMFED, Phone No. 0612- 2228953, 2224083, 2228347.**

**Documents (to be submitted) required for accessing eligibility :**

a) Document in support of accreditation with INS or Prasar Bharati.

Or

Document of registration with DAVP or with Information & Public Relation Deptt., Bihar, Jharkhand.

Or

Document in support of undertaking brand building exercises for Tourism Departments, Bihar & Jharkhand / Govt. of Bihar & India Departments / Reputed Dairy Companies / Milk Federations of India.

b) Brief Profile of the Agency consisting of : (i) Constitution / Partnership/ Proprietorship. (ii) Total number of employees working with the agency (iii) Location of the agency's office.

c) List of reputed organizations for which agency has worked earlier (Certificate/ Testimonial to be enclosed).

d) Credentials (Presentation regarding advertisement campaigns carried in Electronic & Print media for any reputed organization).

e) Enclosure regarding successful all India Campaigns carried for different organizations (Mention details of the campaign with name of the Organization and media)

f) Copies of audited balance sheet for last three years ie 2014-15, 2015-16 and 2016-17 supported by IT returns and turnover certificate by Chartered Accountant.

g) Copy of Pan card and Service tax registration certificate.

h) Copy of Registration /Trade Certificate.

i) Solvency Certificate from the Banker of the Advertising Agency.

## EMPANELMENT FORM (ANNEXURE)

1. Name of the Advertising Agency:  
(In Block Letters)
2. Date of Establishment:
3. Registered office Address (With telephone no & e-mail address):
4. Registration No. / Trade License No. (If any):
5. Web site if any.
6. Address of Patna Office (With telephone no & e mail address):
7. Status of the Organization:  
(Proprietary/ Partnership/ Pvt ltd/ Public Ltd Company)
8. Name of Directors/ Partner / Proprietor
  - a.
  - b.
- a. Name & address of Chief Executive/ Proprietor.
10. Name of the Representative assigned with/will be assigned for our Job  
(with designation and phone number)
11. Details of Infrastructure Available at Patna.
12. Name of the Cities where company is having branches.
13. Total number of employees: Creative \_\_\_\_\_ others \_\_\_\_\_.
14. Annual Business Turnover for last three years:  
(Year 2014-15, 2015-16 and 2016-17 certified from auditor)
15. Name of the Banker with Full Address:
16. Name of the reputed clients as mentioned in the eligibility criteria.
17. Details of experience:
18. Credentials (List out major campaigns handled).

19. Whether the agency faced any litigation with any organization earlier, If yes kindly furnish the same with name of the company and brief details of litigation.

20. Any other Information:

**21. List of Documents Submitted:**

- a) INS and Prasar Bharati accreditation certificate / document of registration with DAVP or with Information & Public Relation Department.
- b) Registration / Trade certificate copy.
- c) Brief Profile of the Agency.
- d) Document in support of the agency empanelled with.
- e) Proof of major advertisement campaigns carried out in print media/ Electronic Media (For electronic media campaign CD may be submitted). If the agency has carried out any successful All India Campaign for any organization, details of the said campaign should be mentioned in separate sheet along with the name of the organization and media involved.
- f) List of reputed organizations for which the agency worked earlier (Certificate /Testimonials to be enclosed).
- g) Copies of audited balance sheet for last three years i.e. 2014-15, 2015-16 and 2016-17 supported by IT returns and turnover certificate by Chartered Accountant.
- h) Copy of Pan card and Service tax registration certificate.
- i) Solvency Certificate from the Banker.

**Declaration**

I /We do hereby certify that the information as provided above is correct and true in all respect. In case of furnishing any false information or suppression of any material information, the application shall be liable for rejection besides penalty can be imposed, if it deemed fit.

**Date :**  
**Place:**

**Authorized Signatory**  
**Designation with Seal**

**Note: Authorized Person for Signing the Declaration:**

The Proprietor for Proprietary Concern, Authorized Partner for Partnership Firms and an official duly authorized by the board of Directors for Public Ltd. Companies. Document in this regard (Partnership deed, Board Resolution etc..) to be enclosed along with the application.