

# **GOVERNMENT OF PUNJAB**

## **DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS**

### **CRITERIA FOR THE EMPANELMENT OF ADVERTISING AGENCIES (PRINT MEDIA)**

#### **EMPANELMENT OF THE ADVERTISING AGENCIES**

Empanelment of reputed Media Advertising Agencies for providing creative support in terms of preparation of Advertisements and for releasing of Advertisements, designing of posters and any other printed material as well as designing of advertisement campaigns for the Government and its organizations and releasing them. Interested parties may apply with the following information in the given application format:

1. Agency should be accredited with INS, in addition to registration with any other body/Council that may be mandatory, under the Indian Law, for such an agency to operate.
2. The agency should not be a defaulter under any category with Government Department/Corporates.
3. It should have a minimum annual turnover of Rs. 5 crore for the last financial year i.e. 2016-17.
4. The Agency should have functional office-cum-studio in Tri-City (Chandigarh/Mohali/Panchkula) with all the necessary technical equipment/software.
5. It should have a local GST number to transact within Tri-City.
6. List of prominent clientele from Government sector/PSUs and leading corporates, including Punjab during the last three years i.e. 2014-2017.
7. The agency should have experience of minimum of 3 years in content development, designing and production of advertising/advertisement campaigns, brochures, presentations, leaflets, fliers, etc.
8. In terms of Print media content requirement, the agency should be able to provide dedicated copy writers proficient in English, Punjabi and Hindi along with translators if needed.  
(Note – While in-house copywriters in all the 3 languages would be preferable, agencies working with specialized writers on hire basis will also be considered).

9. The agency should have at least one Art Director with a team of at least 2 Designers to be dedicated for the Government of Punjab projects.
10. The agency should have a well-equipped production/technical team with the necessary resources to handle the technical requirements, including expertise in creation of info graphics.
11. While the agency should be able to dedicate resources, as mentioned above, it should also be in a position to allocate additional resources as and when required to meet urgent timelines.

Interested parties may apply (with complete details) to the office of Deputy Director (Print Advertisement), Information & Public Relations, Punjab (Room. No. 12, 5<sup>th</sup> Floor, Punjab Civil Secretariat, Chandigarh) on any working day on or before 09.02.2018 till 5:00PM.

The Department reserves the right to accept or reject any or all applications without assigning any reason.

Shortlisted candidates will be duly intimated about the next stage of selection and creative assessment assignments for presentation. Qualification criteria for Agency selection and marking can be obtained from Deputy Director (Print Advertisement), Department of Information and Public Relations, Punjab.

**Sd/- Director,  
Department of Information & Public  
Relations, Punjab.**