



**THE ADMINISTRATION OF UNION TERRITORY OF LADAKH
DEPARTMENT OF INFORMATION AND PUBLIC RELATION
CIVIL SECRETARIAT, UT-LADAKH**
E-mail: - secretarypaladakh@gmail.com

No: LA info/creative agency/2021/457

Dated:02.03.2021

Subject: Notice Inviting EOI (Empanelment of Multimedia creative agencies/Applicants).

Sir,

The undersigned is directed to draw your attention towards the aforementioned subject.

In this connection the undersigned is directed to request you to kindly upload the enclosed EOI on UT Website for announcement.

Enclosure: As above

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02.03.2021

**(Rigzin Yangdol)
Under Secretary, Information**

To,
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THE ADMINISTRATION OF UNION TERRITORY OF LADAKH DEPARTMENT OF INFORMATION & PUBLIC RELATIONS

No: LA(INFO)/CREATIVE AGENCY/2021 /457

Dated: 02.03.2021

NOTICE INVITING EOI

The Administration of Union Territory of Ladakh implements schemes for the welfare of the public in various domains including health, education, agriculture, employment, women empowerment etc. This alongwith behavioural change communication related to health and sanitation, environment, conservation etc needs to be communicated to the people and beneficiaries effectively through various media from time to time. In addition, campaigns are carried out by the Administration to promote tourism, culture and heritage of Ladakh. In this regard, Administration of UT Ladakh invites **Eoi** for **“Empanelment of Multimedia Creative Agencies/Applicants”** to produce creatives for print media, electronic media, social media, outdoor media etc as and when required by various Departments of the UT Ladakh and Districts.

The Expression of Interest in the format given (annexed) alongwith requisite documents should be sent to: **Under Secretary (Information); EMAIL: secretarypaladakh@gmail.com**. The last date of submission of Eoi is **24th March 2021**

1. Eligibility:

- i. The applicant shall be a firm/company/JV/partnership/proprietorship firm registered under relevant statutes in Ladakh.
- ii. The Applicant/Agency should have a minimum of two years' experience of producing creatives, video (film/ documentary/ TVC) content, print designs etc. A minimum of three work orders or completion certificates for each of the two years which the Applicant/Agency might have executed must be enclosed.
- iii. The Applicant/Agency should have the resources to produce multi-lingual content with proficiency and proof-reading facilities in at least English, Hindi and Ladakhi.
- iv. The Applicant/Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required.
- v. Applicant/Agency must have a GSTIN Registration certificate.

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- 2. Documents to be submitted:** Alongwith documentary proof for the eligibility mentioned above, the Applicant/Agency should submit following documents with their application. Performance against the parameters must be duly supported with self-attested documentary evidences.
- i. Profile of the Applicant/Agency
 - ii. Proof of ownership or tie ups of production facilities
 - iii. Organisational setup in terms of technical staff indicating their qualifications and competencies.
 - iv. Sample creatives of various kinds.
 - v. Self-Certificate stating that the Applicant/Agency has not been blacklisted by Administration of India or States / Central or State PSU as on the date of submission of the Bid.
 - vi. A certificate indicating that information submitted by him/her is correct. Anyone found guilty of furnishing false information shall be blacklisted by the Department of Information, Administration of Ladakh.
 - vii. Applicant/Agency must furnish a copy of their GSTIN Registration certificate.
- 3. Method of Selection:**
- i. All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.
 - ii. Agencies fulfilling the eligibility criteria shall be requested to make a presentation within two weeks of shortlisting. The presentation shall be required on the following
 - a. Its creative capability supported by recent credentials.
 - b. The Applicant/Agency's understanding of Government Schemes and programmes for content creation.
 - c. Quality of personnel, in terms of experience, exposure to different products, length of service in industry.
 - d. Availability of infrastructure facilities etc.
 - e. A showreel of creatives produced in the past 3 years.
 - iii. A Committee shall select the Agencies for empanelment in one or more categories based on the presentation.
- 4. Period of Empanelment:** The selected Applicant/Agency shall be empanelled for a period of 1 year in one or more categories i.e. For Print media creatives, Electronic Media Creatives, Social Media Creatives etc. Selected Applicant/Agency shall apply afresh for empanelment after the period. The Applicant/Agency shall be removed from the panel on grounds of non-performance including not completing the task within specified timeline and if the quality of the work is not found to be of requisite standards.

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5. **Scope of Work:** The task required to be carried out by agency would include **one or more** of the following:
- i) Audio-visuals like promotional films, jingles, video spots, Photography, documentaries etc.
 - ii) Print creatives including those for hoardings, posters etc
 - iii) Social Media creatives including gifs, short videos, infographics, etc
 - iv) Design for Brochure, Pamphlets, Flyers, Standies, T Shirts, Flex designs etc
 - v) Agencies will submit the scripts/story board/ draft design of the creatives for approval of concerned Department.
 - vi) The Agency will be required to produce creatives in Hindi/Urdu/English and/or Ladakhi/Balti-purgi. The proofreading & final vetting of the language renditions would be the sole responsibility of the Agency.
 - vii) The Applicant/Agency will be required to deliver the creatives at short notice and delivery schedule fixed by Deptt would be final.
6. **Grant of Work:** Departments shall assign tasks to the empaneled Agency for their campaigns on DIPR rates and wherever DIPR rates are not specified, Departments shall invite the empaneled agencies on a limited tender basis to hire the agencies for a turnkey creative multi-media campaign. The concerned Department will retain the absolute copyright and all such related rights including and not limited to rights for adaptations/ translation, reproduction, alteration and archiving without any restriction of time period to all such creatives which might be produced by the Agency for executing a work.
7. **Condition under which EOI is issued:** The EOI is not an offer and is issued with no commitment. DIPR UT Ladakh reserves the right to withdraw EOI and or vary any part thereof at any stage. DIPR UT Ladakh further reserves the right to disqualify any bidder, should it be necessary at any stage.
8. **Terms of Empanelment:**
- i. Empaneled Agencies shall enter into a rate contract with DIPR.
 - ii. Payment at approved rates will be made by Departments only for creative which have been finally approved. No payment will be due on creative which have been asked to be modified or are not accepted.
 - iii. The Applicant/Agency shall maintain strict confidentiality.
 - iv. DIPR reserves the right to assess the performance of the Applicant/Agency and may decide to continue or terminate the contract as per assessment made.
 - v. DIPR may in the interest of work, include any addition in panel and assign it work.

This issues with the approval of competent authority.

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02.03.2021
(Rigzin Yangdol)

Under Secretary, Information

APPLICATION FORMAT FOR EMPANELMENT OF CREATIVE APPLICANT/AGENCY

Sl. No.	Description	Details
01	Name of the Applicant (The Applicant shall be a firm/company/JV/ partnership/ proprietorship firm/organization registered under relevant statutes in Ladakh) <i>Copy of certificate of incorporation or relevant documents as proof to be enclosed</i>	
02	Address The bidder must have a registered office in Ladakh, proof to be submitted	
03	Name of the Proprietor / Partners/	
04	Date of Establishment	
05	No. of Years in production	
06	No. of branches/ offices (if any) and their addresses	
07	Infrastructure Details Applicant/Agency must have in-house capacity to produce the creative, in the category they are applying for. E.g. cameras and editing machine for AV, software and computer for print design etc. Proof may be provided. There may be random inspections conducted by the department	
08	Human Resource Details a) Creative Team b) Client servicing c) Others	
09	Name and details of Key person for contact	

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ANNEXURE II

LIST OF MAJOR CLIENTS SERVICED IN LAST TWO YEARS

Sl. No.	Name of Client	Year	Scope of work	Work Order Amount (in INR lakh)
01				
02				
03				
04				

The annexure is to be supported by Work Orders or completion certificates for each project provided by respective client.

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Annexure-III

[Mention list and details of all enclosures being submitted with the EOI submission]

(Authorised Signatory) Name:

Designation:

Company Seal:

Place and Date:

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02.03.2021