

F. No. 4/3/2018-ERSS (WS-II) Part
GOVERNMENT OF INDIA
MINISTRY OF HOME AFFAIRS
WOMEN SAFETY DIVISION

North Block, New Delhi.
Dated the 13th February, 2019

NOTICE

Notice inviting bids for selection of a print media creative agency for design of an advertisement and 3 A4 size 4-page leaflets.

MHA is launching ERSS Project in 14 States/ UTs, an ITSSO and SCIM Portal.

2. The MHA has developed a communications plan for the above referred launch, which includes an Announcement Advertisement and Event Collaterals, which may include three A4 size 4-page Leaflets on each of the Projects.
3. Bids are invited from reputed Print Media Creative Agencies empanelled with BOC (erstwhile DAVP) for executing the work of designing, proof-reading and finalization of release material, leading to final publication of the above referred material. The selection of the agency will be considered on the basis of list of agencies as available on BOC website (www.davp.nic.in), with adequate team strength and skills in their main office in New Delhi, as on the date of this Notice inviting bids. It may be noted that this is NOT a bid seeking price quotes, as the selected agency will be required to execute the work as per the approved BOC Rate Card for design of Print Media Creative products and BOC Guidelines.
4. Interested agencies may submit a Concept Paper identifying adequacy of team strength (1 Nos Senior Creative team comprising of Copy Writer & Art Director; and 4 Graphic Designers) and capacity to execute similar projects in short timeframe. The Concept Paper as bid, in an electronic copy, may be submitted to: director-ws@mha.gov.in before 12 noon on 14.02.2019. The bid may also be submitted in Hard Copy to the under-signed at the following address:
Director (Women Safety), Room No. 216, North Block, New Delhi 110001
5. MHA reserves the right not to consider any agency without assigning any reason thereof.
6. It may be noted that this activity is time-bound and only those agencies need apply, who possess the adequate team strength and skills as on the date of this Notice. There will be NO extension in time for the bids and the completion of the design activities. The agencies will be required to appear before a Committee as part of the selection process constituted for this purpose in the Ministry.

(Anil Subramaniam)
Director to the Govt. of India
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SO(IT) - with a request to upload on
MHA website under tenders