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EXPRESSION OF INTEREST (EOI)**EXPRESSION OF INTEREST (EOI)
FOR EMPANELMENT OF STATE LEVEL
ADVERTISING AGENCY**

No. 5/2018 Bhopal, Dated : 30.04.2018

MPPEB invites Expression of Interest (EOI) for Empanelment of State Level Agency for Publicity and Promotion through Advertising/ Events/Printing/Branding/ Exhibitions/ Signages/ Events Photography/Short Video films and other activities so as to be able to provide 360° solution to Madhya Pradesh Professional Examination Board. EOI should be submitted by interested parties in sealed cover (superscribed with "EOI for Advertising Agency for MPPEB") and addressed to the **Director, M.P. Professional Examination Board, Bhopal - 462011**, on or before **15th May, 2018 up to 03:00 p.m** along with earnest money. The guidelines for selection of EOI may be downloaded from www.peb.mp.gov.in

Adv.No.5/2018

Director

PROFESSIONAL EXAMINATION BOARD

Chayan Bhawan, Main Road No. 1, Chinar Park (East), Bhopal-11
Tel: +91 7552578801, 02, Email: vyapam@mp.nic.in

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Professional Examination Board,
BHOPAL (M.P.)

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JL (PRD)

Madhya Pradesh Professional Examination Board
"Chayan Bhawan" Main Road No.-1, Chinar Park (East) Bhopal - 462 011

Expression of Interest (EOI) for Empanelment of State Level Advertising Agency

GUIDELINES FOR SUBMISSION OF EOI

No. 5/2018 Bhopal, Dated : 30.04.2018

A. INTRODUCTION

M.P.P.E.B. invites **Expression of Interest (EOI) for Empanelment of State Level Advertising Agency** for Publicity and Promotion through Advertising/ Events/ Printing/ Branding/ Exhibitions/ Signages/Events Photography/Short Video films and other Miscellaneous Works and be able to provide 360° solutions to P.E.B. through well thought about strategy, innovative creatives, astute media planning and cost effective media buying across all media. The agency should be an individual/partnership firm/company.

EOI should be submitted by interested parties to the Director, M.P.P.E.B., Chayan Bhawan,, Bhopal – 462011, on or before **15th May, 2018** up to **03:00 p.m.**

MPPEB reserves the right to reject any or all the proposals without assigning any reason whatsoever. Any form of canvassing, shall invite immediate disqualification.

B. QUALIFYING CRITERIA FOR AGENCIES

The Agencies meeting the following minimum qualifying criteria are eligible to apply.

1. The Agency's average turnover for last 3 years shall be minimum Rs. 2 Crore. (Audited Balance Sheet should be submitted).
2. The agency should have handled Govt of Madhya Pradesh, PSU, in the past with experience in this sector.
3. Fully accredited with INS for last two years as on 02nd April 2018.
4. The Agency should have experience of at least five (5) years in Advertising field. Further, the Agency shall have suitable staff strength with experience in advertising. In case of Company/Partnership Firm the experience of Directors/Promoters/Partners would be considered.
5. The Agency shall have an independent creative and media planning team with a fully equipped office in Bhopal and facilities to plan & execute campaigns in all type of media viz. TV, Radio, Print etc.
6. The Agency should have the resources to handle bi-lingual publicity campaigns, with proficiency and proof reading facilities.
7. The Agency shall not have been blacklisted by any Central/ State Government/ Public Sector Undertakings.
8. The Agency shall not be involved in any major litigation that may have an impact affecting or compromising the delivery of services required.

All necessary documents in support of qualification claim should be attached with the application.

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C. SCOPE OF WORK

The scope of work for the empanelled agencies may include one or more of but not limited to, the following:

- (1)(a). Conceptualization and designing of advertisements for print and electronic media. These designs shall become the property of MPPEB.
- (b) Conceptualization and designing of press releases for print and electronic media
- (2) Planning a cost effective Media Campaign for Madhya Pradesh PEB and/or releasing advertisements.
- (3) Conceptualizing, designing and production of collaterals in print/electronic form. These designs shall become the property of MPPEB
- (5) Making of Films/TV spots/ Visuals/ Radio jingles etc. These shall become the property of MPPEB.
- (6) Conceptualizing, designing and organizing Exhibitions, Road shows, Events, Seminars, Press Conferences etc.
- (7) Generating articles/features on P E B activities and organizing their publication.
- (8) Photography
- (9) Any other work related to publicity and promotion organized from time to time.

D. DETAILS OF EOI

The EOI should be submitted by interested parties in a sealed cover superscribed with "EOI for Advertising Agency for MPPEB" and consist of the following:

1. Details of the company
2. Statement with supporting documents as applicable against items mentioned in B and C above.
3. Credentials regarding major work done so far
4. Sample creative of various kinds.
5. Earnest money in the form of DD favouring 'MP Professional Examination Board' payable at Bhopal for Rs 2.00 lakh.

E. PROCEDURE FOR SELECTION

1. The proposals should be complete in all criteria as mentioned in this document. Incomplete proposals will be liable for summary rejection.
2. All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria and other requirements. Those proposals which do not meet the qualifying criteria are liable to be rejected forthwith.
3. Agencies clearing the eligibility criteria and other conditions may be asked to make a detailed presentation covering their capabilities and understanding of the requirements.

F. CONDITIONS:

1. MPPEB plans to empanel not more than 3 agencies. The empanelled Advertising Agency will be responsible to get published the advertisements being released by MPPEB to different newspapers. The rates payable to different newspapers will be the same as approved by the information and Publicity Department, Government of Madhya Pradesh & Govt. of India. MPPEB will not pay any amount for designing of Advertisements to the empaneled agency.

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2. The duration of engagement of the agency/agencies shall be for a period of two years, extendable for a further period of up to one year on the same terms and conditions subject to satisfactory performance. MPPEB however reserves its right to get any work done from an agency outside the panel in special cases.

3. Application form, complete in all respects, shall be submitted in a sealed envelope superscribed "EOI for Advertising Agency for MPPEB" addressed to the DIRECTOR, Madhya Pradesh Professional Examination Board, "Chayan Bhawan" Main Road No.-1, Chinar Park (East) Bhopal - 462 011

APPLICATION FORMAT TO BE FILLED BY AGENCY SUBMITTING EOI

1. Name of the Agency / Firm
2. Address
3. Name of the Proprietor / Partners / Directors
4. Date of Establishment
5. No. of years in advertising business
6. No. of branches/offices (if any) & their addresses
7. Infrastructure: ()
 - a) Creative Artists (Number)
 - b) Client Servicing (Number)
 - c) Other Staff (Number)
 - d) Other (Number)
9. Details of key personnel if assigned who will work on the Madhya Pradesh PEB project with age, qualification, experience (in years), notable skills and achievements
- 10 Financial Position: 2015 – 16, 2016 – 17, 2017 – 2018
 - (I) Turnover (Rs. in Crore)
 - (II) Profit (Rs. in Crore)

(Copies of Audited Balance Sheet and Profit & Loss Accounts to be enclosed)

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 JC (PRO)