



## कयर बोर्ड Coir Board

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार)  
Ministry of MS&ME, Govt. of India)

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### **EXPRESSION OF INTEREST INVITED FOR EMPANELMENT AS PUBLICITY CONSULTANT**

Expression of Interest is invited from reputed Advertising Agencies having proven track record for empanelment as Publicity Consultants of the Coir Board. The EOI in sealed cover superscribed "EOI for Empanelment as Publicity Consultant" should reach the Secretary, Coir Board, M.G.Road, Kochi-16 on or before **2<sup>nd</sup> February, 2017**. Secretary, Coir Board reserves the right for short listing of responses. Those who are applied earlier will be considered at this time also and therefore they need not apply for the second time. The details can be had from Board's website [www.coirboard.gov.in](http://www.coirboard.gov.in)

**SECRETARY**

## **EXPRESSION OF INTEREST FOR EMPANELMENT AS PUBLICITY CONSULTANTS**

Coir Board proposes to empanel Publicity Consultants having proven track record on all basis for a period of three years to assist and advise the Board in its publicity programmes. The scope of work is:

1. To conceptualize and supervise various information and communication materials in different forms, Radio/TV spots, Jingles, Short films, documentaries interactive shows, Audio/Visual material in any other formats as per requirements.
2. To conceptualize and design printed materials like brochures, booklets, primers, guidelines, folders, leaflets, posters, calendars etc.
3. To conceptualize and design press advertisements.
4. To conceptualize and design material for outdoor activities such as hoardings bus/train panels, bus shelters, illuminated signage, display panels, other exhibition materials etc.
5. To conceptualize and design materials for dissemination of information through innovative mediums like web pages, internet, mobile phone and for inter personnel communication.
6. To advise Coir Board on appropriate communications, innovative methods of publicity and propaganda etc.

Agencies possessing the eligibility criteria and willing to get empanelled as Publicity Consultants may respond with documents to prove their credentials. The selection will be made after a short listing based on the responses received. The short listed parties may have to make presentation before a constituted committee constituted for the purpose for further short listing, selection and empanelment.

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**The following documents should accompany the response :-**

1. Proof of sound financial background
2. Track record in advertisement, ad film shoot, product shoot, media plan execution, media coverage, conduct of exhibition, event management, road shows etc.,
3. Valid INS accreditation.
4. Income tax, PAN, Service Tax registration
5. Annual turnover (minimum Rs.5 crores in last 3 financial years )
6. Turnover profit for the last three years.
7. Similar work experience with Government Departments.
8. Full fledged office at the place of empanelment.
9. Should have the infrastructure for developing creatives for publicity.
10. Output to be produced by the Consultants.
11. Proposed terms and contract including integrity pact.
12. List and CV's of CEO and other personnel in key positions including the creatives development area.
13. The parties responding to the EOI may enclose their ideas/comments or the objectives and scope of the assignments/scope of work.
14. Such other information which can be considered on merit.

The Advertising Agencies who fulfill the eligibility criteria alone should apply. The credentials of the agency including clientele will be taken into consideration for selection.

(contd...3)

**Other information:**

**Release of advertisement:** All advertisements will be released through DAVP or at DAVP rates as per the policy of the Central Government.

**General eligibility :** The consultant must have the capability to provide all services under one roof.

**Selection :** Bids not conforming to the requirements will be prima facie rejected. The agency selected will have to sign an integrity pact and enter into an agreement with the Coir Board for execution of the work and will be strictly as per the terms and conditions and TOR stipulated.

The responses from the interested parties should reach **Secretary Coir Board, Cochin-16** on or before 3.00pm on **2<sup>nd</sup> February, 2017** and will be opened on the same day at 3.30pm.

Further details, if any, can be had from Marketing and Publicity Officer during office hours on all central government working days.

The Secretary, Coir Board reserves the right to reject any or all of the offers either in full or part, without assigning any reason whatsoever.

SECRETARY