



Headquarters
Employees' State Insurance Corporation
(ISO 9001-2008 certified)
Panchdeep Bhawan, CIG Road, New Delhi-110002
Tel No.: 011-23234092 Fax No.: 011-23234537

No. E-11/18/1/2010-PR

Dated: 26.04.2011

CIRCULAR

Subject: Empanelment of Advertisement Agencies by ESIC

In reference to the proposals for empanelment of advertisement agencies submitted to this office for which the last date of submission in the ESIC was 06.12.2010, it is informed that following advertisement agencies have been empanelled for different publicity related jobs including release of advertisements:-

M/s. Concept Communications Ltd. LGF-100 G, Milap Niketan 8-A, Bahadur Shah Zafar Marg New Delhi – 110002. (Fax – 23701252)	M/s. R.K. Swamy BBDO Pvt. Ltd., 1E/1, Jhandewalan Extension New Delhi – 110055. (Fax – 30583402)	M/s. Span Communications B-174, East of Kailash, New Delhi – 110065. (Fax – 26832345)	M/s. Inter Publicity Pvt. Ltd. 702, Mohan Dev Building, 13 Tolstoy Marg, New Delhi – 110001. (Fax – 23731445)
M/s. Goldmine Advertising Ltd. LGF-100 G, Milap Niketan, 8-A, Bahadur Shah Zafar Marg, New Delhi – 110002. (Fax – 23724137)	M/s. Crayons Advertising Ltd., NSIC Complex, Maa Anandmayee Marg, Okhla Industrial Estate-III, New Delhi – 110020. (Fax – 26382214)	M/s. Prabhatam Advertising Pvt. Ltd., Rashtriya Tower, 38 Rani Jhansi Road, New Delhi – 110055. (Fax – 43603320)	

Scope of Work

The brief scope of work is as follows:-

- Publication of all forms of advts. (General & display) including Notice Inviting Tender (NIT), recruitment etc.
- Institutional campaigns and advertisement of ESIC and Ministry of Labour & Employment, Govt. of India.
- Designing, Printing and production of Annual Reports, Folders/Brochures/Pamphlets, Posters, House Journal, Stationeries, Greeting Cards, Diaries, Calendars and other print jobs, as may be required from time to time.
- Organizing events, functions of ESIC and setting up stalls/pavilions/exhibition etc.

DS Spl. Cell
D.No- 64
26/4/2011

26.4.11

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- (e) Making of and release of corporate films / documentaries/TVC/Radio Jingles etc.
- (f) Tableaus.
- (g) Such other jobs for Ministry of Labour & Employment and other organization with which ESIC may be associated.
- (h) Printing of visiting cards, photocopying, set-making, spiral/perfect binding of books/booklets/instructions etc. on very urgent basis.

Method of Job Allocation

- I. The empanelled agencies will be required to provide service to ESIC for routing advertisement releases etc. In the event of specific launch of a media campaign, ESIC reserves the right to contact any/all empanelled agencies to develop/submit creatives. ESIC reserves the right to distribute the selected creatives so developed either to DAVP or amongst one or more agencies for further releases of the same to the media. Any avoidance/denial will be treated as serious failure based on which termination of empanelment may be carried out.
- II. The selected agencies are required to supply copies of current rate cards of all national and important regional dailies to ESIC immediately after empanelment to help facilitate prompt release of payment. As and when DAVP rates are revised, the same may be immediately informed to ESIC by all the respective advt. agencies alongwith copies of such rate cards.
- III. Charges for jobs other than press advertisement like printing, exhibitions, hoardings, kiosks, bus-stops etc., video-film, preparing commercials/TV spots, etc., will be decided on competitive bidding basis/selection process.
- IV. Bill for advertisement releases should invariably be supported by copies of the bills from newspapers/magazines (DAVP) rate cards, voucher copies and other relevant bills in duplicate. Payment will be made in each case after verifying these documents.
- V. The agencies will not be paid for translation of material in English to Hindi or to any other Indian languages, if required (in case advt. is being released through the agency).
- VI. For all advertisements including tenders in newspapers, NO charge will be paid for design and supply of artwork/photocopies. (in case advt. is being released through the agency).
- VII. The agency will not be paid for creatives and designs in case the advt. Campaign is launched/released through them. However, in case the advt. Campaign is launched/released through DAVP or other agency, the agency will be paid a lump sum for the selected creative advt. Designs depending upon creativity of the job executed. In all the cases, the copyright of creatives will be with ESIC and ESIC have the right to use it in other campaigns etc.


26.4.11

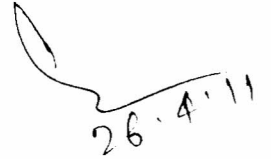
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Periodic Review

The performance of the empanelled agencies will be subject to continuous reviews. Agencies showing poor performance and service will be warned and serious action, including termination may follow. At any stage, the decision of ESIC will not be open to question and will be treated as final. The period of empanelment is of three years i.e. from 18.04.2011 to 17.04.2014. ESIC also reserves the right to terminate the empanelment of any agency without issuing a warning. Performance and services of Agencies would be reviewed on completion of one year. Further continuation of the services, thereafter, shall depend upon the satisfactory performance during the period under review. ESIC reserves the right to terminate the services of any agency at any time without assigning any reason whatsoever.

The jobs allotted to these agencies will be governed as per the terms and conditions framed under the rules. Period of delivery will always be the essence of the contract and the services/ work required should be delivered within the time allowed failing which liquidated damages/ charges @2% per month or part thereof will be claimed from them on the value of the bill.

This issues with the approval of the Director General and concurrence of the Financial Commissioner on page No.31/n ante.



26.4.11

(R.K. Gautam)
Jt. Director (PR)

Copy to :-

1. DG/FC/CVO/IC/MC/AC(P&A)/ChiefEngineer/AC(Systems)/AC(Bft.)/Dir.(Rev.&PR)/Dir(Fin.), Hqrs.
2. JD (Fin.-V)/JD(Genl. & E-V)/DD(Fin.-III).
3. All ROs/SROs/DOs/ESIC Hospitals/SSMCs/SMCs/D(M)D/D(M)Noida.
4. A.C. (NTA)/Dir. (NTA-Med)/J.D. (NTA).
5. DD (Cash Branch)/DD(Genl. Branch)/Fin. Branch III/Fin. Branch V.
6. Website Contents Manager/System Division with request to upload this Circular on ESIC Website.
7. Rajbhasha Shakha for Hindi translation.