Empannelment of Advertising Agencies

Employees’ State Insurance Corporation intends to empanel professionally managed/full service advertising agencies for its various jobs at the Headquarters in New Delhi and for other field units located all over India. The minimum Qualifying Criteria is as following:-

1. The agency should have minimum annual turnover of ₹ 15.00 crores for the last three financial years each.
2. The agency should have INS Accreditation continuously for last 5 years (the Accreditation should be valid as on the date of this advertisement).
3. The agency should have IBF/AAAI/DAVP/Doordarshan/Akashwani (AIR) accreditation (any one of them).
4. The agency should have a minimum billing of ₹ 10.00 crores of Government Client/Govt. Departments/Central, State PSUs for the last three financial years each other than ESIC business.
5. The agency should have a full fledged office in Delhi for past five years with atleast 20 full-time staff.
6. The agency should have executed assignments involving designing & publication of advt. campaign, corporate brochures, exhibitions and preparation of corporate/documentary film etc.
7. The agency should have valid Registration Numbers under Service Tax/Sales Tax & also Permanent Account Number (PAN) under Income Tax.
8. Must have valid EPFO/ESIC coverage.

Agency not meeting any one of the above qualifying criteria would be summarily rejected and would not be considered for evaluation.

The offer document can be downloaded from ESIC website: www.esic.nic.in or collected from ESIC, Headquarters, Public Relations Branch, Room No. 212, IInd Floor, Panchdeep Bhavan, C.I.G. Marg, New Delhi – 110002. All applications/submissions for empanelment alongwith all enclosures including the creatives etc. should only be in A-4 size. The scope of work will range from printing of visiting cards, photocopying, set-making etc. to institutional media campaigns and advertisements etc. for ESIC. Hence, the agencies aggreeable/capable of doing all types of such work should only apply for empanelment.

Deadline of submission : 06.12.2010 (12.00 Noon)
Amendments/Corrigendum, if any would be uploaded on the website only.
Telephone – 011-23234092-93, Fax No. - 011-23234537

IMPORTANT NOTE: CANVASSING IN ANY FORM WILL ATTRACT DISQUALIFICATION/SUMMARY REJECTION.
LETTER FOR INVITATION FOR EMPANELMENT

No.E-11/18/1/2010-PR                                            Dated: 05th November, 2010

To

Subject: Empanelment of Advertising Agencies

Employees’ State Insurance Corporation intends to empanel professionally management advertising agencies with good track record for its various jobs at its Corporate Office in Delhi, Regional Offices, SROs/D.Os/ Hospitals/ Dispensaries/ Branch Offices and other field units located all over India.

Applications for empanelment are invited from Advertising Agencies accredited with INS continuously for last five years, having minimum Audited turnover of ₹ 15.00 crores each in last three years.

The Offer Document consisting of detailed Scope of Work, Qualifying Requirements, Terms and Conditions of Empanelment etc., may be downloaded from [www.esic.nic.in](http://www.esic.nic.in) by interested agencies between 5th November, 2010 to 6th December, 2010 or can be collected from P.R. Branch, Room No. 212, IInd Floor, Hqrs. Office, Employees’ State Insurance Corporation, C.I.G. Marg, New Delhi-110002.

A non-refundable demand draft of ₹ 10,000/- (Rupees ten thousand only) only drawn in favour of ESI Account No.1, payable at New Delhi, must be submitted along with the completed application.

Deadline for submission of application is 12.00 Noon on 6th December, 2010

The selected agencies will be intimated in due course of time.

CANVASSING IN ANY FORM WILL ATTRACT DISQUALIFICATION

Thanking you,

Yours sincerely,

(ARUN KUMAR)
DIRECTOR (PR)
PUBLIC RELATIONS DIVISION
PANCHDEEP BHAVAN: C.I.G. MARG
NEW DELHI- 110 002
www.esic.nic.in

Offer Document

For

Empanelment of Advertising Agencies
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1.0 **Introduction**

**Employees’ State Insurance Corporation** is responsible for administering the E.S.I. Scheme which provides benefits to the workers (earning ₹ 15,000/- per month or below) and their family members in the exigencies of sickness, maternity, employment injury, disablement, death and unemployment.

- Started on 24 February 1952, the ESI scheme is the country's first multi-dimensional social security system for workers in the organized sector.
- Covers a total beneficiary population of approx. 5.55 crores today.
- Has the country's largest medical infrastructure facilities under its umbrella. The E.S.I. Scheme has 146 hospitals, 46 Hospital annexes, and 1388 dispensaries. The scheme boasts of 27,739 beds.
- Is the most affordable social security system with the lowest contribution rate for multiple health insurance benefits.
- Takes care of the client and his/her dependants from day one of entering insurable employment.
- Is the only health insurance scheme that offers full medical care to workers and their dependants without any ceiling on individual expenditure.
- Offers a special package of full medical care to retired/disabled insured persons for self and spouse for a nominal contribution of ₹ 120/- per annum.
- Offers economic protection through cash payments in the event of sickness, temporary/permanent disablement, maternity, death due to employment injury or occupational disease and unemployment. For proper administration of the scheme in general and the cash payments in particular, the E.S.I. Corporation has 52 Regional/Sub-Regional/Divisional Offices and 797 Branch Offices/Pay Offices throughout the country.

2.0 **Procedure for Empanelment**

a. Offer documents are to be downloaded from [www.esic.nic.in](http://www.esic.nic.in) or may be collected from P.R. Branch, Room No. 212, IInd Floor, ESIC, Hqrs. Office, Panchdeep Bhavan, C.I.G. Marg, New Delhi–2.

b. Contents pertaining to Form I, Form II, Form III, Assignment 1, Assignment 2 and Assignment 3 should be in A-4 size only and must be each kept in separate plastic folders duly superscribed “Form I-ESIC Empanelment”, Form-II “ESIC Empanelment” etc. All these plastic folders must then be kept in one large envelope duly superscribed “Application for ESIC Empanelment” and must be submitted on or before **6th December, 2010** **upto 12.00 Noon** non refundable Demand Draft of ₹ 10,000/- (rupees ten thousand only) only in favour of “ESI Account No. 1, New Delhi” is to be submitted along with the application to Director (Public Relations),
Employees’ State Insurance Corporation, Room No.212, II\textsuperscript{nd} Floor, Panchdeep Bhavan, C.I.G. Marg, New Delhi – 110 002.

\textbf{c.} Applications without Demand Draft will be summarily rejected.

\textbf{d.} Agencies will be selected based on marks secured after evaluation of offers.

\section*{3.0 Duration of Empanelment}

The empanelment will be for a period of three years from the date of Empanelment in ESIC. Empanelment can be extended by one more year depending on the performance and service of the agencies.

However, ESIC reserves the right to terminate the empanelment of any Agency at any time or to go into fresh empanelment before three years, depending upon circumstances.

\section*{4.0 Qualifying Criteria}

The minimum qualifying requirements are stipulated below. (An agency not meeting any one of the following criteria would be summarily rejected and would not be considered for evaluation).

1. The agency should have minimum annual turnover of ₹ 15.00 crores for the last three financial years each.

2. The agency should have INS Accreditation continuously for last 5 years (the Accreditation should be valid as on the date of this advertisement).

3. The agency should have IBF/AAAI/DAVP/Doordarshan/Akashwani (AIR) accreditation (any one).

4. The agency should have a minimum billing of ₹ 10.00 crores of Government Client/Govt. Departments/Central, State PSUs for the last three financial years each other than ESIC business.

5. The agency should have a full fledged office in Delhi for past five years with atleast 20 full-time staff.

6. The agency should have executed assignments involving designing & publication of advt. Campaign, corporate brochures, exhibitions and preparation of Corporate/documentary film etc.

7. The agency should have valid Registration Numbers under Service Tax/Sales Tax & also Permanent Account Number (PAN) under Income Tax.

8. Must have valid EPFO/ESIC coverage.

The details of documentary proof in this regard are to be submitted along with the offer document in the format enclosed at Form-II. Documents related to each of the above qualifying criteria should be \textbf{VERY CLEARLY} marked separately with stickers/flag/super scribed.
Note:-

In case of the discovery at any stage about false information and submission of fake/tampered documents in support of the above or suppression of facts, the bid shall be rejected and empanelment, if already done with ESIC shall be cancelled. In such a case, ESIC reserves the right to blacklist such agency for a period as per its own discretion.

5.0 **Scope of Work**

The Scope of Work for the empanelled agencies is defined in Annexure-I. Any other work related to corporate publicity, media campaign, printing etc. will also be forming part of the scope as decided from time to time.

6.0 **Submission of Document**

The agency shall submit following documents *(only in A-4 size)* along with the offer documents:

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<tbody>
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<td>2.</td>
<td>Qualifying Requirements for empanelment of Advertising Agency Form II</td>
</tr>
<tr>
<td>3.</td>
<td>Particulars for empanelment of Advertising Agencies Form III</td>
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<td>4.</td>
<td>Agency Profile</td>
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<td>5.</td>
<td>Assignment -1</td>
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<td>Assignment -2</td>
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<td>Assignment -3</td>
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7.0 **Evaluation Offers**

The process of empanelment will be done in two phases.

**Stage – I**
All the proposals will be scrutinized to assess their eligibility based on the minimum qualifying criteria. The offers not meeting the qualifying requirement will be summarily rejected.

**Stage – II**
All the eligible offers will be evaluated based on the Corporate strength, Media experience and Creative competence as per the points indicated in Annexure II (Evaluation Criteria). On the basis of combined marks obtained out of 100, the ranking will be done. A decision will be then taken for empanelment of top ranking agencies depending on overall evaluation & suitability and ESIC’s requirement.
8.0 **Method of Job Allocation**

I. The empanelled agencies will be required to provide services to ESIC for routing advt. 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/delay in services will be treated as serious failure based on which termination of empanelment may be carried out.**

II. The selected advt. agencies are required to supply copies of current rate cards of all national and regional dailies to ESIC immediately after empanelment to help facilitate prompt release of payment.

III. Charges for jobs other than press advertisement like printing, exhibitions, hoardings, video-film, preparing commercials/TV/Radio 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 rate cards, voucher copies and other relevant bills in triplicate. 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** charges 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 (once submitted to ESIC) will be with ESIC and ESIC have the right to use it in other campaigns etc.

9.0 **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. ESIC also reserves the right to terminate the empanelment of any agency without issuing a warning. Performance and services of Agencies would be reviewed from time to time. 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.**

10.0 ESIC reserves the right to accept or reject any/all application(s) without assigning any reason thereof.
SCOPE OF WORK

The brief scope of work is as follows:-

(a) Publication of all forms of advts. (General & display) including Notice Inviting Tender (NIT), recruitment etc.

(b) Institutional media campaigns and advertisement of ESIC and Ministry of Labour & Employment, Govt. of India.

(c) Designing, Printing and production of Annual Reports, Folders/Brochures/Pamphlets, Posters, House Journal, Stationeries, Greeting Cards, Visiting Cards, Diaries, Calendars and other print jobs, as may be required from time to time.

(d) Organizing events, functions of ESIC and setting up stalls / pavilions/exhibition etc.

(e) Making 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.
Annexure-II

EVALUATION CRITERIA

A. Corporate Strength
Sub-parameters

1. Annual turnover:
2. No. of Employees in Delhi Office:
3. No. of Branch Offices:
4. Infrastructure available in Delhi Office

-Marks 20

B. Media Experience
Sub-parameters:

1. List of reputed clients presently servicing (Public Sector & Private Sector)
2. Advertisements campaigns handled
3. Designing of Corporate brochure, House Journal and Calendar
4. National / International Exhibitions organized and Tableaus fabricated
5. Experience in producing documentaries / corporate films/T.V.C./Radio Jingle etc.
6. Awards received/ Appreciation received

-Marks 20

C. Creative Competence

Submit the following:
(1) Four advertisements in colour (two each in English & Hindi).

See Assignment 1 for content and conditions -Marks 25

(2) Three series colored ad campaign highlighting benefits under ESI Scheme.

See Assignment 2 for content and conditions -Marks 25

(3) Communication plan for ESIC for the next one year

See Assignment 3 -Marks 10

Total: 100

(All the documents should be submitted in A-4 size only)
FORM – I

PROPOSAL FOR EMPANELMENT

FROM: ____________________

TO: ____________________

Sir,

Subject: **Empanelment of Advertising Agencies for ESIC**

I/We ________________________ agency enclose our Proposal for selection of my/our firm for Empanelment.

Yours faithfully,

Signature: __________

Seal of the Company

Mobile: __________

e-mail: __________

Full Name: __________

(in capital letters)

Designation: __________

Address: __________

(Authorized Representative)

Telephone No. __________
QUALIFYING REQUIREMENTS FOR EMPANELMENT OF ADVERTISING AGENCIES (to be submitted by Advertising agencies in the following order on their letter heads)

1. Minimum annual turnover for the last three consecutive years should be at least ₹ 15.00 crores each (Rupees fifteen crores only) and ₹ 10.00 crores from Govt. Clients/Govt. Deptts., State PSUs

(i) Total Billing Rupees in crores
   a) 2007-08 __________
   b) 2008-09 __________
   c) 2009-10 __________

(ii) Total Billing Rupees in crores
    (in Govt. Clients/Govt. Deptt./state PSUs other than ESIC)
    a) 2007-08 __________
    b) 2008-09 __________
    c) 2009-10 __________

(Attach certificate from chartered accountant)

2. Whether Accredited with INS Yes/No
   If Yes
   – Copy of latest INS accreditation (as on the date of applying)
   – Details of accreditation for the last five years.
   – Certificate from INS confirming continuous and accreditation for preceding five years as on the date of advertisement.

3. Whether Accredited with IBF/AAAI/DAVP/Doordarshan/Akashwani(any one) Yes/No
   If Yes
   – Copy of such latest accreditation (as on the date of applying)
   – Details of accreditation.

3. Name of the Advertising Agency
   A. (a) Address of Delhi office (Please attach telephone bill as confirmation certificate of the address)
      Tel. Nos.: 
      Fax No. : 
      E-mail : 
   (b) Name of the contact person at Delhi (with designation)
      Tel. Nos.: 
      Fax No. : 
      E-mail : 
      Mobile No.: 
   (c) Furnish detailed information on the infrastructure available in Delhi Office:
   (d) Total No. of persons working in Delhi office.
Details of full-time staff (minimum 20)

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<th>Sl.No.</th>
<th>Name</th>
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B. Full address of the Head Office with name of incharge (Please attach telephone bill as confirmation certificate of the address)

C. Furnish detailed information on the infrastructure available in the Branch Offices.

D. Year of Establishment
   Legal status of agencies (Proprietor/Partnership/Private Ltd./Public Ltd)
   Copy of Partnership Deed/Certificate of Incorp./Registration required.

E. Employers’ Registration No.: (Please attach certified copies of latest Challan of ESIC and EPFO)
   (i) ESIC -
   (ii) EPFO -

4. Please provide information on the following works based on which the agency is seeking qualification (Attach Work Orders and / or other documentary proof in support)

   ➢ Submit your two best **Govt. Media CAMPAIGNS** designed and published.(scanned copies in A-4 size)
   ➢ Attach two of your best samples each of Corporate Brochure, House Journal, Calendar.(only those which are of A-4 size or below, otherwise colour photocopies in A-4 size)
   ➢ Details of experience in producing Corporate films/documentaries/T.V.C./Radio Jingle etc.

I/we hereby certify that all the particulars given above are correct and true to the best of my knowledge.

Signature - __________________________
Full Name __________________________ (In Capital letters)
Designation __________________________
Address- __________________________ (Authorized Representative)

Note:
1. If needed, the agency can use separate sheets for explaining the above points
2. ESIC reserves the right to verify the facts given by the agency, with any authority, if required.

*(All the documents should be submitted in A-4 size only)*
PARTICULARS REQUIRED FOR EMPANELMENT OF ADVERTISING AGENCIES (to be submitted by the ad agencies in the following order on their letter heads)

1. Are you an empanelled advertising agency with ESIC now or were you, at any time, in the past? If so, please mention details.
2. Name of Managing Director, Directors and top management (Separate sheet may be enclosed with Bio-data and other details)
3. List of reputed clients presently servicing (Public sector & Private sector to be mentioned separately).
4. Details of AWARDS/APPRECIATIONS received for campaigns launched in print media/electronic media from any reputed publications/recognized institutions? (If yes, attach copies of certificates).
5. Permanent Account No./Service Tax No./Sales Tax No. (attach certified photocopy)
6. Attach a copy of Partnership Deed/Certificate of incorporation/registration.
8. A copy of the latest IT return, EPFO Challan and ESIC Challan.

I/we hereby certify that all the particulars given above are correct and true to the best of my knowledge.

Signature - _________________________
Full Name _________________________ (In Capital letters)
Designation _________________________
Address- __________________________

(Authorized Representative)

Note:
1. If needed, the agency can use separate sheets for explaining the above points.
2. ESIC reserves the right to verify the facts given by the agency, with any authority, if required.
Assignment 1

Empanelment of Advertising Agencies – 2010

Prepare a display advertisement based on the content provided below:

(a) This advertisement should be targeted towards the employers covered under ESI Act who are responsible for depositing the contribution (both employers and employees share) to ESIC.
(b) This contributions become due on 21st of every month for the preceding month.
(c) After getting covered under the ESI Act 1948, the employers get the following benefits-

- Exemption from applicability of Workmen’s Compensation Act, 1923, Maternity Benefit Act 1961 etc.
- Medical needs of the workers and their family, taken care of by ESI Scheme.
- Healthy and happy workforce.

(d) There is statutory compulsion of compliance of E.S.I. Act, 1948.
Prepare an advertisement for making the employees covered under ESI Act, 1948 aware about the benefits available under the ESI Scheme, on the basis of the content provided below:-

(i) **Medical Benefit** - Full medical facilities for self and dependants are admissible from day one of entering insurable employment. Whereas the primary, out patient, in patient and specialist services are provided through a network of Panel Clinics, ESI Dispensaries and Hospitals. Super specialty services are provided through a large number of advanced empanelled medical institutions on referral basis.

(ii) **Old Age Medical Care** - Full Medical care for self and spouse on superannuation subject to having completed five years in insurable employment immediately before superannuation or in case of having suffered permanent physical disablement during the course of insurable employment. The rate of contribution for superannuated/disabled insured persons is Rs. 120/- per annum payable lump sum at the branch office for availing full medical care for self and spouse.

(iii) **Sickness Benefit (Cash)** -Sickness benefit is payable to an insured person in cash, in the event of sickness resulting in absence from work and duly certified by an authorized insurance medical officer/practitioner. The benefit becomes admissible only after an insured employee has paid contribution for at least 78 days in a contribution period of six months.

(iv) **Maternity Benefit (Cash)** - Maternity benefit is payable to insured women in case of confinement or miscarriage or related sickness from pregnancy. For claiming the benefit an insured woman should have paid contribution for at least 70 days in two consecutive contribution periods i.e. one year.

(v) **Disablement Benefit (Cash)** - Disablement benefit is payable to insured employees suffering from physical disablement due to employment injury or occupational disease. An insured person should be an employee on the date of the accident.

(vi) **Dependant Benefit (Cash)** - Dependant benefit (family pension) becomes payable to dependants of a deceased insured person where death occurs due to employment injury or an occupational disease. A widow can receive this benefit on a monthly basis for life or till her re-marriage. A son or daughter can receive this benefit on a monthly basis till eighteen years of age. Other dependants like parents including a widowed mother, etc., can also receive this benefit under certain conditions, for life.

(vii) **Funeral Expenses** on death of an insured person subject to a maximum of Rs. 5000/- payable at the Branch office.
(viii) **Vocational Rehabilitation** in case of disabled insured persons under 45 years of age with 40 percent or more disablement.

(ix) Free supply of physical aids and appliances such as crutches, wheelchairs, dentures, spectacles and other physical aids.

(x) **Unemployment Allowance** is payable to those workers facing involuntary unemployment due to closure of factory/establishment; retrenchment or permanent invalidity arising out of non-employment injury. The daily rate of Unemployment Allowance is at par with the standard sickness benefit rate, which is just above 50% of the daily wages. This allowance is payable for a minimum period of 12 months either in one spell or in different spells of not less than one month's duration.
Assignment 3

Empanelment of Advertising Agencies – 2010

Suggest a Communication Plan for ESIC for the next one year.