Directorate of Public Relations
Chandigarh Administration

Preparation of Panel of leading Advertising Agencies for Client Ministries and Departments

2. Directorate of Public Relations, Chandigarh may empanel multimedia agencies after observing following methodologies

i. Invitation of Expression of Interest for pre-qualification from advertisement agencies all over the country through open newspaper advertisements.

ii. The Minimum experience required for application will be 5 years in the field of advertisement.

iii. After scrutiny of the EOI papers the eligible applicants will be invited for technical bid and presentation.

iv. After due scrutiny of the papers, selected firms will be called for a presentation about the company and their work at their own cost, before the committee mentioned in the para (vi) below

v. For the purpose of selection, the advertising agencies, will be placed in 3 categories as given below:-
   a) Those having gross billing more than Rs. 20 crores but less than 50 crores per annum
   b) Those having gross billing more than Rs. 50 crores but less than 100 crores per annum
   c) Those having gross billing more than Rs. 100 crores per annum

vi. Final selection of the panel will be on the basis of the recommendation of the Committee comprising of the following members:

- Secretary Public Relations  
- Director Tourism  
- Director Cultural Affairs  
- Director Public Relations  
- PRO  
- Chairman  
- Member  
- Member  
- Member  
- Member Secretary
vii. The list of advertising agencies accepted for empanelment will be circulated to all the client Departments/Boards/Corporations/Societies etc under Chandigarh Administration. The list will be reviewed after 3 years.

viii. The various Departments/Boards/Corporations/Societies etc under Chandigarh Administration could choose the advertising agencies, at their option, out of empanelled list of Directorate of Public Relations and invite limited tender to make their selection.

ix. Emergency/Exigency Clause- If the situation so necessitates and to meet an unforeseeable emergency, The Adviser to the Administrator, will have full powers to assign work to any Multi Media Creative Agency on the rates recommended by the committee even by obtaining the rates through spot quotation or otherwise.

No. - 4550

Dated: 30/7/19

for Secretary Public Relations
Department of Public Relations
Chandigarh Administration