



KERALA RURAL WATER SUPPLY & SANITATION AGENCY

3rd Floor, PTC Towers

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KRWSA-PMU/255/2018-TA2 (IEC)

30-12-20

Kerala Rural Water Supply and Sanitation Agency (KRWSA)

Invites Expression of Interest (EOI) for Empanelment of Advertising Agencies

Kerala Rural Water Supply and Sanitation Agency (KRWSA), is an important player in the rural water supply and sanitation sector in Kerala. It has successfully developed a viable alternate model for service delivery based on the sound principles of community cost sharing and management of operation and maintenance by beneficiaries themselves. In this endeavor, KRWSA intends to entrust its day to day creative artwork and release of display, creative advertisements and tender notices to various newspapers in Malayalam and English languages. To facilitate this, KRWSA seeks to have the services of accredited advertising agencies. KRWSA invites Expression of Interest (EOI) from accredited advertising agencies/companies with proven track record and experience in handling accounts of Government Departments and autonomous institutions at the State and National levels. KRWSA, being a community based project, prior experience in handling accounts of organizations involved in community based project would be an added advantage.

Scope of Work

- Design and publication of Classified Advertisements (Tenders, EOIs,/Employment notices) and any other publications of such nature as required by KRWSA by observing the date line as well as economy in space at the prevailing I & PR approved rates.
- Preparation and supply of content and art work for creative corporate advertisements, designing of brochures, flyers , newsletters, Social media art works for Whatsapp, Fb, Twitter, Instagram, Annual Reports and other publicity/printed materials, as and when required by KRWSA.
- Drafting, preparing and proof-reading of content material in English and Malayalam, as and when required by KRWSA.
- Facilitating the process of erection of hoardings, wall writing, banners in the prominent places as required by KRWSA and display creative advertisements in such mediums.

Eligibility Criteria

- The Agency should have been in business for a minimum three years and should have full accreditation of Indian Newspaper Society (INS) and preferably, Advertising Standards Council of India (ASCI).
- The Agency should have proven experience in handling advertising accounts of at least two State Government Departments/organisations/agencies/autonomous bodies.
- Resources to handle full-fledged multi-media bilingual publicity campaigns with high creative standards.
- Proficiency and proof reading facilities in English and Malayalam.

Application Enclosures

Filled-in EOLs in the prescribed format should be accompanied by the following enclosure documents:

1. Relevant documents in support of the year of establishment and accreditation with INS.
2. Certificate of Experience of successful handling of advertising accounts of at least two State Government Departments/organizations/agencies/autonomous bodies.
3. Sample of creative work including samples of Classified Advertisements, brochures, Posters, flyers, Social media publicity materials and other publicity materials along with the specific mention of agencies for which they were prepared for.
4. Profile of managerial and creative team handling publicity work, their qualifications and experience.
5. Annual turnover of the agency along with the gross billing in preceding three financial years duly certified by a Chartered Accountant.

Selection Process

- The process of selection of agencies for empanelment at KRWSA will involve scrutiny of applications received, by a Committee constituted for the purpose to assess adherence to eligibility criteria.
- The final selection of agencies for Empanelment would be done on the basis of the recommendation of the above Committee.
- The decision of the Committee is final and binding.

Terms and Conditions

- Applications not in prescribed format and without the prescribed enclosure documents will be summarily rejected.
- Applications received after the prescribed time and date deadline will also be summarily rejected.
- KRWSA further reserves the right to reject any or all the applications without assigning any reason whatsoever.

- As and when KRWSA requires any services, it would assign the job through a Competitive bidding process among the empanelled agencies.
- KRWSA reserves the right to contact any/all empanelled agencies to develop/submit creatives and also to distribute the creative so developed amongst one or more agencies selected for further release of the same to the media.
- The duration of empanelment shall be initially for a period of two years which may be entirely at the discretion of KRWSA. KRWSA also reserves the right to terminate the services of any agency at any point of time without assigning any specific reason whatsoever.
- Applications in the prescribed format, complete in all respects, should reach the undersigned on or before **5.00 PM on 15th January 2021.**

Director
M. C. C.

Director (Finance & Administration)

For Executive Director

Kerala Rural Water Supply & Sanitation Agency (KRWSA)

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Thiruvananthapuram – 695 001

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Expression of Interest for Empanelment of Advertising Agency

Name of the Advertising Agency	
Year of Establishment	
Full Address of Head Office	
Telephone No./Mobile No.	
Email	
Branch/Branches: Full Address with Telephone Nos, Fax and Email (Please attach additional sheets if necessary)	
Contact Address with Telephone Nos., Fax and Email	
Details of Accreditation with the INS (Copy of the latest Accreditation document with number to be furnished)	
If accreditation has been cancelled anytime in the Agency's years of functioning, please mention details of the same	
Details of accreditations with Advertising Standard Council of India and Prasar Bharati, if any Details of membership with other professional organizations/associations and international alignments, if any.	
Details of prior experience in handling advertising accounts of State Government Departments/organizations/agencies/autonomous bodies (Creative samples to be enclosed)	
Total Staff Strength with specific mention of staff handling creative and managerial work (Profile to be enclosed)	
Annual turnover of the Agency (Audited annual	

statements for the previous three years to be enclosed	
Any other information that the Agency would like to add	

I agree that details mentioned above are true to the best of my knowledge. I also agree to have thoroughly read and understood the Scope of Work, prescribed eligibility criteria and Terms and Conditions and I understand KRWSA reserves the right to reject any or all the applications without assigning any reason whatsoever.

Agency Head

