

EMPANELMENT OF ADVERTISING AGENCIES

1.1. INTRODUCTION

The National Commission for Women was set up as statutory body in January 1992 under the National Commission for Women Act, 1990 , the functions/mandate of the Commission are

- a) Investigate and examine all matters relating to the safeguards provided for women under the Constitution and other laws;
- b) Recommend for the effective implementation of those safeguards for the improving the conditions of women by the Union or any state;
- c) Review, from time to time, the exiting provisions of the Constitution and other laws affecting women and recommend amendments thereto so as to suggest remedial legislative measures to meet any lacunae, inadequacies or shortcomings in such legislations;
- d) Take up cases of violation of the provisions of the Constitution and of other laws relating to women with the appropriate authorities and look into complaints and take suo moto notice of matters relating to deprivation of women's rights;
- e) Conduct special studies or investigations into specific problems or situations arising out of discrimination and atrocities against women and identify the constraints so as to recommend strategies for their removal;
- f) Undertake promotional and educational research
- g) Participate and advice on the planning process of socio-economic development of women

- h) Inspect or cause to inspected a jail, remand home, women's institution or other place of custody where women are kept as prisoners or otherwise and take up with the concerned authorities for remedial action, if found necessary;

1.2. OBJECTIVES

In order to carry forth the mandate of the Commission, the Commission proposes to launch a sustained media campaign on issues concerning women with the objective that: -

1. Campaigns could reach effectively the women particularly those in rural and remote areas of the country and create an impact in the minds of people about issues concerning women and children
2. Sensitize the targeted audience on their rights
3. Make them aware on issues like care for girl child, Prohibition on Sex Selection, Domestic Violence, Dowry, Sexual harassment at workplace, etc
4. Schemes of the Government for women and children

1.3. METHODOLOGY

For the objectives to be implemented it is proposed to embark upon a sustained campaign which could be in form of

1. Newspaper and television advertisements /messages
2. Short films /Clippings
3. Radio and other forms of advertising ie jingles, audio –video spots ,etc
4. Magazines
5. Online

6. Cinema

It is proposed to empanel prominent , professional advertising agencies , who could advise and assist the Commission in the designing of the advertisements, create advertisements/films etc which could create an impact and disseminate the information effectively through various mediums

1.4. ELIGIBILITY CRITERIA: -

- Should have full accreditation with Indian Newspaper Society
- Should have their own in-house specialist units such as creative and copywriting Teams and media planning , studios ,etc
- Minimum experience of 10 years in the field of advertising
- Minimum average annual billing /turnover of Rs 100 Crores for the last 3 years –f.y.2005-06, 06-07,07-08 (CA certificate to be submitted). Annual turnover of the agency must show a positive growth during these years
- Agency should have had a single client worth Rs. 25 cr in print and electronic media and Rs. 50 Lacs in online media in any of these financial years (documentary evidence to be submitted)
- Experience /track record of campaigns in field of social issues
- Should be able to demonstrate a good understanding of social issues
- Client list indicating categories of programmes produced such as documentaries, films, animation, spots, jingles, etc
- Attested copies of PAN NO and IT returns for the last 3 years

1.5. PROCEDURE FOR EMPALMENT

- **A committee constituted for the purpose shall examine the proposals received and recommend to the Commission agencies found suitable for empanelment**
- **The agency may be called to make a presentation before the Committee**
- **Decision of the Commission regarding empanelment shall be final and binding**
- **Empanelment of any agency does not by itself guarantee or entitle it to an assignment of any production/work**
- **As per the Government Norms , for production /work , the empanelled agencies would be invited to bid**
- **The panel constituted shall be valid for 3 years from the date of issue of the empanelment letters or till the next panel is constituted**