

Dear Sirs/Madams,

With reference to the DFCCIL Advertisement for Empanelment of Advertising Agencies in local newspapers on 04.06.2020. All the Advertising Agencies are hereby informed to please carefully go through the instructions and schedule mentioned below regarding technical evaluation as described in Para 4.2 item no 6,7 & 8. As per para 4 of Selection Procedure, all agencies will have to quote the cost of various services that DFCCIL will want them to provide. All Agencies are requested to submit quotations for different Communications/Branding items (33 Nos) in the attached document named 'Quotation for Different Items'. They have to be stamped and signed and submitted on 22.10.2020.

Agencies will be provided space if required for creating art pull/display/video in the DFCCIL office premises on 21.10.2020 to 23.10.2020. Please note that DFCCIL will provide only office space, electricity along with desk and seating. Agencies must ensure that they get the requisite Computer/Laptop/Internet connection/Printer for the due performance of their task. Agencies are free to work from their respective offices also.

S. No.	Particulars	Event/Stage	Date & Time
	The Advertising Agencies will have to submit on-the- Spot Art Pull (Tender) for the given material within six hours, one each in Hindi & English Language. Material in English language must be typesetted in 6 point Font size whereas Hindi language material must be type-setted in 8 point Font size. This should demonstrate the ability to bring in space economy without compromising legibility and clarity. Note: Two versions will be given, one shorter version of 5 marks and one longer version of 10 marks.	Collection time of hard copy of test text material by the agency's authorized official (in person). Simultaneously, the same will also be sent to all the agencies on their given respective emails.	22.10.2020 10.00 hrs Location: Conference Hall, 4th Floor, DFC, Corporate Office, Supreme Court Metro Station Complex, new Delhi - 110001.
		Submission time of soft copy of Art pull by email to vedprakash@dfcc.co.in & dfccil.pr@gmail.com before or upto 16.00 hrs. (Mail sent after 16.00 hrs will not be considered).	22.10.2020 16.00 hrs In case of hard copy submission, it is to be done before the above time limit at the location given below: Location: Conference Hall, 4th Floor, DFC, Corporate Office, Supreme Court Metro Station Complex, new Delhi - 110001.
		Submission time of hard copy of Art Pull by agency's authorized official (in person) Note: It should be ensured that physical format given should be the same as that of the one emailed. If any deviation is found from the mailed version, it will be considered as non submission of that particular	22.10.2020 17.00 hrs Location: Conference Hall, 4th Floor, DFC, Corporate Office, Supreme Court Metro

		work and no marks will be given in that category.	Station Complex, new Delhi - 110001.
<p>The advertising Agencies shall be required to submit on-the-spot display advertisement work in Hindi and English on the given subject within 03 hours of notice. The display shall be adjudged on the basis of impact, artistic appeal & punch line etc. (item 7 of para 4.2)</p> <p>Note: Each agency will be given three display works, one for Print display, second Twitter content and infographic for Social media display and third for electronic channel display in the form of a 30 second Video. Footage can be taken from Youtube Channel of DFCCIL and the link below.</p> <p>https://www.youtube.com/channel/UCj2B0vx1aVz4Yuk5kQpbL6g</p> <p>Each display will have 5 marks.</p>	Collection time of hard copy of subject/topic of display advt. by agency's authorized official (in person). Simultaneously, the same will also be sent to all the agencies on their respective emails.	22.10.2020 10:00 hrs At Conference hall	
	Submission time of soft copy of all the three displays by email to vedprakash@dfcc.co.in & dfccil.pr@gmail.com before or upto 13.00 hrs or 1 PM (Mail sent after 13.00 hrs /1PM will not be considered). (Agencies need to send the matter through any web-based data transfer like <i>Smash</i> and other alternatives by which data/files are transferred permanently.	13.00 hrs 22.10.2020 In case email is not sent, physical copy and pen drive to be submitted within this time limit at Conference hall.	
	Submission time of hard copy of all the three displays by the agency's authorized official (in person). Print Display and Infographics with twitter content should be on Printed form while video should be in Pen Drive. Note: marks will be given on physical hard copy, therefore Physical hard copy submission in time is also essential. Mailer is to judge the work capability of the agencies in a time bound manner. It should be ensured that physical format given should be the same as that of mailed one, any deviation if found from mailed version will be considered as non submission of that particular work and no marks will be given in that category.	14.00 hrs 22.10.2020 Location: Conference Hall, 4th Floor, DFC, Corporate Office, Supreme Court Metro Station Complex, New Delhi -11001	
<p>The advertising Agencies who have applied for the empanelment shall make a presentation in the office of: GGM/CC, DFCCIL, 5th Floor, Supreme Court Metro Station Building Complex, New Delhi -110001. The presentation will be about agency's profile, customer base, quality of work, past achievements, work procedures followed, office automation etc. (item 8 of Para 4.2)</p> <p>Note: Presentation should not be of more than 10 minutes duration.</p> <p>All the agencies are required to report in the DGM CC office, or at the Conference room on 4th floor of the DFCCIL Corporate office positively an hour earlier than the scheduled time of the presentation for upload of the presentation in the computer. To understand the work procedure agency should make 3 minute</p>	<p>Batch 01 to 08</p> <p>Batch 08 to 16</p> <p>Batch 16 to 24</p> <p>Batch 24 to 32</p>	<p>10:30 to 12:30 23/10/2020</p> <p>14:30 to 16:30 23/10/2020</p> <p>16:45 to 18:45 23/10/2020</p> <p>10:30 to 12:30 24/10/2020</p>	

**part of PPT for the 15 ft by 15 ft corner stall for exhibiting the role of DFCCIL for building 'Atmanirbhar Bharat'.
Total Presentation - 10 min**

- **7 min covering profile, customer base, quality of work, past achievements, office automation etc.**
- **3 min for the procedure followed and output for Atmanirbhar Bharat**

Regards

Rajesh Chopra
DGM/CC & Manager/Admin./CO
Mob:9717636812
DFCCIL