

 **THE INSTITUTE OF  
Company Secretaries of India**  
IN PURSUIT OF PROFESSIONAL EXCELLENCE  
Statutory body under an Act of Parliament

**EXPRESSION OF INTEREST  
EMPANELMENT OF ADVERTISING & PR AGENCIES**

Expression of Interest (EOI) is invited from reputed, resourceful and bonafide Advertising & PR Agencies for Empanelment with the Institute of Company Secretaries of India (ICSI). The document containing details of eligibility criteria, submission requirement, scope of work, Terms & Conditions etc., can be referred from the website [www.icsi.edu](http://www.icsi.edu). The last date of receipt of applications is 10.05.2013 by 5:00 pm.

## **EMPANELMENT OF ADVERTISING & PR AGENCIES**

The Institute of Company Secretaries of India (ICSI) intends to **empanel 10 (maximum nos.) best Advertising & PR Agencies for the various Job requirements for the ICSI Headquarters, Regional Offices and Chapters across India for a period of three years.**

Interested agencies may submit their applications along with their credentials in sealed envelopes (**NEATLY WRITTEN IN CAPS “EXPRESSION OF INTEREST FOR EMPANELMENT OF ADVERTISING & PR AGENCIES 2013”**) to –

Dr. Amita Ahuja  
Senior Director  
(Corporate Communication)  
The Institute of Company Secretaries of India  
ICSI House, 22 Institutional Area  
Lodi Road, New Delhi- 110 003  
Telefax- 011 -24604756, 4534 1013  
Email: [dprpp1@icsi.edu](mailto:dprpp1@icsi.edu)

**The last date of submission of the documents is 10.05.2013 by 5:00 PM (In case, the designated day is declared as a public holiday, the same may be extended to next working day).**

*The offers must be submitted in covers duly sealed, failing which the documents would not be accepted.*

## **THE INSTITUTE OF COMPANY SECRETARIES OF INDIA (ICSI): AN INTRODUCTION**

The Institute of Company Secretaries of India (ICSI) is a premier national professional body (imparting education primarily through distance learning) established by an Act of Parliament (Company Secretaries Act, 1980) to develop and regulate the profession of Company Secretaries. The Institute functions under the jurisdiction of the Ministry of Corporate Affairs, Government of India. The Institute's Headquarters are at ICSI House, 22 Institutional Area, Lodhi Road, New Delhi. The Regional Offices are at Mumbai, Kolkata, New Delhi and Chennai and 70 Chapters of ICSI are located in various cities all across India. It provides postal and oral coaching and training to students to qualify as Company Secretaries. The ICSI has on its rolls over 35,000 qualified members both in Employment & in practice. Over 3.6 lakh students are currently enrolled in the Company Secretaries Course.

### **ICSI "Vision":**

"To be global leader in promoting good corporate governance"

### **ICSI "Mission":**

"To develop high calibre professionals facilitating good corporate governance".

## **ELIGIBILITY CRITERIA**

The following are the eligibility criteria for empanelment of advertising agencies.

The advertising agency should have –

- a. **Full Accreditation of Indian Newspaper Society (INS) for Press Advertisement and Prasar Bharti accreditation for electronic media advertisement (Documentary evidence to this effect should be enclosed).**
- b. **Full-fledged office established in New Delhi and with state-of-the-art infrastructure and manpower / creative personnel / Department.**
- c. **Pan India Presence with offices at least in major metros so as to enable prompt delivery of material for country wide publication / media / PR related work and to service all Regional / Chapter Offices of ICSI.**
- d. Resources to handle full-fledged multi-media multi-lingual publicity campaigns with high standard of Creativity in advertising befitting the expectations of a premier professional Institute.
- e. Innovative Online Marketing techniques and evaluation of the online marketing vis-a-vis Institute's Promotional strategies .
- f. Advertising on Social Networking Sites (for eg. Facebook, Twitter, pinterest; Linked in etc) and evaluation / Impact analysis of ICSI Advertising on Social Networking Sites (Act as a Rating Agency).
- g. Proficiency and proof reading facilities in major Indian languages.

- h. **Minimum 5 years experience in advertising and PR** with Experience of work undertaken for government / public sector undertaking / Financial Institutions and professional Educational Institutes. (**Documentary evidence to this effect from at least 5 organisations should be enclosed.**)
- i. **Annual turnover of at least Rs.5 Crores [Documentary evidence (Audited Annual Report of the last financial years) to this effect should be enclosed.]**
- j. Handled at least two or more national level campaigns in the current financial year. (**Documentary evidence to this effect should be enclosed.**)
- k. The Advertising & PR agency applying for empanelment should not have been blacklisted by any organization at any point of time. [**An undertaking in this regard should be submitted duly signed by the Chief of the Organisation]**

#### **SELECTION PROCESS FOR EMPANELMENT OF ADVERTISING & PR AGENCIES:**

The selection of agencies will be a three-stage process.

- a. First the Institute of Company Secretaries of India (ICSI) will short list the agencies on the basis of their meeting the eligibility criteria.
- b. **Short-listed agencies will, in the second stage, will be required to make two sets of presentations :**
  - A) **Presentation on creative / communication strategy (for any two of the following) –**
    1. Student Advertisement / Corporate Advertisement to be released in Newspapers & Magazines
    2. 20 seconds TV Spots / 20 seconds Radio Spots script highlighting Company Secretaries as Governance Professional
    3. Online Marketing on educational websites and Marketing on Social Networking Sites (Like Facebook, Twitter, Pinterest, LinkedIn etc) Marketing strategy for ICSI as well as their evaluation model.
    4. Outdoor Media Strategy (for eg. Traffic Islands to be managed by ICSI at its C and D Grade Chapters, Unipoles etc. at Strategic Locations across India. ) / OOH Media for ICSI at Strategic Locations.
  - B) **Agency Presentation** (focusing on Company's profile, turnover, Clients, creative team & infrastructure and agency's published / released creatives / Advertising campaigns / PR work during last 2 years).
  - C) **Agency will be required to submit soft Copy of the presentation containing the two components** to the Senior Director, Corporate Communication, ICSI.
- c. Agencies short-listed on the basis of creative presentation will be called for one to one interaction with the Secretary for Finalisation of Empanelment with the Institute.

***The Institute of Company Secretaries of India (ICSI) reserves the right to reject any application without assigning any reason.***

#### **SCOPE OF WORK FOR ADVERTISING ACTIVITY:**

Institute's advertising campaigns range from tender advertisements to full-fledged multi-media, multi-language campaigns involving creativity. They are expected to be released in major newspapers, magazines and television and Radio channels and various other Out-of-home advertising, all over the country at **short notice**.

The Institute of Company Secretaries of India (ICSI) also uses short films, posters, brochures, pamphlets, Institute's Publications and other modes of communications. To cater to such requirements, advertising agencies is required to have good infrastructure, preferably in most centres where the Institute's has its offices and have adequate experience in the field.

#### **Job requirements-**

1. Concept, design & release of Corporate / Student Advertisements in Newspapers, Magazines, TV / Radio Channels / Out-of-home advertising media. **(To position ICSI as one of the World's Best Professional Institute in Business / Financial / Corporate Studies & to Position Company Secretaries as Governance Professionals)**
2. Editing, Designing/ Printing assignments including :(i) Corporate Brochures/ Pamphlets/ Folders, (ii) Annual Report, (iii) Posters, (iv) Banners, (v) Invitation Cards, (vi) Calenders, Dairies souvenirs for media etc.
3. Arranging Press Conferences / PR & Publicity of the major ICSI Events
4. Designing & Production of Exhibition / Promotional material.
5. Script & Production of ICSI Corporate / Career Awareness Films / Multimedia Presentations in English, Hindi & other major regional languages and organizing their telecast on Electronic (TV / Radio) Channels.
6. Newspaper Supplements & Sponsorship thereof **during ICSI Mega Events**.
7. Marketing of the Profession / Brand Building / Positioning of ICSI.
8. Procuring Advertisements for Chartered Secretary, the ICSI monthly Journal for Corporate Executives.
9. Designing / colour scheme / printing of special ICSI Letterheads, visiting cards.
10. **Media Partnerships with leading Newspapers / TV & Radio Channels.**
11. Activities relating to organizing Press Conferences, Seminars, Exhibitions Multimedia presentations etc.
12. Public Relations activities involving Press Relations, Editorial Services at Headquarters and Regional Councils/Chapters.
13. Production of publicity kits for the media / corporates.
14. Designing of Career Awareness kits for Schools / Colleges.
15. Market Research and feedback services etc.
16. **Innovative / Creative Marketing Strategy/publicity strategy on Online Marketing and Social Networking Sites like ( FACEBOOK,TWITTER,PINTEREST & LINKED IN)**

## **SCOPE OF WORK AND BRIEF FOR PUBLIC RELATIONS ACTIVITY**

### **PR Objectives**

- To position ICSI as a Global premier Professional Institute and Company Secretaries as Governance Professional.
- To increase visibility and enhance top-of-mind Brand recall of ICSI amongst its target audience and stakeholders, leveraging which would help ICSI attract professional recognition.
- To nurture & enhance the profile of ICSI, consistent with its size, stature and performance amongst the people in general, CS Professionals, the Business / Corporate & financial community, Regulators & Ministry, stakeholder and the media.
- To manage Stakeholders perceptions based on ICSI's achievements and initiatives

### **1. Target Audience**

- Vernacular / National / International media including financial publications, magazines, electronic channels and online media
- Financial community, Ministry and other Regulators
- Other stakeholders (Members, Students & Employees)

### **2. Continuous Media activities**

- Identify and maintain a national / International list of media professionals relevant to ICSI
- Assist in managing one-on-one relationships of the management with all identified media professionals
- Continuously monitor the media for placing PR messages in industry stories
- Interact with ICSI officials to create a communication calendar based on known internal and external communication opportunities.

### **3. Media activities**

- Developing all editorial communications to be disseminated to the media including information kits, press releases, backgrounders, features, etc.
- Managing all media events like press conferences, select briefings and one-on-one meetings.
- Disseminating information through press releases and other modes of communication.
- Preparing impact reports of all PR initiatives.

### **4. Market Intelligence & Management Reporting**

- Present a report on a daily basis covering news on ICSI / CS Course & Profession and other related sectors/ Ministry & Regulators.
- Produce a comprehensive report at the end of every month giving detailed coverage analysis for ICSI and analysis of the same.

### **5. Crisis Communication**

- Prepare a proactive strategy
- Identify the target audience for communication
- Chalk out the key messages
- Design the communication plan
- Ensure effective implementation of the plan for desired results

## 6. Internal Communication activities

- Assist ICSI in identifying internal communication opportunities and also in designing a communication policy and plan based on long-term and short-term objectives.
- Assist ICSI in creating internal communication literature at regular intervals

## 9. Digital PR

- Dissemination of ICSI related information including press communications in digital space.
- Assist ICSI on presence / popularity in social media.
- Preparation of monthly report on ICSI related observations in digital space

## 10. Other miscellaneous activities associated with PR as may be required.

## 11. Other Deliverables:

- Drafting all external communication matters including articles / speeches
- Media training for spokespersons (twice in a year)
- Media audit / perception study once in a year

## **LIST OF DOCUMENTS TO BE ENCLOSED WITH THE APPLICATION**

1. Brief Profile of the Advertising & PR Agency and experience in the advertising field. (**At least 5 years of experience**)
2. **Agency Structure** (whether partnerships firm / sole proprietor / a limited company etc.)
3. Principal places of business, that, the head office and their branch offices with detailed addresses and contact numbers.
4. Profile of its managerial team handling publicity work, their qualifications and experience.
5. Details of their **accreditation with Indian Newspaper Society (INS)/ Prasar Bharti along with the date of each accreditation (Full Accreditation)** and whether it is current.
6. **Details of membership with other professional organizations/associations and international alignments, if any.**
7. Details of experience in dealing with Govt. Institutions, Government of India undertakings, service organizations and professional Institutes.
8. List of clients.
9. Samples of creative work undertaken for major organization in the previous year.
10. Details of experience in production of video spots/commercials/films undertaken.
11. **Annual turnover (minimum Rs.5 crores per annum)** of the agency along with the gross billing in preceding financial years duly certified by a chartered accountant.
12. **Solvency certificate from its banker with Latest Income Tax, Sales Tax, Service Tax, etc., clearance and its permanent account number and published balance sheet for the past three years.**

13. Copy of **Registration / Trade Certificate**.
14. Details of experience in any other mode of advertising, such as, sponsorship and participation in major events, outdoor publicity through hoardings, street plays, and any other informal mode of publicity.
15. **Letter of appreciation from 5 Govt./PSU Clients**.
16. **Applications received after due date & time or without necessary documents will be rejected.**
17. Any other information that the agencies may like to provide.

**Please note that inability of submitting any of the documents (duly signed by the authorized signatory of the Agency) listed above may disqualify the agency from short listing.**

#### **TERMS & CONDITIONS**

- a) **Agency will be empanelled for three years**; however this period can be extended at the discretion of the Institute. There shall be an option to renew the empanelment for a further period of 2 years based on satisfactory performance and with the existing Terms and conditions.
- b) The Institute will have the right to drop any agency from the empanelled list without assigning any reason whatsoever. Institute also reserves the right to modify the term and conditions for empanelled agencies.
- c) **The empanelled advertising agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to Institute's interest.** Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. ICSI reserves the right to impose penalty in case of any violation of the above.
- d) **The agency should be able to execute all kinds of Advertising Assignments in Print, Radio, TV, Internet, Social Networking Sites, Outdoor or any other medium.**
- e) For selection of artwork for Event Designs/ Designing of Brochures/ New Year Diaries & Calendars etc., Institute will invite concept from all empanelled agencies and release order will be given to the agency whose design / concept is approved. **Selection of artwork will be entirely on Institute's discretion and ICSI will not pay charges for submission of artwork.**
- f) **Artwork / Commercial once selected ( Agency will be paid for the Artwork or Commercial development Charges as per ICSI rates) will be the property of ICSI and it can be repeatedly used in different media like print, outdoor, electronic, Internet, Social Networking Sites etc without seeking permission from concerned advertising agencies or paying any commission.** Agency has to provide original soft copy (open file with fonts) of the Artwork to ICSI. The agency can't use the concept, artwork, picture, film and jingle for other clients once ICSI selects it.
- g) **ICSI reserves the right to make necessary modification to the selected artwork, concept, film etc and the concerned advertising Agency will be required to carry the modifications suggested in the artwork.**

- h) Empanelled Agencies shall ensure that they have the copyrights of photographs/ designs etc., that they use and ICSI shall not be responsible for any copyright violation.
- i) It shall be the responsibility of the Agency to release all the Advertisement in the minimum possible space in the newspapers.**
- j) All the Advertisements concerning the Institute shall be issued with the prior approval of the Institute of Company Secretaries of India (ICSI).
- k) The representative (s) of the Agency will collect the matter personally from the Dte. of PR&CC and the Agency will arrange to get it published /aired / mounted in the desired media, on desired dates and on the defined page (s) / time band.
- l) If the Advertisement is misprinted or published / aired / mounted differently from the approved one, the Agency will publish corrigendum / correct Advertisement etc., thereof at their own cost at the earliest (within a week).**
- m) Translation of the Advertisement matter wherever required, will be done by the Agency free of cost and the Agency will be responsible for the same.**
- n) Payment shall be made within 40 days after receipt of the final bill, duly supported by all the newspaper clippings (in original), vouchers and publication bills.**
- o) No extra payment shall be made for conceptualization, creation, designing and development of Corporate / Course related Advertisements / public awareness campaigns issued through Newspapers / Magazines / Radio / TV.
- p) Charges for specific activities like production of films, audio-visual material designing of Brochures and Public Relations activities etc., will be considered on case to case basis which will be decided with the prior approval of the Institute.
- q) ICSI also reserves the right to employ any outside agency for carrying out big-ticket campaigns/ brand building exercise / PR activities etc.**
- r) The Institute shall have the discretion to give work to any other empanelled agency and you will have no right or claim for awarding the job. The Directorate may assign the Work to the Agency after comparing the aspects of Quality and Experience.
- s) Apart from Headquarters at New Delhi, the Agency will be required to provide services for our Regional / Chapter Offices based in the North, South, East & West.
- t) The performance of your agency shall be regularly reviewed on the key parameters of creativity, initiative, competency and response time. In the event that your agency fails to meet our requirements, we shall be constrained to terminate the empanelment.
- u) The ICSI reserves the right to empanel any other Advertising Agency or cancel your empanelment without assigning any reason thereof even before expiry of the period of empanelment.**



- v) Empanelled Agency will not be allowed to engage any other sub-agency or transfer the empanelment to any other agency.
- w) **The Institute does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and your performance.**
- x) In case of any dispute arising out of the terms and conditions of contract or assignment, the matter shall be referred to the Sole Arbitrator to be appointed by the Secretary, the ICSI and the award of the sole Arbitrator will be binding on both the parties to this agreement.
- y) ***ICSI being a service organization, many of the requirements could be of emergency nature. The advertising agencies have to respond to such demands at short Notice despite holidays / beyond office hours.***
- z) It is clearly understood by the parties that no financial liability of any type is created by issuance of the letter of empanelment.

**Note: The decision of Secretary, the ICSI will be Final in all matters relating to the empanelment of Advertising & PR Agencies.**

**CHECK LIST (To be attached along with the Application for empanelment):**

- Profile of the Advertising & PR Agency & Its Management Team**
- Copy of Registration / Trade Certificate**
- Copy of Full Accreditation Certificate of Indian Newspaper Society & Prasar Bharti**
- Solvency certificate from its banker with Latest Income Tax, Sales Tax, Service Tax, etc., clearance and its permanent account number and published balance sheet for the past three years.**
- Letter of appreciation from 5 organisations (Government / PSU/ Financial Institutions and Professional Educational Institutes) regarding Advertising & PR Work.**
- Certificate in regard to minimum 5 years experience in Advertising and PR work**
- Audited Annual report and certificate from the Chartered Accountant for Annual Turnover of Rs.5 crores.**
- Documentary Evidence (Samples of creative duly attested by concerned organisation) for two or more National Advertising & PR Campaigns handled by the Agency in the last financial year.**
- An Undertaking from the Chief of the Organisation that the Agency has not been BLAKLISTED by any organization at any point of time.**
- USP's of the Agency**

**Any other information that the Agencies may like to Provide (Please Specify)**

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