

North Block, New Delhi

Dated: 15<sup>th</sup> January, 2020

## NOTICE

### Notice inviting bids for selection of a multimedia creative agency for a period of one year

Emergency Response Support System (ERSS) is a single internationally recognized emergency helpline number 112 based service, with outcomes to save lives or mitigate & prevent escalation in crimes. It is one of the key projects of the Union Ministry of Home Affairs under Nirbhaya Fund. It has been designed to play a pivotal role in mitigation or preventing escalation of crime, especially against women and children. ERSS provides a single emergency number (112), computer aided dispatch of field resources to the location of distress. Citizens can send their emergency information through call, SMS, email and through the 112 India mobile app. Presently the 'Dial 112' emergency response service integrates Fire, Medical and Police emergency services.

2. The MHA needs to develop a multimedia communications plan covering TV Ads, Radio Jingle, Newspaper Ads, Social Media products and other products as deemed necessary from time to time to drive social awareness campaigns to educate citizens on services offered in 112 and other safety products (mobile apps) developed and deployed as part of ERSS Project.

3. Bids are invited from reputed Multimedia Creative Agencies empanelled with BOC (erstwhile DAVP) for designing, execution, proofreading and finalization of release material like Newspaper Ads, Radio Jingles, TV Ads, Social Media Posts, Hoarding Designs, Brochures, Standees, Kiosks etc. The selection of the agency will be considered on the basis of list of agencies as available on BOC website ([www.davp.nic.in](http://www.davp.nic.in)), with adequate team strength and skills in their main office in New Delhi, as on the date of this Notice inviting bids. It may be noted that this is NOT a bid seeking price quotes, as the selected agency will be required to execute the work as per the approved respective BOC Rate Card for design and BOC Guidelines.

4. Interested agencies may submit a Proposal identifying adequacy of Year of incorporation & registration with BOC, team strength (Copywriters (02), Art Directors (02), Graphic Designers (04), Film Editor (01), Digital Media Expert (01), Campaign/Event Planner (01)), list of completed past projects (at least 02) and capacity to execute similar projects in short timeframe. The Proposal shall also include 3 Case Studies with complete data on Objective of the campaign, Target Audience, Challenges faced by the




Government/Department, Strategy Employed, Campaign Creative products developed and deployed, Impact Assessment research and Completion Certificate as a PowerPoint presentation. The proposal may be submitted in an electronic copy to: [director-ws@mha.gov.in](mailto:director-ws@mha.gov.in) before 5pm on 27.01.2019. The bid may also be submitted in Hard Copy to the under-signed at the following address:

**Director (Women Safety), Room No. 206, North Block, New Delhi 110001**

5. MHA reserves the right not to consider any agency without assigning any reason thereof.

6. It may be noted that this activity is time-bound and only those agencies need apply, who possess the adequate team strength and skills as on the date of this Notice. There will be NO extension in time for the bids and the completion of the design activities. Selection of the agency will be completed by a Committee, chaired by the Director (WS), with members from the MHA and the BOC, on the merit of the team to be deployed for the design of above referred creative products.



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