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GOVERNMENT OF KERALA
INFORMATION & PUBLIC RELATIONS DEPARTMENT
Government Secretariat, Thiruvananthapuram

No. D3/66/2019/I&PR

Date:09.08.2019

NOTICE

INVITING EXPRESSION OF INTEREST

Sub:- Selection or Empanelment of Agencies/Institutions for the Distribution or Exhibition of Advertisements in Cinema Theatres inside and outside Kerala (within India).

Director, Information & Public Relations Department, Government of Kerala invites Expression of Interest from recognized Digital Cinema Agencies & Institutions, who are engaged in the use of digital technology for distribution, projection, and generation of logs of motion picture in cinema halls, to distribute/exhibit/project advertisements in cinema theatres in Kerala and other states of India, UTS and NCT for various campaigns of State Government and allied institutions (Public Sector undertakings etc.).

Detailed Terms & Conditions are attached herewith as Annexure. Applicants may contact Deputy Director/Information officer, Advertisement Section, I & PRD, South Block, Govt. Secretariat, Thiruvananthapuram - 695 001 (Phone:- 0471 2518442 / 2518092) for the details. Website:- www.prd.kerala.gov.in

Last Date for the date of Submission of EOI:-26.09.2019, 3pm. Opening of EOI- 4 pm, on the same day.

U.V. Jose IAS
Director

Approved for issue.
(Signature)
(Addl. Director)

Contents: Annexure (Terms & Conditions)

- Copy to:-
1. Additional Director (General & Administration), I&PRD
 2. Additional Director (Electronic Media), I&PRD
 3. Deputy Director (Advertisement & Marketing), I&PRD
 4. Deputy Director (Web and Media Relations), I&PRD
 5. Deputy Secretary, I&PRD
 6. Information Officer (Advertisement & Marketing), I&PRD
 7. Information Officer (Web & New Media), I&PRD
 8. CA to Director, I& PRD, 9. Stock File, 10. Office Copy

12. The Advertisements issued may be either in the form of stills or in the form of video/audio.
13. Duration and number of insertions of the creatives (stills/video/audio) may be varied for various campaign.
14. Preferred Time of exhibition will be PST (Prime Screen Time).
15. Value Addition spots/insertions may be provided according to the demand of the Department or Institution who issues advertisement.
16. The Agencies/Institutions selected/empanelled by the Government of Kerala should submit their Bills in triplicate within one month from the completion day of each campaign. The Model of the bill will be provided by I & PRD.
17. After the completion of campaigns, the selected Agencies/Institutions should submit Exhibition Certificate and Theatre log along with the Bills. The Model of this certificate will be provided by I & PRD.
18. The selected Agencies/Institutions should include the details of Value Addition exhibitions in their Exhibition Certificate.
19. Total Fund/Amount, Head of Account etc. of the ADVT/Campaign, may be intimated to the selected Agencies/Institutions, only if I & PRD thinks it a necessity.
20. The undersigned holds the power to cancel the above Notice inviting Expression of Interest/postpone the works related to it, if any emergency or reason arises.
21. Court Cases (if any) in connection with the procedures mentioned in the above said notice and terms and conditions and orders or contracts connected with it, should only be filed in the district, where the Directorate of I & PRD, Kerala Government is situated.
22. If I & PRD thinks it suitable, the rates should be fixed after negotiation.
23. The under signed holds the right to add or alter the terms and conditions specified in this document, before signing the contract/issue of order/proceedings.
24. Changes may also be effected in this terms & conditions even after the signing of contract/issue of order, according to the then prevailing rules/orders/norms.
25. I&PRD holds the right to inspect the cinema theatres or the office of the selected/empanelled agencies/institutions, in connection with the implementation of these terms & conditions or the orders/proceedings issued for the same.
26. The Contract/empanelment period (tenure) will be two years from the date of signing of it or issue of order/proceedings. Eventhough the undersigned will have the right to extend it for a period of another year.
27. Director, I&PRD holds the right to cancel/renew the contract/ empanelment at any time, after issuing a 14 day notice to the concerned agencies/ institutions.
28. Taxes stipulated by the Government will be applicable to the rates.

ANNEXURE

(Ref: Notice dated 09-08-2019, File No. D3/66/2019/I&PRD)

TERMS AND CONDITIONS

For

CINEMA THEATRE ADVERTISEMENT OUTSIDE KERALA

(In addition to the points mentioned in the above mentioned notice published in connection with the distribution/exhibition of Cinema Theatre Advertisement, outside Kerala.)

SECTION - A

1. The Agencies/Institutions should be in the existing panel or list created/constituted by the Directorate of Audio Visual Publicity (DAVP /Bureau of Outreach & Communication), Government of India. They should specify their Registration/Empanelment number in the Expression of Interest (EoI).
2. The Agencies/Institutions should be in DAVP approved list.
3. In the Expression of Interest, the Agencies/Institutions should specify the States/ Union Territories they prefer, in which advertisements can be distributed or exhibited by them.
4. The Agencies/Institutions should have an office representative in Thiruvananthapuram. They should mention the place of office in the EoI and submit the document/occupancy certificate proving that they poses the same at the State Capital of Kerala.
5. The Agencies/Institutions should specify/quote their minimum rate (without tax) per show for the exhibition of 10 second advertisement in a cinema theatre (Below 500 seats and equal or above 500 seats separately). The rates should not exceed the rates fixed by DAVP/BOC.
6. Together with the rates, the Agencies/Institutions should specify the minimum and maximum number of exhibitions they can offer/assure in a day.
7. The Agencies/Institutions should specify their GST Registration number in the EOI. They should attach a copy of the same with EoI. Those who do not have the same will not be considered.
8. The Agencies/Institutions should specify Value Addition Offers (Free of Cost Exhibition) in their EOI.

SECTION - B

9. The numerical order of the terms and conditions specified in Section A should be followed by the Agencies/Institutions while preparing the EOI.
10. The Agencies/Institutions selected/empanelled by the Government of Kerala should abide the Policy Guidelines on Digital Cinema Agencies prepared by DAVP in connection with the distribution/exhibition of ADVT.
11. The Agencies/Institutions should be able to distribute/exhibit/project/telecast advertisements which will be given by the State Government or allied institutions (Public Sector undertakings etc.) in all the States specified by the Government, or UTs and NCT of India or the capital/main cities of States/UTs & NCT as the case may be. (Exceptions as per law/G.O.s applicable)