



**NATIONAL INSTITUTE OF SECURITIES MARKETS**

Invites

**Expression of Interest (EOI)**

From Creative Agencies

For

**Preparation of creative / audio visuals/artwork / graphic designs/ ebooks/  
posters/ hoardings/ etc. for various media (print, electronic, digital)**

**EOI Submission Start Date: 23.11.2022**

**EOI Submission Last Date & Time: 16.12.2022 upto 11:00 PM**

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## 1. INVITATION TO EXPRESSION OF INTEREST

National Institute of Securities Markets (NISM) invites EoI for empanelment of Creative Agencies for Preparation of creative / audio visuals/ artwork / graphic designs/ ebooks/posters/ hoardings/Interactive presentations, Development of e-learning Modules etc. for various media (print, electronic, digital). The EoI document containing the details of eligibility criteria, submission requirement, method of evaluation, and brief scope of work is given below.

You may submit your responses in a password protected single PDF file (Share the password in the submission email) named as "EoI for empanelment of Creative Agency" in prescribed format to the Email ID given below:

Email: [Kuldeep.thareja@nism.ac.in](mailto:Kuldeep.thareja@nism.ac.in)

## 2. ABOUT NISM

The National Institute of Securities Markets (NISM) is a public trust established in 2006 by the Securities and Exchange Board of India (SEBI), the regulator of the securities markets in India. The institute carries out a wide range of capacity building activities at various levels aimed at enhancing the quality standards in securities markets. [Read More](#)

## 3. SCOPE OF WORK

The empaneled agencies are expected to carry out the following tasks on requirement basis during the period of empanelment:

Conceptualizing, designing and preparation of creative / audio visuals / artwork / graphic designs/ ebooks / brochures/ gif/ explainer videos/ animations/ radio jingles/ posters/ hoardings/Interactive presentations, Translation of creatives / replication/ adaptation in vernacular languages for further transmission to various mediums (print, electronic, digital), Development of e-learning Modules etc. for various media (print, electronic, digital) as may be required from time to time.

## 4. INSTRUCTION TO AGENCIES

All information as detailed below are to be submitted in prescribed manner in a single password protected PDF file named as "EoI for empanelment of Creative Agency":

- a) EoI submission letter as per Format – 1
- b) Details of the Agency as per Format – 2
- c) Experience of the Agency as per Format – 3
- d) List of three creative experts as per Format – 4
- e) Additional information, if any, as per Format – 5

- f) Declaration as per Format – 6
- g) EoI documents must be duly signed by the authorized signatory with stamp on each page.

Agencies are expected to examine all instructions, forms, terms and other details in the EoI document carefully. Failure to furnish complete information as mentioned in the EoI document or submission of a proposal not substantially responsive to the requisite documents in every respect will be at the agency's risk and may result in rejection of the submitted EoI proposal.

## 5. DURATION OF EMPANELMENT

The empanelment shall be for an initial period of two years, which may be extended for one more year based on performance and with mutual agreement.

## 6. ELIGIBILITY CRITERIA

Each agency should possess the following eligibility criteria for empanelment. Responses not meeting the eligibility criteria will be rejected.

Sl. No.	Eligibility Criteria	Supporting Document
1	The applicant shall be a proprietorship / partnership/company/ firm registered under the Indian Companies Act, 2013/1956, Partnership Act, 1932, LLPs having a registered office in India	Copy of certificate of incorporation/ registration and Partnership Deed, if any.
2	The agency shall have experience of providing: <ul style="list-style-type: none"> <li>i). Three similar type of assignments completed for market entities.</li> <li>ii). Two similar completed assignments in financial services domain in India</li> </ul>	Copy of work order/ contract/ Samples of work done.
3	The agency should have at least three full time creative experts including promoters / Key managerial Personnel having relevant experience.	Certificate / declaration signed by the authorized signatory giving name, designation and Pan card of such employees.

4	The agency should not be blacklisted by any Central Govt. / State Govt. / PSU/ Govt. Bodies.	Certificate / declaration signed by the authorized signatory.
5	PAN and GSTIN Certificate	Copy of Certificate to be enclosed.
6	References of Three Parties for whom similar nature of deliverables were made.	Enclose name of the client, contact person and contact details of such contact person in that client organization.

Preference will be given to agencies having prior experience in financial domain and new age Start-ups who are doing work in Ed-tech arena and having promotor / key managerial personnel with relevant experience of delivering similar assignments for Ed-tech clients.

## 7. EVALUATION METHOD

- a) Screening of the responses shall be carried out as per eligibility conditions mentioned in this document and based on verification of testimonials submitted and the shortlisted agencies will be required to make a presentation to a selection committee showcasing their proposals.
- b) Evaluation of the eligible agencies shall be based on their past experience of working on similar type of assignments related to financial domain (35%), strength of their man power (20%), financial strength of firm (10%) and presentation/ proposal to the selection committee (35%).
- c) NISM will take up references and reserves the right to pay due heed to the agency's performance elsewhere.
- d) Finally, short listed agencies (recommended by the selection committee) will be empaneled with NISM. NISM's decision in this regard shall be final and binding on all parties.

## 8. PAYMENT TERMS

- a) The Agency shall submit the invoice for payment when the payment is due as per the agreed terms. The full due payment shall be released after completion and acceptance of the work executed.
- b) Once the assigned job is completed, the Agency shall submit the requisite deliverables as specified time to time during the award of the work. Agency shall communicate the acceptance of deliverables in writing. NISM shall release the due payment upon acceptance of the deliverables. Payment shall be withheld if deliverables are not accepted. In case some deliverables are not

accepted by NISM, the Agency shall re-do the work at no additional cost and submit the deliverables afresh to NISM for its acceptance.

## 9. GENERAL TERMS AND CONDITIONS

- a) The EoI is not an offer and is being issued with no commitment. NISM reserves the right to withdraw the EoI and or vary any part thereof at any stage. NISM further reserves the right to disqualify any EoI respondent, should it be so necessary at any stage.
- b) The agency is required to follow professional ethics and regulatory rules/ laws, if any, while dealing with NISM and ensure confidentiality in all matters.
- c) The inclusion of your agency in our panel does not guarantee you for assigning any minimum business on behalf of NISM.
- d) NISM is not liable to pay any amount during the period of no work and payment will be done strictly only on the basis of actual work done satisfactorily. No other claim on whatever account shall be entertained by NISM.
- e) NISM will express its intention for work (whether for itself or for any other institution for which NISM is getting the work done) from time to time with stipulated timeframe/ schedule. Empaneled agencies shall be required to submit their proposals for any kind of work/assignment along with the estimated cost in a sealed envelope or through any other communication medium as specified by NISM. The decision of NISM for awarding the work shall be final.
- f) NISM reserves all the rights in final/part/cancellation of the award of work. The decision of NISM in this regard will be final and binding on the Agency.
- g) Subject to the provision of Force Majeure, any unexcused delay by the agency in maintaining its contractual obligations towards performance of services shall render the agency liable to any or all of the following sanctions:
  - a) Imposition of penalties,
  - b) Termination of the empanelment for default
  - c) Black-listing of agency

**FORMAT – 1**

**Eoi Submission Letter**

To,

Kuldeep Thareja, Sr. AGM  
National Institute of Securities Markets  
NISM Bhavan, Plot 82, Sector 17, Vashi  
Navi Mumbai 400 703

**Sub: Submission of Eoi Document.**

Dear Sir,

In response to your Expression of Interest (EOI) published on 23.11.2022 for empanelment of creative agencies for preparation of creative / audio visuals / artwork / graphic designs/ ebooks / brochures/ gif/ explainer videos/ animations/ radio jingles/ posters/ hoardings/Interactive presentations, Translation of creatives / replication/ adaptation in vernacular languages for further transmission to various mediums (print, electronic, digital), Development of e-learning Modules etc. for various media (print, electronic, digital) for NISM, we would like to express our interest to carry out the proposed tasks. As instructed, we attach the following documents:

- a) Details of the Agency as per Format – 2
- b) Experience of the Agency as per Format – 3
- c) List of three creative experts as per Format – 4
- d) Additional information, if any, as per Format – 5
- e) Declaration as per Format – 6
- f) Power of Attorney in favour of authorized signatory.
- g) Reference of three agencies for which similar work was done.

Sincerely yours,

Signature:

Name:

Stamp:

Date:

Enclose: As above.

Note: This is to be furnished on the letterhead of the agency.

**FORMAT – 2****Details of the Agency**

1	Name of the Agency	
2	Main area of Business	
3	Type of Organization Firm/ Company/ partnership firm registered under the Indian Companies Act, 1956/2013, the partnership Act, 1932	
4	Whether the firm has been blacklisted by any Central Govt. / State Govt./PSU/ Govt. Bodies / Autonomous? If yes, details thereof.	
5	Address of registered office with telephone number and email.	
6	Details of contact person with telephone number and email.	
7	Number of full time employees at various offices across India	

Signature:

Name:

Stamp:

Date:

Enclose:

- i). Copy of Certificate of Incorporation/ Registration.
- ii). Copy of Article of Association in respect of 3 above.
- iii). Undertaking in respect of 4 above.



**FORMAT – 3****Experience of the Agency**

<b>Sl. No.</b>	<b>Item</b>	<b>Number of Delivering similar assignments</b>	<b>Order value of each task (In Rupee terms)</b>	<b>Name of the Client; name and contact details of contact person at the client organisation.</b>
1	Experience of task of similar nature as discussed in scope of work.			
1.a	Experience in carrying out similar task in financial services domain.			
1.b	Experience of carrying out similar task in public sector.			
1. C	Experience of carrying out similar task in the field of academics and E-Learning			

Signature:

Name:

Stamp:

Date:

Enclose: Copy of work order and completion certificate for each task.

Note: Decision of selection committee in ascertaining “similar task in financial domain” will be final.

## FORMAT – 4

## List of three Creative Experts of the Agency

Sl. No.	Name	Designation	Qualification	Relevant Experience
1				
2				
3				

Please enclose samples of work done by each of the above officer on appropriate media viz., paper, pen drive, etc.

Signature:

Name:

Stamp:

Date:

**FROMAT – 5**

**Additional Information**

1. List of all enclosed documents.

Sl. No.	Document name	Number of pages

2. Additional information to support eligibility as per section 7 (should not be more than 3 pages).

Signature:

Name:

Stamp:

Date:

**FORMAT – 6**

**Declaration**

We hereby confirm that we are interested in applying for empanelment of Creative Agencies for preparation of creative / audio visuals / artwork / graphic designs/ ebooks / brochures/ gif/ explainer videos/ animations/ radio jingles/ posters/ hoardings/Interactive presentations, Translation of creatives / replication/ adaptation in vernacular languages for further transmission to various mediums (print, electronic, digital), Development of e-learning Modules etc. for various media (print, electronic, digital) for NISM.

All the information provided herewith is genuine and accurate.

Signature:

Name:

Stamp:

Date:

Note: This is to be furnished on the letterhead of the agency.