

F. No. 1/1/2023-Art
Govt. of India
Ministry of Information and Broadcasting
Publications Division
Soochna Bhawan, CGO Complex, New Delhi-3.

Dated: 01.06.2023

Subject: Preparation of a panel of Artists/Designers/Illustrators for providing professional services like art work, illustrations, cover designs-inner page layout, comic cartoons etc. to Publications Division Headquarters, New Delhi.

Publications Division (DPD) Ministry of Information and Broadcasting, Soochna Bhawan, Lodhi Road, New Delhi-3 intends to prepare a panel of Artists/Designers/Illustrators for providing professional services like art work, illustrations, cover designs-inner page layout, comic cartoons, etc. for its books, journals and employment newspaper, to work on casual assignment basis.

Accordingly, applications are invited from eligible and willing persons/organizations/agencies with relevant experience.

The applications in prescribed pro forma (Annexure-I) should reach to:

Gajanan Dhope
Art Executive
Room No. 679
Publications Division, VI Floor,
Soochna Bhawan, CGO Complex,
Lodhi Road, New Delhi-110003

by 15.06.2023 (5.30 P.M.) positively. The applications should be sent by Post/Speed Post/By Hand or sent by mail on shrise17@gmail.com

Qualifications and Experience required for Artists/Designers/Illustrators:-

Qualifications for Artists/Designers/Illustrators

- (i) Degree in Bachelor of Fine/Applied Arts from a recognized University or PG Diploma in Fine/Applied Arts from a recognized University/Board of Technical Education or the person should have portfolio of established reputed work of creatives /designs/art works.
- (ii) The Candidate should be expert in preparing manual illustration/comic design/page layout.
- (iii) The Candidate should have sufficient knowledge of Photoshop, InDesign, Illustrator, Corel Draw, Quark Xpress.
- (iv) He/she should be well versed in computer applications.

Work Experience:

- (i) The individual experienced freelancer candidate applying for empanelment of Artists/Designers/Illustrators must be having 3 years of experience.
- (ii) The students studying in the final year of their Degree/ PG Diploma may also apply.



- (iii) The agency which intends to apply for the same must have minimum 5 years experience in the relevant field, and give at least one profile of artist having the above mentioned qualifications.

Job requirements for Artists/Designers/Illustrators:

- Empanelled freelance candidates, students or agencies will be responsible for preparing line drawing illustration and colouring in black and white illustration.
- Colour manual and computerized story based illustration for the story books/journals.
- Cover design or inner page design and layout for books/journals.
- Designing of magazines and making of comics.
- Colour manual and computerized page layout of employment newspaper.

Rates For Artists/Designers/Illustrators

Engagement of **Artists/Designers/Illustrators** will be on casual and purely day to day assignment basis as per the following rates:

A. Rates for Art Work/Cartoon/Drawings/Illustrations

- a. Rs. 1,000/- per item
- b. Max Rs 10,000/- for 1-14 items
- c. Max Rs 15,000/- for 15-20 items
- d. Max Rs 20,000/- for 21-25 items
- e. Max Rs. 25,000/- for 26-30 items

(One page Artwork/Cartoon/Drawings/Illustrations and A-3 size four pages layout of employment newspaper will be considered one item)

In special cases Rs. 1,000 per item may be given for illustrations beyond 30 items with DG's approval.

B. Rates for Cover design involving artwork or artistic design

- a. Rs. 5000/- (front and back cover)
- b. Rs. 2500/- (if only one cover designed)

Procedure for empanelment:

After scrutiny of qualifications and experience of the freelance candidates, students or agencies, a list of suitable candidates will be prepared, who may be called for a proficiency test/personal interaction in front of a Selection Committee.

The Committee, on the basis of qualification, work-experience and suitability of the candidate will recommend the names of the candidates for inclusion in the panel. The recommendation of the Selection Committee will be placed before the competent authority for approval. The decision of the Publications Division shall be final and cannot be challenged.

General Terms and Conditions:

1. Mere inclusion of the name of a candidate in the panel does not confer any legal right to get the assignment. Assignment will be given as and when required.
2. The empanelled candidate will not be entitled to claim any kind of extension in his assignment/absorption in the government job.

14/04/24

3. No other facilities except the fixed rates mentioned above will be payable to the individual or agency.
4. Regular monitoring of the performance of the casual assignee will be done by the officer of the DPD, Hq who has engaged the casual assignee.
5. The Income Tax at source will be liable to be deducted, as per the prevailing rules.
6. Normally, the Panel will be valid for two year from the date of its approval. However, if required, there may be periodic revision and addition/modification/deletion depending upon the requirement of the office and availability of more suitable candidates at any point of time.
7. If the performance of an assignee is not found up to the mark, his/her empanelment could be terminated and no payment will be made to the work done by him/her.
8. Before engaging any artists a sample of few artwork designs must be obtained to judge the quality of art work. The artist will have to give minimum three options for the cover design/art work. However, more options may be asked from the artists till the appropriate work is not received, without any extra payment.
9. No TA/DA would be admissible for attending proficiency test/personal interaction and for joining duty or after completion of the assignment.



Gajanan Dhope
Art Executive
OFF. Tel no. 011-24362913

Annexure-I

PROFORMA

Application for preparing panel of casual Artists/Designers/Illustrators freelance candidates, students or agencies in Publications Division, (Headquarter), Ministry of Information and Broadcasting

1.	Name in Full (Block Letters)			
2.	Name of the engagement applied for			
3.	Date of Birth			
4.	Complete residential address with phone number, mobile no. and e-mail address			
5.	Nationality			
6.	Educational Qualification# (with percentage / Grade) Certificate to be attached from class X onwards		Marks / % / Grade*	
		Class X		
		Graduation		
		Post Graduation		
7.	Brief particulars of Work Experience# (Recent first, if no experience, may write -/NA)	Any Other		
		Employer	Work Dealt	Period
8.	Additional relevant information, if any in support of your suitability for the said engagement, attach a separate sheet, if necessary			
9.	Names of References from Reputed clients			

* Attach self-certified copies of the documents. Originals will be checked at the time of proficiency test/ personal interaction.

I hereby declare that the particulars furnished above are true and correct to the best of my knowledge and belief. I have read this document and ready to accept all the terms & conditions for engagement of Editor.

(Signature of the Candidate)

Place:

Date:

