

PRGM-III/314/2013
INDIRA GANDHI NATIONAL CENTRE FOR THE ARTS
Kaladarsana Division

New Delhi, 5th February, 2016

Tender No. 02

Subject : Hiring of Public Relations (PR) Agency for two years.

Indira Gandhi National Centre for the Arts (IGNCA) is a premier institute that conducts lectures, seminars, exhibitions, conferences of national and international level and also cultural events. The organization is striving to document the wide variety of our culture and also engage in a critical dialogue with the larger masses for exposure to the arts. Accordingly, IGNCA invites Public Relation (PR) agencies to make a bid for conducting all the publicity and outreach campaign activities for the financial year **2016-2017 and 2017-2018.**

Interested bidders who have experience of handling publicity campaigns through various media i.e. Print and Electronic etc. may submit their bids viz. technical and financial in separate sealed envelopes as specified below :

(A) Technical Bid

- (i) The Technical Bid of the applicant complete in all respects shall be made in the form specified in Annexure I-A.
- (ii) The Technical Bid must not include any financial information.

(B) Financial Bid

- (i) The Financial Bid of the applicant, complete in all respect, shall be in the form specified in Annexure I-B.
- (ii) While the submitting the Financial Bid the applicant shall ensure the following :-
 - *All items indicated in Annexure I-B are filled in.*
 - The total amount of all the items provided in Annexure 1-B will be considered for determining the lowest tender.

- (1) The sealed covers of Technical and Financial Bids should be superscripted Technical/Financial Bid (as the case may be) 'PR Agency for 2016-17 and 2017-18' IGNCA. These Bids may be kept in the third sealed cover and dropped in the Tender Box, kept in office of Programme Director (Kaladarsana) at C.V. Mess Building, IGNCA, New Delhi, during the office

hours starting from 8.2.2016 and until 3.00 p.m. to 29.2.2016. The rate quoted should be inclusive of all taxes. The third sealed covers should be superscripted. "Quotation for Providing Public Relations services".

- (2) First the sealed covers containing Technical Bid will be opened on 1.3.2016 in Conference Hall at C.V. Mess Building, Janpath, New Delhi. Interest Bidders may like to be present themselves or depute their representative to be present at the time of opening the technical bid.
- (3) Firms qualifying in the technical bid will be required to give 10 minutes presentation covering their past experience, ongoing campaigns and plans for IGNCA campaigns at 11.00 a.m. onwards on 3.3.2016 at Conference Hall.
- (4) Tender forms can be downloaded online from *ignca.nic.in*
- (5) The financial Bids of only technically qualified bidders and those who will give presentation will be opened on 4.3.2016 in Conference Hall at IGNCA. The bidder firms can send their representatives to attend the same.

Sl.No.	Name of work	Earnest Money	Last date of issue of quotation form	Date and time of Receipt	Date & Time of opening of quotation form
1.	Public Relation Agency	Rs.50,000/-	28.2.2016	29.2.2016	Technical Bids will be opened on 1.3.2016

Minimum Eligibility Criteria :-

1. The annual turnover of the company/firm must not be less than 50 lakhs in the last two financial years.
2. Diverse work portfolio :- Handling press across all mediums print, radio, television and online platforms.
3. Registered company/Firm :- The Company/Firm applying for this project must be registered.
4. Due weightage will be given to those companies who have handled similar activities in the past.

The duties of the PR Agency would be as follows :-

1. Publicity and promotion of the event starting 14 days in advance.
2. Preparation of Press Kit for press conference which includes Press note, details of the event, photos and a short media clip.

3. Organizing press meets as a part of curtain raiser with senior editors and the beats separately so that the event could be highlighted in media in advance and during the event.
4. Arrangement of interviews in both print and electronic media before commencement of the event with senior official of IGNCA.
5. After the commencement of the event, arrangement of interviews with foreign scholars, scholars from India and artists conducting workshops etc.
6. Apart from Doordarshan other private channels should also be called to cover the event. The PR Agency may tie up with a channel for being a media partner.
7. Publicity of event/workshop/exhibitions on air in various radio stations.
8. Publicity of the event on Social Networking sites such as Facebook and Twitter etc.
9. In charge of Press room during the conference and ready with relevant information.

The minimum deliverable by the PR Agency

The minimum deliverables and type of publicity will differ from event to event.

These are divided into four categories, category A, B, C and D.

Details are given in Annexure 1B. The bidders are to give their rates inclusive of taxes for each category separately.

IGNCA reserves the right to accept or reject any proposal without assigning any reason.