



# RASHTRIYA SANSKRITI MAHOTSAV

The National Cultural Festival of India 2015

24th October to 10th November 2015



## The Tender can be downloaded from :

[www.ncfindia2015.in](http://www.ncfindia2015.in) [ website of Mahotsav ]  
[www.culturenorthindia.com](http://www.culturenorthindia.com) [ Website of the Nodal Agency ]  
[www.eprocure.gov.in](http://www.eprocure.gov.in) [ Central Public Procurement Portal, Govt. of India ]

**File Number - RSM/TN/26092015/001 ( 07 EOI )**

**Empowered Organising Committee  
Rashtriya Sanskriti Mahotsav  
The National Cultural Festival of India 2015  
North Zone Cultural Centre NZCC [ Nodal agency ]  
Ministry of Culture, Government of India**

**Dated the 26<sup>th</sup> September 2015 , New Delhi**

## **INVITATION FOR EXPRESSION OF INTEREST (EOI)**

The Empowered Organising Committee, of Rashtriya Sanskriti Mahotsav, The National Cultural Festival of India 2015 , [ hereafter referred to as the EOC ] on behalf of Ministry of Culture, Govt. of India Ministry of Culture, Govt. of India invites Expression of Interest (EOI) from experienced and financially sound branding , Communication , Media and Public Relation agencies for providing the following Services for **RASHTRIYA SANSKRITI MAHOTSAV [ National Cultural Festival ] to be held at IGNCA, 11 Mansingh Road , New Delhi 110 011, from 24th October to 10th November 2015 .**

Applications are invited from reputed, accredited advertising **Rashtriya Sanskriti Mahotsav [ The National Cultural Festival of India 2015 ]**. Agencies should have the ability to provide the EOC with complete, comprehensive, multi-media, multi-lingual, PAN -India Advertising/PR/Publicity and promotion services.

Date of Issue : Saturday, September 26, 2015

Last Date of Submission of Application : Monday, 5<sup>th</sup> October, 2015 , 1700Hrs

## Scope of Work

### 1. Publicity and promotion campaign of the Festival

#### ELIGIBILITY CRITERIA

The applications will first be evaluated against the stipulated eligibility criteria of the EOC as mentioned below. Compliance of all the stipulated criteria is mandatory.

1. Accreditation: Should be an accredited agency as on the date of RFP. Copy of accreditations should be submitted. EOC reserves the right to verify the same.
2. Should be a registered entity.
3. Seven years of experience in the field of Advertising/Publicity/PR Services.
4. Of the aforesaid experience of seven years, minimum of 3 years of experience should be in providing Ad/PR agency services to Government/PSU's/ Private MNCs .
7. Agency should have full-fledged office(s) at Delhi with the state-of-the-art infrastructure and manpower including creative team to support timely service for activities within the scope of work. Agencies should enclose necessary documents along with application.
8. Agency should provide a dedicated exclusive team to the EOC for providing various services.
9. Should have minimum annual turnover of Rs. 1 crore or above (Rs. One Crore or above) in the last three financial years. Agencies will submit the audited financial statements. (Standalone Turnover of the company applying for the empanelment will only be reckoned, not the group company or subsidiaries.)
10. The net worth of the agency should be positive during each of the previous three financial years.
11. Each Application should be accompanied by a presentation by the Agency for **"Comprehensive Media publicity and Promotion plan for RASHTRIYA SANSKRITI MAHOTSAV, National Cultural Festival of India 2015"**, to create awareness about the festival, and reach the masses with the most innovative way through various means of media. The presentation should not be more than 15 slides.
12. The Agency must have high reputation and neither there should have been any adverse media publicity about the Agency during last three years nor the Agency should have been blacklisted by any Public Sector Bank or Government organization in India. The agency should not have been penalized or found guilty in court of law.
13. The agency should have adequate resources to handle full-fledged, multi-media, multi-lingual Advertising, PR, Publicity, public awareness campaigns, media buying services and proficiency in proof reading in major Indian languages.
14. The application should be complete in all aspects, with all necessary documents/enclosures.
15. The application shall be submitted in a **sealed envelope** clearly marked **"Expression of Interest for Empanelment of Advertising/PR Agency at Rashtriya Sanskriti Mahotsav 2015 "**

16. Last date for submission of Applications is 05.10.2015.

17. The Empowered Organizing committee reserves the right to reject / cancel any or all of the EOIs without assigning any reasons therefore.

## **18 Evaluation**

### **Technical Evaluation**

The process of evaluation is detailed hereunder:

The evaluation process shall be done by EOC, on the basis of examination of documents and samples of creative works submitted by the agency/ies as mentioned in the Tender Document. After evaluation of documents and samples etc., the EOC has the right to call agency/ies which will be satisfying the eligibility criteria in all respects and declare the Agencies which are technically qualified for further evaluation. Applications are liable to be disqualified if, at any stage of evaluation, it is found that the Agency's declaration with regard to any of the set eligibility criteria as indicated and the other data, if any, given in response to this Tender is incorrect.

**The Document can also be downloaded from the Ministry's website in the following link :**

[www.ncfindia2015.in](http://www.ncfindia2015.in) [ website of Mahotsav ]  
[www.culturenorthindia.com](http://www.culturenorthindia.com) [ Website of the Nodal Agency ]  
[www.eprocure.gov.in](http://www.eprocure.gov.in) [ Central Public Procurement Portal, govt. of India ]

**Sd/-**

**Prof. (Dr.) Rajinder Singh Gill**  
Director, NZCC, Patiala [ Nodal Agency ]  
Chairman, Empowered Organizing Committee  
RASHTRIYA SANSKRITI MAHOTSAV 2015

### **EOI SUBMISSION ADDRESS**

Rashtriya Sanskriti Mahotsav Festival Office  
[ President office , CV Mess ]  
Indira Gandhi National Centre for Arts  
11 Mansingh Road  
New Delhi - 110 011

## **Annexure 1**

*(on Agency's Letter Head)*

**Declaration by the Agency** (To be submitted along with the Application Form) Date:

To,

The Chairman, Empowered Organizing Committee  
RASHTRIYA SANSKRITI MAHOTSAV 2015  
New Delhi – 110 011

Dear Sir/Madam,

**Subject: Empanelment of Advertising/PR Agency/ies**

We have gone through the advertisement posted on the NCFs website and we agree to offer Advertisement/PR related services to the Empowered Organizing Committee RASHTRIYA SANSKRITI MAHOTSAV 2015 as per the terms and conditions specified by the EOC.

While submitting this Application, we certify that:

1. We agree to all the terms and conditions specified in the tender document.
2. We have not induced nor attempted to induce any other Agency to submit or not submit an application for restricting competition.

If our Application is accepted, we undertake to start the work at national, regional and local level as per the jobs assigned by the EOC.

We also certify that the information/data/particulars furnished in our application are factually correct.

We understand that the EOC reserves the right to accept or reject any or all applications at any time without assigning any reason whatsoever.

Yours sincerely,

Signature of the Authorised Signatory [In full and initials]:

Name and Title of Signatory:

Name of Company/Firm:

Address

(Please affix rubber stamp of the Agency/Company)

## Annexure 2

### APPLICATION FORM

Please submit necessary documents. Applications without documents will be rejected.

1. Name of the Agency
2. Address of the Agency
3.
  - i. Complete postal address and telephone number of Registered Office
  - ii. Name and Designation of the contact person
  - iii. Contact Details of Head Office. Name and Designation of the contact person.
  - iv. Contact Details of Branch Offices. Name and Designation of the contact person at each branch office.
  - v. Details of Delhi Office Name and Designation of the contact person.
  - vi. Manpower details including Number of copywriters, designers, PR personnel, Media scheduling personnel, Event Management personnel etc at each of the above offices.
4. Status of the Company (Proprietor-ship/Public Ltd/ Pvt. Ltd etc.)
5. Details of Incorporation of the Company.
  - i. A company/firm having Registered Office in India and incorporated or registered under The Indian Companies Act 1956,
  - ii. Partnership firm under Partnership Act 1932,
  - iii. Sole Proprietor-ship under the Societies Registration Act 1860.
6. Registered other than the above mentioned Acts If Yes, please provide details
7. Accreditation details with various organizations
  - i. Indian Newspaper Society (INS),
  - ii. Any other .
8. Details of Government/Public Sector Undertakings work done, (Attach necessary documents and proof (hardcopy))
9. Number of years of experience in Advertising /PR/Publicity activities
10. Copies of Audited Balance Sheet along with duly certified copies of minimum average annual turnover for the period mentioned below:
  - i) 2012-13
  - ii) 2013-14
  - iii) 2014-15
11. The certified copies of the following:
  - i. Income Tax Returns Filed
12. Valid Service tax registration no.

13. Permanent Account Number (PAN)

14. Telephone No. (with STD Code)

- 1) E-Mail of the main contact person:
- 2) Fax No. (with STD Code)
- 3) Website address
- 4) Full Name,
- 5) Designation,
- 6) Address
- 7) Phone Number of the Authorised Signatory.

15. Details of any law suits pending in any of the courts in India or abroad.

16. Can you provide a dedicated team to service EOC?

17. Financial Details (as per audited Balance Sheets) (in Cr)

Year	2012-13	2013-14	2014-15
Turnover of Advertising /PR business			
Net worth			
Operating Profit			

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Place \_\_\_\_\_ Name: \_\_\_\_\_

Designation: \_\_\_\_\_

(Please affix rubber stamp of the Company)