



National School of Drama
(An autonomous Institution under Ministry of Culture, Govt. of India)
New Delhi

National School of Drama invites profiles from Delhi based PR Agencies, having cultural background and enough working experience with cultural organizations to engage for NSD's forth coming event 17th Bharat Rang Mahotsav (International Theatre Festival) to be held in the month of February 2015 between 1st & 20th February, 2015. Profiles should reach to Sh. A.K. Barua, P.R.O., NSD latest by 5.00 pm on or before 31st December, 2014 alongwith financial bid in sealed envelope separately.

The following would be the scope of works and others:-

1. Developing media collateral such as NSD background, profiles or spokespeople etc.
2. Drafting and issuing press release in Hindi & English for the event.
3. Organizing and coordinating pre-event interviews and profiling NSD, its spokespeople and performing theatre groups.
4. The first press conference will be held in any day on 27th, 28th or 29th January, 2015 at 3.00 pm at NSD campus and NSD desires that a sufficient number of journalists from print & electronic media should attend the press conference.
5. Releasing of press note for the announcement of the commencement of 17th Bharat Rang Mahotsav 2015.
6. Organizing and coordinating interviews of NSD spokespeople, performing theatre groups etc. during the event with the media
7. Issuing daily highlights during the 20 - days festival
8. Coordinating and organizing special press interactions with Chairperson (NSD) Director, NSD during the festival.
9. Media relations and coordinating on-ground interviews.
10. Media monitoring and reporting
11. Developing of key messages.
12. Developing briefing book before every planned interaction with the media
13. Meetings and review activities mandatory on a day to day basis with the NSD and as and when required by the NSD.

Contd./-

14. Submitting the detailed clipping of all Newspapers and CD's of News and interview appeared on electronic channels along with a list of journalists approached during the festival.
15. The agency will provide sufficient staff from their respective organization from 20th January to 22nd February 2015.
16. Deputed staff from company will be functional in media room to work at the Media/Press Room, established at NSD from 9.30 a.m. up 6.00 pm on normal days but during festival period from early morning to till late evening or till the last play finishes.
17. Now it's high time to utilize the privilege of social net working system and therefore, the agency will ensure to flesh the news of event to maximum in created sites by NSD under the supervision of PRO, NSD.
18. The staff from company should be soft spoken
19. At the end of the festival, the room provided to staff should be handed over in proper manner.
20. Media Room will be provided by us but company has to bring all office automation itself.
21. No advance will be given at any circumstances, before or during festival period and payment will be paid at the time of submission of final dossier by company.
22. The financial bid should include all out of pocket expenses, conveyance etc. as package deal + taxes as applicable.

The companies should submit their profiles and financial bids separately and financial bid should be put in sealed envelope and addressed to The Director, National School of Drama, New Delhi-110001. Once the profile(s) will be received, a Scrutiny Committee will scrutinize all the profile(s) and will select the particular company, considering the company profile and lowest financial bid and if at all required the company(s) will be invited for further discussion. The right of consideration and rejection of profile(s)/ financial bid (s) will be with the sole discretion of Director, NSD.