



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

National School of Drama invites profiles from PR Agencies based on National Capital Region Delhi for NSD's forth coming event 18th Bharat Rang Mahotsav (International Theatre Festival) to be held between 1st & 21st in the month of February 2016 in Delhi. Profiles should reach to Sh. A.K. Barua, P.R.O., NSD latest by 5.00 pm on or before 6th January 2016 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 Delhi event apart from 4 other cities i.e. Jammu, Ahmadabad, Bhubaneswar & Trivandrum (Thrissur) where parallel festival will be held.
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, 2016 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 18th Bharat Rang Mahotsav 2016.
6. Organizing and coordinating interviews of NSD spokespeople, performing theatre groups etc. during the event with the media
7. Issuing daily highlights during the 21 - 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.

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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 2016.
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. NSD has social net working system and therefore, the agency will ensure to flesh the news of event to maximum in created sites under the supervision of PRO, NSD.
18. The staff from company should be soft spoken and having particular dress code.
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 equipments/machineries for office automation itself.
21. No advance will be given 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 pocket expenses, conveyance etc. as package deal + taxes as applicable.

The companies should submit their profiles and financial bids separately. The financial bid should be put in sealed envelope and addressed to the Director, National School of Drama, New Delhi-110001. Please follow the Qualification and Evaluation criteria, mentioned in following page, failing which the proposal will be rejected. The right of consideration and rejection of profile(s)/ financial bid (s) will be with the sole discretion of Director, NSD.

I. Eligibility Criteria: - The applicants with the following criteria will be eligible for consideration:-

S.No	Pre-qualification Criteria	Supporting document
1.	The applicant shall be a firm/ company/ partnership/ proprietorship firm registered under the Indian Companies Act, 1956/ the partnership Act, 1932 and who have their registered offices in India and must have an office in National Capital Region of Delhi.	Copy of Certificate of incorporation / Partnership Deed, etc.
2.	The firm should be in the business of providing similar services for at least 02 years as on 31.12.2015.	
3.	The Applicant should have an annual turnover of Rupees 25 Lakhs in each year of last two Financial Years from only similar Services rendered in India.	Copy of audited balance sheet of applicant for the Financial Year 2013-14 & 2014-15.
4.	Preference will be given to the agency having prior experience in Theatre and Arts Public Relations, Image Building of cultural organization (National/International), Working experience with cultural bodies / organization within the last 02 years.	A description of the work done by the applicant within the last 02 years.
5.	PAN No. / Service Tax Registration Certificate	Copies of PAN and Service Tax Registration Certificate
6.	The firm should not be blacklisted by any Central Govt. / State Govt. / PSU/Govt. Bodies.	

II. Evaluation Criteria and Method of Evaluation: - Screening of the applications shall be carried out as per eligibility conditions mentioned in the eligibility criteria and based on verification of testimonials submitted. The applications which qualify shall be further evaluated on the basis the following parameters and a score shall be awarded for each parameter, which is defined as under.

S.No	Evaluation Criteria	Maximum score
1.	Technical bid including the overall strategy to undertake the mentioned scope of work	04
2.	Prior experience of applicant for work done in arts and culture domain within the last 2 years	03
3.	Project fee quoted by applicant	03
	Total	10

III. Basis of final selection:

