



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 forthcoming event 19th Bharat Rang Mahotsav 2017 (International Theatre Festival) to be held between 1st to 21st February 2017 in Delhi. The interested agencies / companies / organizations / firms are requested to submit their bid(s) in two separate envelopes, one containing technical / organization details and other one contain financial bid should reach to Sh. A.K. Barua, P.R.O., NSD latest by 5.00 pm on or before 6th January 2017.

Scope of works:-

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 press conference will be held on 27th January 2017 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 19th Bharat Rang Mahotsav.
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 and others 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 officials of 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 has to provide sufficient staff from their respective organization from 20th January to 23rd February 2017.
16. Deputed staff from company will be functional in media room, established at NSD from 9.30 a.m. to 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 which is mandatory.
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 themselves.
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.

Please follow the Qualifications and Evaluation criteria, mentioned as hereunder failing which the proposal will be rejected:-

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

S.No	Pre-qualification Criteria	Supporting document
2.	The firm should be in the business of providing similar services for at least 02 years as on 31.1.2016	Experience Certificate
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 2014-15 & 2015-16.
4.	Agency having prior experience in Theatre and Arts Public Relations, Image Building of cultural organization (National/International), Working experience with cultural bodies / organization at least for 2 years.	A description of the work done by the applicant at least for 2 years (enclose support documents).
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.	
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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:

- i) The selection of agencies will be based on the final score awarded to the Agency.
 - ii) The decision of the Offer Evaluation Committee arrived at as above shall be final and representation of any kind shall not be entertained on the above. The NSD reserves the right to select the agency on the basis of best possible offer received. Any attempt by any agency to bring pressure of any kind may disqualify the agency for the present offer and the agency may be liable to be debarred from bidding for NSD tenders / offers in future for a period of two years. However, the right of consideration and rejection of profile(s) / financial bid(s) will be with the sole discretion of Director (NSD).
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