



**RFP DOCUMENT from Agencies for Public Relations &
Media Coordination Work for National School of Drama**

SCHEDULE OF BIDDING PROCESS

S.No.	Event Description	Date
1	Date of publication of the RFP on website www.nsd.gov.in & https://eprocure.gov.in/epublish/app;	04.11.2019 (04:00 p.m.)
2	Last date & time of receipt of application as per format provided at Annexure 1 and detailed at point 1.2 of tender document	25.11.2019 till 1500 hours
3	Display list of agencies qualified for the Bidding process	Will be shared on website www.nsd.gov.in
4	Creative/strategy presentation and submission of Technical & Financial Bids	Date will be shared on website www.nsd.gov.in
5	Display list of Technically Qualified Applicants	List will be shared on website www.nsd.gov.in
6	Opening of Financial Bids	Date will be shared on website www.nsd.gov.in

PART I - Scope of Work and Terms of Reference

1.1 Introduction:

The National School of Drama is one of the foremost theatre training institutions in the world and the only one of its kind in India. NSD is fully financed by the Ministry of Culture, Government of India. NSD is looking for a well-established, professional Public Relations & Media Coordination Agency for its Public Relations & Media Coordination Activities.

1.2 Minimum Pre-qualification Criteria (PQC)

(Note: Agencies working in the field of Traditional PR & Digital PR can submit their bids. **Those who are working only in Digital PR field are not eligible for bidding**)

- (a) Agency/Firm should be a single business entity with a standing of minimum 5 years. *(Copy of Certificate of incorporation/registration countersigned by CA to be attached).*
- (b) Should have a turnover of minimum **Rs. 20 lakh** from PR activities for each year during the assessment years 2016-17, 2017-18, 2018-19. *A certificate from CA stating that the turnover of Rs. 20 lakh and above in each year had been incurred from PR works should be attached).*
- (c) Should have at least two state/central govt. or PSU client. Event duration should be minimum 15 days. Two National events during last one year from 01.04.2018 *(Copies of Work Orders from the Client should be attached).*
- (d) Should have a fully functioning office with a dedicated team in Delhi having expertise in content writing & media management & other liaison work, Minimum two members of the team must have minimum 5 years of experience or equivalent position in the field of PR. *(Telephone/Electricity bills as Proof of address of office, and PF document/Income tax Form 16 of the employees as proof of employment & experience shall be attached)*

2.0 SCOPE OF SERVICES & EVALUATION DETAILS

2.1 Scope of Services:

- Enhance visibility and awareness through means of communication.
- Capacity for crises management – It is expected that the PR agency will help to counter any adverse publicity.
- Arranging articles for advertorials/Question & Answers in magazines and newspapers.
- Preparing and dissemination of press releases/briefs on major initiatives/ achievements/ programme/ events by NSD as per requirements.

2.2 Vision: Result oriented strategy to raise profile and media presence of NSD.

I. Mission: - * Increase of enrolment of student during academic admission/ workshop.

* Increase number of spectators during our shows.

1. Press conference (planning & organizing).
2. Distribution of P.R. kit (as required – CD, Press release, brochure).
3. Press Release (Pre/Post) of main function (BRM daily) (content writing).
4. Social media handling (Facebook/Twitter/Instagram).
5. Print/ Electronic/ Online /Media liaison for due coverage.
6. Media Management during festival (more specifically in BRM, Bal Sangam/ Jashnebachpan).
7. Tracking of coverage (print, electronic & online).
8. Crisis management.
9. Interview of NSD authorities such as Chairman, Director & Registrar.

II. Major activities proposed for coverage

Relating to Academics

1. Proper press conference, Press Release of new admission.
2. Posting of information on social media.
3. Ensure media coverage – print/electronic/online.
4. Result announcement coverage – on all platforms.
5. Students production I, II, III
 - a. Pre/post Press release
 - b. Social media
 - c. Coverage on all media platforms
6. Scene work
7. Production tour
8. Any other tour
9. Convocation

Relating to Repertory Co.

1. Summer Theatre Festival
2. Weekend theatre show
3. Tour
4. Production

Relating to T.I.E. Co.

1. Workshop in Delhi & two other state
2. Performance publicity
3. Production
4. Sunday Club

Relating to Festival Cell

1. **Bharat Rang Mahotsav**
2. **Children Theatre Wing**
3. **Rashtriya Poorvottar Festival**
4. **Adirang Mahotsav**

Relating to North East Activities

1. Theatre workshop & festival

Other Activities

Cultural Exchange program
Hindi Diwas (Official language)
Swachh Abhiyaan
Research work & publication program
Shruti

1. Contest, ticket/entry pass give away to create buzz.
2. Use the social media handles i.e. Facebook, Youtube, Twitter, Instagram etc. of all the mass, theatre groups, media partners, associations to create more awareness.
3. Information can be shared through email, Facebook and WhatsApp to all faculty, staff, artist, students, alumni of NSD and all regional centres of NSD through a poster requesting them to pass on others.
4. Deputed staff from company will be functional in media room, established by NSD from 9.30 am to 6.00 pm on normal days but during festival period from early morning till late evening or till the end of the last performance
5. The staff (Men and Women) from company should be soft spoken and having particular dress code which is mandatory for both.
6. Media room will be created and provided by NSD but company has to bring all equipment's/machineries for set up of their official themselves.
7. No advance before commencement of the festival. The payment will be made at the time of submission of bill along with final dossier by company.
8. Agency has to assure a good attendance of print & electronic media during festival period and full mileage of the event in the media.
9. For the radio campaign, company to speak to various radio FM channels for placement of radio jingles, festival spots, run contest, interviews, RJ mentions at government DAVP rates at present plan to concerned department at NSD.
10. During our festivals BRM, Jashnebachpan, Bal Sangam, the P.R. coordinator team need to be station at NSD.
11. The financial bid should include all pocket expenses, conveyance etc. as package deal + taxes as applicable.

2.3 Special Terms & Conditions

The following terms and conditions shall apply additionally:

- a) In general, all travel, boarding –lodging and related expenses incurred by the agency on its staff in relation to bidding process and execution of Scope of Work shall be borne by the agency.
- b) Where it is mentioned that the NSD will provide logistic support, it is meant that the NSD will bear the expenses of venue booking, Media Kit expenses. Agency’s representatives/employees will not be considered for any personal reimbursement for any of the events. It is expected that agency will foresee all such expenses related to its own representatives/employees and thus will cover it in its quoted fee. For visit to NSD, Delhi, by the agency representative/s for planning, reporting or monitoring/review meetings, no reimbursements of any kind shall be made.
- c) All costs incurred by the bidder in respect of submission of RFP and presentation shall be borne by the bidder concerned.
- d) NSD reserves the right to accept or reject any application, without assigning any reasons thereof.

S.No.	Deliverables	Frequency	Timelines
1	Annual rollout plan with month wise activities proposed	once in a year	To be submitted to NSD within 15 days of selection
2	Mapping of target media and stakeholders and develop a local / national media list	Once in a year and to be updated frequently	To be done within 15 days of selection
3	Develop media information KIT and research based inputs for sharing with media and NSD	Once in a year and to be updated	To be done within 15 days of selection
4	Press releases in Hindi / English based on NSD events, festivals, workshop etc. organized by NSD at Delhi & other states. (Press release to be release in area specific language)	150 press releases in a year. At the time of special events the numbers to be increased	Pre/post event
5	Story generation based on NSD activities and research data	Atleast 10 stories in a year to be shared with local and national media	3 thrice
6	Event based PR support: For pre-event promotion and post event coverage of event organized by the NSD in national media	As per annual calendar of festivals, events, workshops, BRM and other festivals	Action plan to be submitted 5 days prior to the event

7	Organize pre & post event press conferences and media briefings at events or in big cities outside State as per requirement of the NSD (Expenses on Logistic arrangements to be borne by the NSD)	Around 5 local press conferences as and when instructed by the NSD. Atleast 5 Press Conferences in a year to be organized outside Delhi	Action plan to be submitted 5 days prior to the event
8	PR support in Crisis and other emergent situations: countering situations and negative news, incidents with well thought out plan	As per requirement of situation	NA
9	Pitch for interviews by senior Journalists / Editors / Influencers with Director NSD. Key messages, FAQs, list of anticipated questions and answers, sound-bites and quotes to be prepared for these interviews.(Expenses on Logistic arrangements travel expense etc of journalists etc to be borne by NSD)	Arrange at least one such interview in 4 month	NA
10	Regular reporting to NSD	weekly report over phone & mail Monthly report and submission of next month plan Quarterly in person meeting with senior officials (Separate dossier form BRM & Jashnebachpan/Bal Sangam)	NA
11	Coordination with other agencies of NSD : Agency is required to work in close coordination with other agencies engaged by the NSD for Designing & printing work	As per requirement	As per requirement
12	Submission of news clips highlighting NSD	Regular	Regular
13	Managing the social media handle of NSD (Facebook, twitter, Instagram etc.	Regular	Regular

3. HOW TO APPLY :

The agencies that possess the eligibility criteria envisaged in the clause 1.2 above, can apply in the format appended (**ANNEXURE 1**), in the letter head of the agency. The application attached with the Demand Draft for **Rs. 2,000/-** (application fee) and copies of relevant documents attested by the Authorized Signatory for proving eligibility should be sent to : **The Director, National School of Drama, Bahawalpur House, Bhagwandas Road, New Delhi-110001** (*The envelop should be super scribed with "Application for Public Relations Agency"*) by post/courier.

- (a) **Application Tender Fee: Rs. 2,000/- (Rs. Two Thousand only)** to be paid by way of Demand Draft in favour of "Director, National School of Drama" payable at Delhi which is non-refundable.

4. SELECTION PROCEDURE:

The procedure for the selection of the agency will be carried out as detailed below, by a committee constituted by NSD.

- (a) **Minimum Pre-Qualification Process:** Only the agencies that satisfy the Minimum Pre-Qualification Criteria (PQC) after initial screening will be invited for a pre-bid meeting. Others will be summarily rejected.
- (b) **Pre-Bid Meeting:** The agencies invited for Pre-Bid Meeting will be catered with the brief for the strategy and creative presentation, and the documents for submitting Technical & Financial Bids. The agencies will be given a notice period of minimum 7 days from the date of Pre-bid meeting, for submission of Technical & Financial Bids and to do the Creative/Strategy Presentation.
- (c) **Earnest Money Deposit:** The agencies should submit an Earnest Money Deposit (**EMD**) of **Rs. 25,000/-** (Rupees Twenty Five Thousand) only along with the Technical & Financial Bids, by way of Demand Draft in favour the Director, National School of Drama, payable at New Delhi, on the following conditions.
- (i) Bids not accompanied by the EMD will be rejected.
 - (ii) EMD of unsuccessful bidder will be returned after 30 days from the award of work order, without any interest. The Demand draft should not be older than 7 days from the Bid submission date.
 - (iii) The EMD will be forfeited, if the applicant fails to abide by the conditions laid down in this RFP document or any other reasons significant in this process.
- (d) **Bidding Process:** NSD has adopted a Two-Stage, bidding process (collectively referred to as the "Bidding Process") for selection of the agencies. The first stage of the evaluation referred to as "Technical Bid" and the second as "Financial Bid".

- (i) **Technical Bid:** The agencies supplied with the bid documents should submit the Technical & Financial Bid Documents in separate sealed covers super scribing.

“Technical Bid” (Envelope 1) & “Financial Bid” (Envelope II). The Technical Bids will be opened by the evaluation committee and marks will be given based on the criteria detailed in the technical bid document. The Technical Marks obtained will be referred to as **Technical Scores (St)**. Agencies will be ranked on the basis of the Technical Score (St), and only agencies who have scored **70** or more marks, will be qualified for financial evaluation. The list of technically qualified applicants will be published in the website of NSD on the date shown in the schedule of process.

- (ii) **Financial Bid:** Financial bid shall carry 35% weightage Financial bid is the amount in Indian Rupees which is being sought by a bidder from the NSD for the work of PR and Media Coordination in the Financial Bid Proforma

$$Sf = 100 \times Fm/F;$$

in which Sf is the Financial Score, Fm is the lowest Financial Proposal, and F is the Financial Proposal under consideration.

Combined Technical and Financial Score

For final evaluation, the Agencies will be ranked in accordance with their combined Technical (St) and Financial (Sf) scores with weightage. Since tourism destination marketing requires domain knowledge with creative competence, the Technical Score (St) will be given 65% weightage and Financial Score (Sf) will be given 35% weightage, so that the combined Score will be:

$$S = St \times Tw + Sf \times Fw;$$

Where S is the Combined Score, and Tw and Fw are weights assigned to Technical Score and Financial Score that will

$$0.65:0.35.$$

(e) Selection of the Agency:

- (i) The Agency with highest Combined Technical & financial Score will be selected, based on the above QCBS System. In the event of two or more agencies obtain same highest Combined Technical & financial Score (S), the agency with maximum technical score will be selected.
- (ii) The selection of agencies will be for a period of 2 year from the date of orders issued by NSD, appointing the agency.

- (f) **Performance security:** The successful bidder will have to submit Performance Security of 5 % of Total bid amount before execution of the service agreement, in the form of a Bank Guarantee from a Commercial Bank in acceptable form or in the form of a Fixed Deposit Receipt pledged to the Director, National School of Drama.

The Performance Security will remain with NSD till the completion of period of the agencies **i.e. 2 year.**

5 . TERMS OF PAYMENT TO THE SELECTED P.R AGENCY

- a) Fixed Monthly Fee: The agency will provide monthly bills for activities done for the month along with report/s stating the status of works mentioned in Scope of Work (fixed deliverables) and delays along with reasons thereof, if any.
- b) Bills for out of pocket or third party expenses as mentioned above, shall be billed separately. These will be paid on the basis of prior approval/s given by the NSD and as per actual for which bills and vouchers have to be submit-**ted** by the agency.
- c) For the purpose of payment of retainer fee, the NSD will examine the monthly bills and payments claimed in con-text of the deliverables mentioned in the bid document vis a vis execution of responsibilities to ensure deliveries.
- d) For the purpose of payments, all the components of fixed deliverable shall be treated of equal value. Pro-rata deductions shall be made or payment may be held for that particular component from monthly bills if it is found that the agency has not done work on any particular component/s satisfactorily or that the work is delayed without valid reasons.
- e) Where the deliverable are not of fixed nature or are not quantifiable, it will be the responsibility of the agency to prove that sincere efforts have been made for that deliverable in the month for which bill has been claimed.
- f) Where deliverables are subject to requirement and needs of the NSD they will be deemed to have been completed if the NSD has not stated its requirements in writing for a particular month. There may be deliverables/activities which are one time activity such as strategy and planning etc. and where frequency and timelines are not specified or given in bid document, in such cases if the agency has completed the activity, it will not be counted as a component in remaining monthly bills.
- g) Request for Advance payment will not be considered unless approved for emergent cases or is mandated by the NSD as per rules.
- h) Payment will be made by way of electronic transfer of billed and passed amount in the bank account of the agency in Indian Rupees. The Agency will submit pre-receipt bills in triplicate, on monthly basis towards activities completed during the month, for settlement. The bills should be sub-mitted clearly indicating the fixed monthly charges and other third party/out of pocket charges, if any, separately along supporting vouchers.

- i) The final month's payment, shall be released only after completion of the required works specified by the NSD for the year/contract period and on submission of a statement of work having been executed as per the requirements detailed in the EOI Document, or communicated subsequently by the NSD from time to time.
- j) Tax/GST/VAT etc shall be paid extra and as applicable.
- k) For facilitating Electronic Transfer of funds, the selected PR Agency will be required to indicate the name of the Bank & Branch, account number (i.e. bank name, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of every bill submitted for payments by the selected PR agency.

6. GENERAL TERMS OF BIDDING

- a) All documents submitted by the Applicant(s) will be treated as confidential.
- b) Authority reserves the right to accept or reject any or all applications, without thereby incurring any liability to the affected Applicant(s) or any obligation to inform the Applicant(s). Authority also reserves the right not to award or enter into any contract or agreement with any Applicant(s), and may terminate the selection process at any time without thereby incurring any liability to any Applicant.
- c) Failure by any Applicant(s) to provide all of the information required in the proposal or any additional information requested by Authority may lead to rejection of the Applicant's proposal in its entirety.
- d) Applicants have an obligation to disclose any actual or potential conflict of interest. Failure to do so may lead to disqualification of the Applicant or termination of its Contract at any stage.
- e) A recommendation for award of Contract will be rejected if it is determined that the recommended Firm has directly, or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question; in such cases the Authority will declare the Firm and/or members of the consortium ineligible, either indefinitely or for a stated period of time and will be blacklisted.
- f) Wherever required by applicable laws, Authority shall deduct taxes at source, from the amounts payable, and shall provide to the firm/Agency the appropriate tax deduction certificate evidencing payment of such taxes.
- g) It may be noted that the Bidders cannot prescribe any time limit for the validity of all the rates quoted in the financial bid.
- h) NSD will resort to re-notification, in the event of two or more agencies are not qualifying the Pre-Qualification Criteria (PQC).

- i) Clarifications Agency may request a clarification on any of the bid documents at the pre bid meeting or within 3 days from the date of pre bid meeting. Any request for clarification must be sent in writing by electronic mail to registrarnsd@gmail.com, NSD will respond through website and notify the clarifications thereon at any time within 7 days from the date of pre bid meeting. After this time limit no request for clarification shall be accepted and no clarifications shall be issued by NSD. All such clarifications, amendments/addendum will become part of the bidding document.

7. SEALING & MARKING OF BID

The Bidder shall submit the Bid in two separate envelopes as below :-

Envelope I : Technical Bid

Envelope II : Financial Bid

The Technical & Financial Bids should be sealed in separate envelopes (Envelope I & II) and the sealed Technical & Financial Bid envelopes (Envelope I & II) should be put in an outer envelope and sealed. The envelopes shall be marked as follow:-

Outer Envelop: Bids for the “Selection of **Public Relations & Media Coordination Agency**”

Envelope I : Technical Bid

Technical Bid for the “**Selection of Public Relations & Media coordinator Agency**”

The Envelope I marked as ‘technical Bid’ shall contain the following:

- i) Earnest Money Deposit in a separate sealed envelope marked “EMD”.
- ii) Bid Document duly filled up with the copies of documents listed in the Bid Document.

Envelope II : Financial Bid

The Bidder should submit its Financial Bid in the formats specified, and seal it in Envelope II and mark it as suitably. Example: "Financial Bid for “Selection of **Public Relations & Media Coordination Agency**”.

The two inner envelopes (Envelopes I&II) marked as ‘Technical Bid’ and ‘Financial Bid’ should be enclosed in the outer envelope and sealed. The inner and outer envelopes shall:

- a) Bear the following identification:

Technical and Financial Bid, as the case may be,

- b) Indicate the name and address of the Bidder.
- c) The bid should be addressed to:-

The Director, National School of Drama, Bahawalpur House, Bhagwandas Road, New Delhi-110001

If the envelope is not sealed and marked as above, the Authority will assume no responsibility for the misplacement or premature opening of the Bid.

8. RISK – PURCHASE CLAUSE

If the agency, after submission of RFP and the acceptance of the same, fails to abide by the Terms and Conditions of the RFP document or fails to complete the work within the specified time or at any time repudiates the contract, the NSD will have the right to:

- a) Forfeit the EMD/Performance Security.
- b) In case of completion through alternative sources and if price is higher, the agency will pay the balance amount to NSD.
- d) For all purposes, the work order accepted by the agency and issued by NSD will be considered as a formal contract.

9. TERMINATION OF CONTRACT

- a) In Case of any default by the Contractor and in any of the terms & conditions (whether General or Special), NSD may without prejudice to any other right/remedy which shall have accrued or shall accrue thereafter, terminate the contract, in whole or in part, by giving one week time notice in writing to the Contractor.
- b) All instructions, notices and communications etc. under the contract given in writing and if sent to the last known place of business, shall be deemed to be served on the date, even in ordinary course of post, these would have been delivered to the contractor.

10. PENALTY

In case, if at the last moment the firm denies to provide their services the NSD shall at its discretion will get the work done from other party at the prevailing rates in the market. The cost of such work/services shall be recovered from the concerned firm. Further any lack in performance and quality of service may result in financial penalty in the form of reduction in final payment by 30% to 40%.

11. ARBITRATION

- a) In the event of any question, dispute or difference arising under this agreement or in connection there-with (except as to the matters, the decision to which is specifically provided under this agreement), the same shall be referred to the sole arbitration of the Director, National School of Drama.
- b) The arbitrator may from time to time with the consent of both the parties enlarge the time frame for making and publishing the award. Subject to the aforesaid, Arbitration and Conciliation Act,1996 and the rules made there under, any modification thereof for the time being in force shall be deemed to apply to the arbitration proceeding under this clause.
- c) The venue of the arbitration proceeding shall be the office of Director, National School of Drama or such other places as the arbitrator may decide.

12. ESTIMATED ANNUAL COST OF WORK : 10,00,000/-

PART II : Evaluation Criteria for ascertaining Technical Marks:

13. CRITERIA FOR SELECTION

The NSD will select the most suitable bidder on the basis of

- A. TECHNICAL STRENGTH-** It carries 65% weightage. Bidder's agency profile, its understanding and the solutions proposed by it for effective PR and Media Coordination will be assessed through a marking system as per criteria given below. The bidder will have to make an AV presentation for the same:

A specific format for the Technical Bid containing the below criteria, will be shared with the agencies during the Pre-bid meeting.

Sr. no	Criteria	Maximum marks
1	Average Annual Turnover Turnover more than above 20 lakh & up to 1 crore)- 5 Marks Turnover more than above 1 crore & up to 2 crore) - 8 Marks Turnover more than (above 2 crore)- 10 Marks	10
2	Experience in PR work 2 existing clients in PSU or Govt. level- 5 Marks 3 to 5 existing clients in PSU or Govt. level- 6 Marks 5 above existing clients in PSU or Govt. level- 10 Marks Existing client: means P.R. agency should have executed at least 15 days or more event of any PSU or Govt. dept. (during last one year form date of tender)	10
3	Associates - Offices/Associates Full Fledged Office in Delhi – 5 marks Office in 5 cities other than Delhi – 5 marks Office in less than 2 to 4 other than Delhi cities – 2 marks	10
4	Awards 1 International Award for PR Work – 2 Marks 1 National/regional Awards for PR Work – 1 Marks 2 or more National/Regional Awards for PR Work – 3 Marks 2 case studies where agencies PR intervention has been remarkable - 4 Marks	10

5	<p>Manpower</p> <p>1. Client Servicing Head – MBA/Masters degree in Literature/Journalism/Public Relations/Communication or equivalent with 5 years’ experience and 3 years experience in handling PR work and with 1 year in the Organisation – 2.5 Marks</p> <p>2. Media Manager-Bachelor/Masters degree in Literature/ Journalism/Public Relations/ Communication or equivalent with 5 years’ experience and 3 years experience in handling PR work and with 1 year in the Organisation – 2.5 Marks</p> <p>3.Copy/Content Writer- Bachelor/Masters degree in Literature/ Journalism/Public Relations/ Communication or equivalent with 5 years’ experience and 3 years experience in PR works and with 1 year in the Organisation – 2.5 Marks</p> <p>4.Visual Media Expert- Bachelor/Masters degree in Journalism/Public Relations/ Communication or equivalent with 5 years’ experience and 3 years experience in visual media/TV and with 1 year in the Organisation – 2.5 Marks</p>	10
6	<p>Strategy/plan Presentation</p> <p>PR strategy for raising the profile of NSD – 20 Marks</p> <p>PR tools/models to be adopted – 10 Marks</p> <p>New ideas/innovations – 10</p> <p>Handling crisis communication – 10 Marks</p>	50
	TOTAL	100

The evaluation parameters will be for the last 3 financial years (2016-17, 2017-18, 2018-19) and the supporting documents will have to be bound together and properly indexed. All the copies should be attested by the authorised signatory of the agency. **The Strategy/Design Presentation** will have to cover the sections given in the table above. The agencies can present their understanding, insights, plans, and innovations that will help NSD to enhance it’s profile and keeping the presence in all sectors of media.

B . Criteria for Financial Evaluation:

A specific format for the Financial Bid, will be shared with the eligible agencies during the Pre-bid meeting. Total costs for each activity as per the format shown below should be included in the Financial Bid. The Grand Total of all the activities will be taken as the Financial Proposal to calculate the Financial Score (Sf).

Activity 1 – PR Management

Total lump sum charge / fee on one job basis (job as per the scope of work)

The Total Activity Cost will be deemed as the Financial Proposal for Financial Evaluation and the individual activity costs will be used as the reference cost for the multiple marketing and promotion activities that the NSD will be undertaking across the 2 years. No escalation in these costs will be allowed without significant variation in the event components or additional specifications.

14. SELECTION OF THE AGENCY:

Selection of the agency under the category “Public Relations Agency & Media Coordination” will be done on the basis of the criteria mentioned under Point 4 of Part I.

ANNEXURE 1

RFP FOR THE SELECTION OF PUBLIC RELATIONS & MEDIA COORDINATION AGENCY FOR NSD, GOVERNMENT OF NSD

Proposal for selection of **Public Relations Agency (Please refer 1.2 point)**

1	Name of the agency/firm	
2	Address of the agency/firm	
3	Address of office in NSD, if any.	
4	Status (company/firm/partnership)	
5	Name of the Proprietor/Partners/Directors	
6	Name, Designation, E mail ID & Mob. No. of the contact person	
7	Name, Designation & specimen signature of Authorised Signatory on behalf of the agency/firm	
8	Telephone nos. of agency/firm & alternate E- mail ID, if any.	
9	PAN number	
10	GST No.	
11	2 major clients in corporate/Government sectors Refer 1.2(c)	
12	Total experience with clients related to tourism industry Refer 1.2(d)	
13	Amount & DD no of Application fee	
14	Certificate of Incorporation/registration counter signed by C.A. to be attached Refer 1.2(a)	
15	Turnover details Refer 1.2(b)	

DECLARATION

1. I / We have read the instructions contained in the RPF document and I/We understand that if any false information/document submitted by me/us in this bidding process is detected at a later date, any contract/agreement made between ourselves and NSD, Government of NSD on the basis of the information given by me/us can be treated as invalid by NSD, Government of NSD, and I / We will be solely responsible for the consequences.
2. I/We agree that the decision of NSD, Government of NSD in selection of agencies/firms/companies will be final, and binding to me/us.
3. All the information furnished by me/us above here is correct to the best of my/our knowledge and belief.
4. I / We agree that I / We have no objection if enquiries are made about the information/documents submitted by me / us here in above and/or in the accompanying sheets.

Place:

(Seal of the Company)

SIGNATURE

Date:

Name & Designation