



# North Central Zone Cultural Centre

An autonomous body of Central  
Government of India under Ministry of Culture



14, C.S.P. Singh Marg, Allahabad

Tel: 0532-2411855, 2423698 Fax: 0532-2423720 Website: [www.nczccindia.in](http://www.nczccindia.in)

## EXPRESSION OF INTEREST NOTICE

**File No: RSM - V /TN/21092016/01 [009]**

**Date: 21/09/2016**

The Director NCZCC on behalf of Ministry of Culture, Govt. of India invites EOI in sealed covers from experienced agencies/service providers for organizing '*Rashtriya Sankriti Mohotsav-2016*' to be held within the municipal limits of Varanasi, from **18<sup>th</sup> November to 25<sup>th</sup> November, 2016**.

Interested and experienced agencies/service providers fulfilling the necessary eligibility criteria are requested to submit their formal application/applications as per the relevant EOI documents along with the relevant documents as mentioned below:

### Details of work

SR.NO.	WORK	NATURE OF SERVICE/ SUPPLY
01	Media publicity through news prints, Radio, Television and OOH	On contractual basis Expression of Interest [ EOI ]

## AVAILABILITY OF FORMS

From-11:00 am to 03:00 pm from Date

**21.09.2016 to 05.10.2016**

<b>Place at Allahabad</b> [ forms will only be sold on working days of Government of India ]	<b>WEBSITE</b> [ can be downloaded on all days ]
Cash Counter of NCZCC, 14, C.S.P. Singh Marg Near Circuit House Allahabad	1.NCZCC website [www.nczccindia.in] 2. RSM website [www.rsm2016.in]

## LAST DATE OF SUBMISSION OF FORMS

<b>On or up to</b>  <b>2:00pm of 05.10.2016</b>	<b>at :</b>  NCZCC, 14, C.S.P. Singh Marg Near Circuit House Allahabad
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The detailed and complete tender Documents can be downloaded from above mentioned websites within the period of availability of forms as specified above up to the last **date 05.10.2016**.

The EOI document complete in all respects and signed on each page by the tenderer, along with earnest money, should reach submission office at

**North Central Zone Cultural Centre,**

**14, C.S.P. Singh Marg, Allahabad**

**[ next to Circuit House ]**

up to 02:00 pm (14:00 hrs) on date 05.10.2016 and the same will be opened at 03:00 pm (15:00 hrs) on same date and venue by the tender opening committee in front of tenderer/their authorized representatives who wish to be present.

Amendments/Corrigendum, if any would be hosted on official websites only.

Director reserves right to cancel one or all tenders without assigning any reason whatsoever to whomsoever.

**DIRECTOR**

**NCZCC Uttar Pradesh Allahabad**

**Ministry of Culture Govt. Of India**

**INVITATION FOR EXPRESSION OF INTEREST (EOI) for**  
**PUBLICITY AND PROMOTION CAMPAIGN**  
**OF**  
**RASHTRIYA SANSKRITI MAHOTSAV 2016**

The Director NCZCC on behalf of 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 in sealed covers from experienced agencies/service providers for organizing '*Rashtriya Sankriti Mohotsav-2016*' to be held within the municipal limits of Varanasi, from **18<sup>th</sup> November to 25<sup>th</sup> November, 2016**.

Applications are invited from reputed, accredited advertising agencies and media houses having the ability to provide the organiser with complete, comprehensive, multi-media, multi-lingual, PAN -India Advertising/Publicity and promotion services.

**SCOPE OF WORK**

**1. PUBLICITY AND PROMOTION CAMPAIGN of RASHTRIYA SANSKRITI MAHOTSAV [ National Cultural Festival of INDIA ] 2016**

**ELIGIBILITY CRITERIA**

The applications will first be evaluated against the stipulated eligibility criteria 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. Director NCZCC reserves the right to verify the same.
2. Should be a registered entity.
3. Ten 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) 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 as the disposal of the organizer for timely execution of the services.
9. Should have minimum annual turnover of Rs. 5 Cr. or above (Rs. Five Hundred Lakh 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 and Publicity Promotion plan for RASHTRIYA SANSKRITI MAHOTSAV, National Cultural Festival of India 2016"**, about the media publicity coverage strategy across Varanasi city and prominent cities of Uttar Pradesh [ Lucknow, Allahabad, Kanpur ] to reach the maximum possible visibility and branding . The presentation should not be more than 15 slides. the presentation should also include minimum committed deliverable numbers across all platforms of media [ print , electronic and digital ]

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 Media and Publicity Agency at Rashtriya Sanskriti Mahotsav, Varanasi 2016 "***

16. Last date for submission of Applications is 05.10.2016 , 1400 hrs

17. The Director NCZCC 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 Director NCZCC with panel of experts on the basis of examination of documents and samples of creative works submitted by the agency/ies as mentioned in the EOI Document. After evaluation of documents and samples etc., Director NCZCC 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 EOI is incorrect.

## **Annexure 1**

*(on Agency's Letter Head)*

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

Date:

To,

The Director NCZCC

Dear Sir,

**Subject: Empanelment of Media and Publicity/ Advertising Agency for Rashtriya Sanskriti Mahotsav 2016**

We have gone through the advertisement posted by you and we agree to offer Advertisement/ publicity campaign services as per the terms and conditions specified by the you through the EOI .

While submitting this Application, we certify that:

1. We agree to all the terms and conditions specified in the EOI 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 you.

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

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) 2013-14
  - ii) 2014-15
  - iii) 2015-16
  - iv) 2016 - 17
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 authorized 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. Financial Details (as per audited Balance Sheets) (in Cr)

Year	2013-14	2014-15	2015-16	2016 - 17
Turnover of Advertising /PR business				
Net worth				
Operating Profit				

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

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

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

(Please affix rubber stamp of the Company)