

**South Zone Cultural Centre**  
(An autonomous body under Ministry of Culture, Government of India)  
Dakshini, Medical College Road, Thanjavur – 613 004  
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**Short Term Tender Notice**

The Director SZCC on behalf of Ministry of Culture, Govt. of India invites Expression of Interest in sealed covers from Bangalore based experienced Contractors / Agencies / Service Providers for organizing ‘**Rashtriya Sanskriti Mahotsav - 2017**’ at Kalagram, Kengeri South, Mallatahalli Road, Kengunte Gnanabharathi, Bengaluru – 560 072 from 5<sup>th</sup> March to 8<sup>th</sup> March 2017.

Interested and experienced Contractors / Agencies / Service Providers fulfilling the necessary eligibility criteria are requested to submit their formal application / applications as per the relevant tender documents along with relevant documents as mentioned below.

Details of works.

T No.	Work	Nature of Service/Supply	Cost of each Tender form	EMD for each Tender
9	Media Coverage and Publicity for the festival through print, electronic and digital media.	Contract basis	Expression of Interest (EOI)	

The detailed and complete EOI documents can be downloaded from website [www.szccindia.org](http://www.szccindia.org)

The tender forms complete in all respects and signed on each page by the tenderer along with DDs (payable at Thanjavur) of Nationalized Banks in favour of ‘The Director South Zone Cultural Centre for cost of tender form and EMD should reach Dakshini, South Zone Cultural Centre, Medical College Road, Thanjavur – 613 004 by 1000 hours on 23/2/2017.

Tenders will be opened at 1030 hours on 24/2/2017 at SZCC by the Tender opening Committee in front of tenderers / their authorized representatives who wish to be present.

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

Director, SZCC, Thanjavur

## **INVITATION FOR EXPRESSION OF INTEREST (EOI) FOR MEDIA AND PROOF RASHTRIYA SANSKRITI MAHOTSAV 2017**

The Director, SZCC, Thanjavur 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 '**RashtriyaSanskritiMahotsav - 2017**' to be held at Kalagram, Kengeri South, Mallatahalli Road, KengunteGnanabharathi, Bangaluru – 560 072 from 5<sup>th</sup> March to 8<sup>th</sup> March 2017.

Applications are invited from reputed, accredited advertising agency. Agencies should have the ability to provide the organizer with complete, comprehensive, multimedia, multi-lingual, PAN India Advertising/PR/Publicity and promotion services

Date of issue: 13.02.2017

Last Date of submission of application form: 23.02.2017.

### **Scope of Work**

Media and PR management of RashtriyaSanskritiMahotsav 2017.

### **Eligibility Criteria**

The application 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 RSM. Copy of accreditations should be submitted. Director, SZCC 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/PSUs/Private MNCs.
5. Agency should have full-fledged office(s) at Bengaluru 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.
6. Agencies should provide a dedicated exclusive team at the disposal of the organizer for timely execution of the services.
7. Should have minimum annual turnover of Rs. 50 lakhs or above (Rupees Fifty Lakhs or above) in the last three financial years. Agencies will submit audited financial statements. (Standalone Turn Over of the company applying for the empanelment will only be reckoned, not the group company or subsidiaries.)

8. The net work of the agency should be positive during each of the previous three financial years.
9. Each application should be accompanied by a presentation by the Agency for Comprehensive media and PR plan for RashtriyaSanskritiMahotsav 2017 about the media coverage strategy across the country and also to reach the maximum possible coverage. 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.
10. 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.
11. 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.
12. The application should be complete in all aspects, with necessary documents/enclosures.
13. The application shall be submitted in a sealed envelope clearly marked "Expression of Interest for empanelment of Media and PR Agency at RashtriyaSanskritiMahotsav 2017".
14. Last date of submission of applications is 23.02.2017 by 1000 hrs.
15. The Director SZCC reserves the right to reject/cancel any or all of the EOIs without assigning any reasons thereof.

## **16. Evaluation**

### Technical Evaluation

The process of evaluation is detailed as under:

The evaluation process shall be done by the Director SZCC with panel of experts on the basis of examination of documents and samples of creative works submitted by the agency/agencies as mentioned in the EOI documents. After evaluation of documents and sample etc., the Director SZCC has the right to call the agency / agencies 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 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 alongwith the Application Form)**

Date :

To

The Director  
SZCC

Dear Sir,

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 you through EOI.

While submitting the application, we certify that:

1. We agree to all the terms and conditions specified in the EOI document.
2. We have not induced or 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 you.

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

Yours sincerely,

Signature of the authorized signatory (in full and initials):

Name and Title of the 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 contact person  
IV. Contact details of Branch Offices. Name and designation of contact person at each Branch Office  
V. Details of Bengaluru Office. Name and designation of contact person  
VI. Manpower details including number of copy writers, designers, PR personnel, Media Scheduling personnel, Event Management personnel etc., at each of the above offices.
4. Status of the company (Proprietorship / Public Ltd / Private 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 Proprietorship under the Societies Registration Act 1960
6. Registered other than the abovementioned Acts. If yes, please provide details.
7. Accredited 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 (hard copy)
9. Number of years of experience in Advertising / PR / Publicity activities.
10. Copies of Annual Balance Sheet alongwith duly certified copies of minimum average annual turnover for the period mentioned below.
  - I. 2013-14
  - II. 2014-15
  - III. 2015-16
11. The certified copies of Income Tax filed for 2013-14, 2014-15 & 2015-16.
12. Valid Service Tax Registration No.
13. Permanent Account Number (PAN)
14. Telephone Number with STD Code
  - i. Email address of the contact person
  - ii. Fax No. with STD Code
  - iii. Website address
  - iv. Full Name
  - v. Designation
  - vi. Address
  - vii. Phone number of the authorized 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
Turnover of Advertising/ PR assigned network			
Operating profit			

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

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

Designation\_\_\_\_\_

(Please affix rubber stamp of the company)