

Model Terms of Reference (TOR) for invitation of price bid for hiring a Public Relation (PR) Agency for State Level Painting Competition to be held on 15th November, 2014

State Designated Agency (SDA) <*arunachal Pradesh energy Development Agency*> intends to hire a PR agency /competent individual for an upcoming event - State Level Painting Competition to be held on 15th November, 2014 at <*Itanagar*>. The event is likely to be held at <*Banquet Hall,Nitivihar road,Itanagar*>.

A. Scope of Work

A.1 The PR agency will be broadly required to carry out but not limited to the following tasks:

- Ensure news coverage to the function
- Press / Media management during the event
- Collate and provide news coverage in the form of an structured report

A.2 Specific activities, the agency will be required to undertake are:

- Provide latest media list with complete contact details (National/Regional/Trade Print and Electronic including press photographers)
- Draft Pre and Post Event Press Releases (Hindi/English)
- Coordination with Doordarshan and other media house including Media invitation for event and following up for news coverage
- Arranging 3 executives for manning media counter at the venue
- Coordinating with Event Manager / SDA official for Seating space for press personnel
- Facilitating Media Movement at the venue like registration etc.
- Issuing pre event press release before the event and post event release during the function along with the photographs.
- Compile all the coverage in soft and hard copies supported with original cuttings / clippings.
- Anchoring of the full day programme has to be done.

B. Eligibility criteria for bidding

- The PR Management Firm should be registered and be in the business for at least three years in the field.
- The Annual turnover of the Firm in regard to PR management should not be less than Rs.50 lakhs for the last three years (Documentary evidence to be provided).
- The Firm must be exclusively a PR Agency
- The agency must have full-fledged office in <*State Capital*>,*Itanagar*
- The firm must have adequate experience in such tasks (Documentary evidence to be provided).
- The firm should not have been black listed by any Central Govt / State Govt / Central / State PSU. An undertaking to be provided along with the proposal.
- The bidder can be an individual with 5 years experience in Public Relation works(certIFICATE to be produced in original)
- The bidder should be fluent in English & Hindi having degree qualification minimum.

C. Deliverables

Following are to be delivered as per the specified date:

S. No.	Item/article to be delivered or activity to be completed	By date
1	Preparation of media list	3 rd November 2014
2	Submission of Draft Press Release (Hindi & Eng) for approval	10 th November 2014
3	Submission of Staff details to be deputed on the venue for security clearance	3 rd November 2014
4	Invitation to be dispatched/emailed faxed etc.	5 th November 2014
5	Issue of pre event press release	14 th November 2014
6	Issue of post event press release	15 th November 2014
7	Final structured report in the form of compilation of news coverage of print/electronic including online/news portals	18 th November 2014

D. Minimum Coverage Guarantee and Payment Terms –

The agency needs to clear the slab of Minimum Guarantee to qualify for the payment as given in the table below:

Slab for Payment	Media (100%)					
	Print Media (Regional / National Dailies) (50%)=X		Electronic Media (Private Channels) (40%)=Y		Online / News Portals (10%)=Z	
	Coverage	% Payment	Coverage	% Payment	Coverage	% Payment
Slab 1	3 News Papers	100 % of X	2 Channels	100% of Y	5 Portals	100 % of Z
Slab 2	2 News Papers	80% of X			3-4 Portals	70% of Z
Minimum Guarantee	1 News Paper	60% of X	1 Channel	70% of Y	2-3 Portals	40% of Z

Note:

- The payment to the agency will be considered based on the performance as tabulated above.
- No payment will be made if the above mentioned minimum guarantee is not achieved.
- There will be no advance payment to the selected PR agency.
- Minimum Guarantee must cover the newspapers/Channels from the respective groups given below:
 - ✓ **Print Media (___ Edition):** Hindustan Times, Times of India, Hindu, Economic Times, Dainik Jagran, NBT, Punjab Kesari, Hindustan, *any other regional dailies*
 - ✓ **E Media:** AajTak, NDTV India/24X7, ZEE News, Times Now, ABP News, CNN-IBN, *any other regional E media.*

E. How to Apply

Interested agencies are required to submit the proposal in Two Bid System.

E.1 The first bid is the technical proposal which should include the following:

- The process and methodology to carry out the task defined above under Scope of Work.
- The competency to undertake the defined job successfully
- Client list for the last 2 years, supported by documentary evidences.
- Documentary evidence in support of eligibility criteria as mentioned above to be enclosed along with the technical bid.

E.2 The second bid is the financial proposal, the total cost or fee for undertaking the entire task as defined in scope of work. Type of taxes may be quoted separately in clear percentage terms.

F. Selection of Agency

- Financial bid of only those agencies will be opened who clears technical evaluation by at least 70% marks.
- Final selection of agency will be based on the lowest price quoted in the financial bid for the work defined in scope of work (Para A)
- Payment against the work will be made in accordance to the deliverables and minimum coverage guarantee (Para C & D)

Both the bids may be kept in separate sealed envelope super scribing the type of bid. Both the sealed bid may be kept in a master envelope super scribed with **“Bid for PR Agency for SLP Competition 2014”**

The proposal must be sent on or before 27th October 2014 to the Director, APEDA, Urjabhawan, T.T Marg, Itanagar.

