

DRAFT TENDER NOTICE FOR MEDIA CAMPAIGN
JANASANKHYA STHIRATA KOSH (JSK)
(Autonomous body under Ministry of H&FW)

Bids are invited from DAVP empanelled companies / agencies to plan and execute a sustainable multi-media campaign in high focus states of Uttar Pradesh, Bihar, Jharkhand, Madhya Pradesh, Chhattisgarh Rajasthan and Orissa. This is simply illustrative and tenderers are free to present innovative concepts and strategies. Specifications are as follows:

Minimum Eligibility:

- The companies who have prior experience of organizing at least four media campaigns at the national level will be considered.
- The company should have an annual turnover of Rs 30 crore in the last three years.
- The company should have an experience of minimum 10 years in media management including both public and private sector.
- The company has to submit ITR report and audited accounts of the last three years.

Two Bid System:

- Two bid system would be followed.
- The company has to provide a detailed profile incorporating the particulars of media campaigns previously organized as per the minimum eligibility criteria.
- The company has to provide a detailed concept note and make a presentation which would be major criteria for selection.
- The concept note and presentations would be assessed by a designated committee after which the suitable tenderers would be shortlisted.
- The financial bid of the shortlisted bidders will be opened and considered. The company has to provide a detailed cost break up in the financial bid.
- All the clearances from government offices for the event would be taken by the company only. The company would assume the responsibility of the complete planning and execution of the arrangements of the mega event. ED, JSK, is competent to reject any or all of the bids received without assigning any reason.

Deadline: The bids should be sent to the Executive Director, Jansankhya Sthirata Kosh 285 August Kranti Bhawan, Annie Besant Gate, Bhikaji Cama Place, New Delhi-1100666 so as to reach the office by 4 PM within 10 days from the date of publication of the bid inviting notice.