

TENDER DOCUMENT FOR  
APPOINTMENT OF PUBLIC RELATIONS  
AGENCY  
FOR  
ENTERTAINMENT SOCIETY OF GOA

NOTICE INVITING TENDER  
ENTERTAINMENT SOCIETY OF GOA:  
CHIEF EXECUTIVE OFFICER  
OLD GMC HERITAGE PRECINCT,  
D B MARG PANAJI GOA

- a) Date of Issue: 15.10.2009
- b) Tender Available till: 21.10.2009
- c) Due Date of Receipt;22.10.2009 Time 1400hrs
- d) Opening Date 22.10.2009
- e) Bid security in the form of Demand Draft drawn in favour of ESG for Rs 5,000/-
- f) Intending bidders may obtain copy of the tender document containing commercial conditions along with relevant specifications either by downloading tender document from the [www.iffigoa.org](http://www.iffigoa.org) and submit demand draft of Rs. 500/- (Rupees five hundred only) at the time of submission of bid in a separate envelope.

**Manoj Srivastava**  
Chief Executive Officer

### ELIGIBILITY CRITERIA

- i) PR agencies possessing minimum three years experience in the field of PR services with reputed corporate houses/firms as per job specifications.
- ii) Turnover:
  - a) Agencies having minimum turnover of Rs.100.00 lakhs per annum in the past three financial years (Rupees one hundred lakhs) per year in past three years 05-06,06-07,07-08 as per P&L audited statement of account
- iii) Pan India presence with offices in New Delhi, Mumbai, Chennai, Kolkata, Bangalore, Hyderabad and four more cities in India
- iv) Past experience of handling atleast **five** National and International events PR activity respectively

### **DOCUMENTS COMPRISING THE BID**

1. Audited P&L Accounts for last three years 05-06,06-07,07-08
2. Registration Certificate/Certificate of incorporation, if any.
3. Article/Memorandum of Association/Partnership deed or Proprietorship deed, if any. In case of Article/Memorandum of Association, the scope of work must indicate Public relations, along with List of offices/branches in India, with address and contact details
4. Service Tax Registration
5. Copy of latest Income Tax Return
6. List of clients with reference in minimum five firms with name, designation and contact details
7. List of top level managerial employees with details of date of joining the firm, qualifications, work experience, Assignments handled etc.
8. Brief on PR assignments handled during last five years.
9. Photocopies of press coverage/electronic media coverage for referred clients in above.
10. Bid security amounting to Rs 5000/-.

## **BID PRICES**

The bidder shall give the total composite price inclusive of all Levies & Taxes. The offer shall be firm in Indian Rupees. The basic unit price and all other components of the price need to be individually indicated against the services offered under the contract in the following manner:

- (i) The price of the services shall be quoted as total net price inclusive of Service Tax, Insurance, Freight. Any Other statutory taxes payable by the bidder shall also be quoted separately item wise.
- (ii) The Bidder shall quote as per price Schedule I for all the items given in schedule of requirement.
- (iii) The price quoted by the bidder shall remain fixed during the entire period of contract and shall not be subject to variation on any account.
- (iv) The prices quoted by the bidder shall be in sufficient detail to enable the Purchaser to arrive at the price of service offered.

## **PROPOSED SERVICES TO BE RENDERED/ SCOPE OF WORK**

In consultation, under the supervision and approval of the Entertainment Society of Goa, following services are required to be rendered by the Public Relations Agencies to be empanelled:

1. To improve, support and strengthen the image of the Entertainment Society of Goa (ESG) as the premier entertainment and film organization hosting the International Film Festival of India (IFFI) and promoting Film Shooting destinations of Goa, throughout the country.
2. To manage a full fledged media desk to plan and execute a comprehensive PR Strategy beginning with a 25 day pre-festival build-up by monitoring the Press (Print and Electronic Media) regularly including Internet. Minimum 30 publications & minimum 10 electronic media channels to be approved by Entertainment Society of Goa, including building contacts and networking for ESG with e-groups of film associations, clubs, film critics, film magazines and other film societies/media contacts throughout India and important magazines abroad through email newsletters, social websites etc.
3. To ensure coverage for IFFI 2009
  1. 10000 pcc space in print
  2. 300 minutes of television
  3. 200 minutes of radio
  4. 50 articles on websites
4. To liaise with the ESG and Press Information Bureau (PIB), or any other agency as specified by the ESG for successful co-ordination and flow of information of IFFI 2009 to press and delegates.
5. Maintain press desks at three key venues for dispersal of press related information, film screenings, special highlights, general information on festival related matters.

6. To issue Press notes of special press events/decisions/happenings related with ESG or IFFI and to issue rejoinders to news/articles/complaints appearing in all daily newspapers /periodicals on all India basis and have close liaison with correspondents/Reporters/Editors /Photographers/Critics/Feature writers of Print and Electronic Media.
7. To arrange exclusive interviews of CEO, Chief Secretary, Chief Minister, any member on the Board of ESG, and key celebrities associated with IFFI 2009 from with Print & Electronic Media.
8. To prepare Press Releases /News articles/Messages/write-up/articles/features, fix up interviews etc. in Hindi/English and regional languages for publication in Print Media and telecast /broadcast in TV channels/Radio Channels on day to day basis.
9. To arrange oral communication on TV, A.I.R., Press conferences, Public address systems etc.
- 10.To conceptualize, develop, execute and make all arrangement for an All India Press Conference Calendar for important announcements on IFFI 2009 at venues like Mumbai, Bangalore, Chennai, Hyderabad and Delhi and ensure publication and visibility.
- 11.To provide information about present market PR practices, special media advertising discounts with newspapers.
- 12.If possible to generate advertising revenue for ESG as ads for the Festival Catalogue, Festival Magazine sale of video clippings generated by ESG of the Festival.
- 13.To provide content with reference to printed literature such as (a) Brochure/Catalogue (b) Press Folders (c) News Releases (d) Festival Newsletter (e) Festival Website and provide and execute design and layout of the above printed literature.
- 14.To execute distribution of News Releases across all Cities in India
- 15.To provide newspapers/internet/magazines clippings of dailies/magazines/National as well as Regional Newspapers in good manner with IFFI and ESG related reports, interviews and other related news on day-to-day basis to the ESG provided in four copies.
- 16.To provide video clippings on ESG, IFFI after monitoring all channels in 2 copies to ESG.
- 17.To arrange and provide extensive coverage of Launch Events, in any city, mobilize media for festival press conferences by ESG,**

**distributors, exhibitions and sponsors associated with IFFI and other ESG events.**

18. Any other related PR exercise.

**SEALING AND MARKING OF BIDS**

Interested agencies may submit the sealed Expression of Interest in three envelopes as detailed below:

i) Sealed Envelope I to contain **TECHNICAL Bid**

ii) Sealed Envelope II to contain **BID SECURITY** amounting to Rs 5000

iii) Sealed Envelope III to contain **FINANCIAL BID** as per annexure

iv) These three sealed envelopes may be put in a bigger envelope super scribed 'Tender for empanelment of PR agency' and must mention name & address of bidder on the envelope.

**SUBMISSION OF BIDS**

Tender complete in all respects may be submitted to  
CHIEF EXECUTIVE OFFICER  
ENTERTAINMENT SOCIETY OF GOA:  
OLD GMC HERITAGE PRECINCT,  
D B MARG  
PANAJI  
GOA

On or before 22.10.2009 by 14.00 hours Tenders received after due date & time shall not be entertained.

**LATE BIDS**

Any bid received by the purchaser after the deadline for submission of bid shall be rejected and returned unopened to the bidder.

**CLARIFICATION OF BIDS**

To assist in the examination, evaluation and comparison of bids, the purchaser may, at its discretion ask the bidder for the clarification of its bid. The request for the clarification and the response shall be in writing.

## **SELECTION PROCEDURE**

Agencies found to fulfill technical criteria given will be shortlisted. short listed agencies may be called to make a presentation of 30 minutes each before ESG management.

Financial bid of the agency which is shortlisted by the ESG after the technical evaluation , only shall be opened. ESG reserves the right to negotiate with the selected agency. In case of non-finalization of deal with the selected agency, offer will be made to other agencies in order of their ranking.

**Financial Bids may not be opened at all if the Committee is not satisfied with the Technical Bid of the Bidder.**

## **PAYMENT TERMS**

The payment will be made in Indian Rupees only on pre agreed terms/ schedule of payment between ESG and the selected agency.

## **FORCE MAJEURE**

If, at any time, during the continuance of this contract, the performance in whole or in part by either party of any obligation under this contract is prevented or delayed by reasons of any war, or hostility, acts of the public enemy, civil commotion, sabotage, fires, floods, explosions, epidemics, quarantine restrictions, strikes, lockouts, declaration of state mourning, or act of God (hereinafter referred to as events) provided notice of happenings of any such eventuality is given by either party to the other within 21 days from the date of occurrence thereof, neither party shall by reason of such event be entitled to terminate this contract nor shall either party have any claim for damages against other in respect of such non-performance or delay in performance, and deliveries under the contract shall be resumed as soon as practicable after such an event come to an end or cease to exist, and the decision of the Purchaser as to whether the deliveries have been so resumed or not shall be final and conclusive.



**SCHEDULE I**  
**Price Bid Proforma**

S.N.	Items	Option 1 Bid in Rupees Annual	Option 2 Bid in Rupees For IFFI 2009 only
1	Consolidated PR fee per annum based on the scope of work mentioned in scope of work		
2	Monthly Retention Fees for development of PR plan and implementation as per scope of work including travel & contingency.		
3	Media releases nationally to 100 media, six releases per month		
4.	Press conference (per press conference/event/launch/release function)		
5.	Content Development for a) Newsletter - 15 issues		
6.	Miscellaneous costs		
7.	Service tax		
8.	Grand total		

ESG can decide based on the requirements to go for any of the Options mentioned above.

Authorized Signatory

Seal of Company