



राष्ट्रीय आधुनिक
कला संग्रहालय
NATIONAL GALLERY
OF MODERN ART

NATIONAL GALLERY OF MODERN ART
(Ministry of Culture)
Jaipur House, India Gate,
New Delhi-110003
Ph. No.:- 011-23382835/4640 Extn. No. 242/252

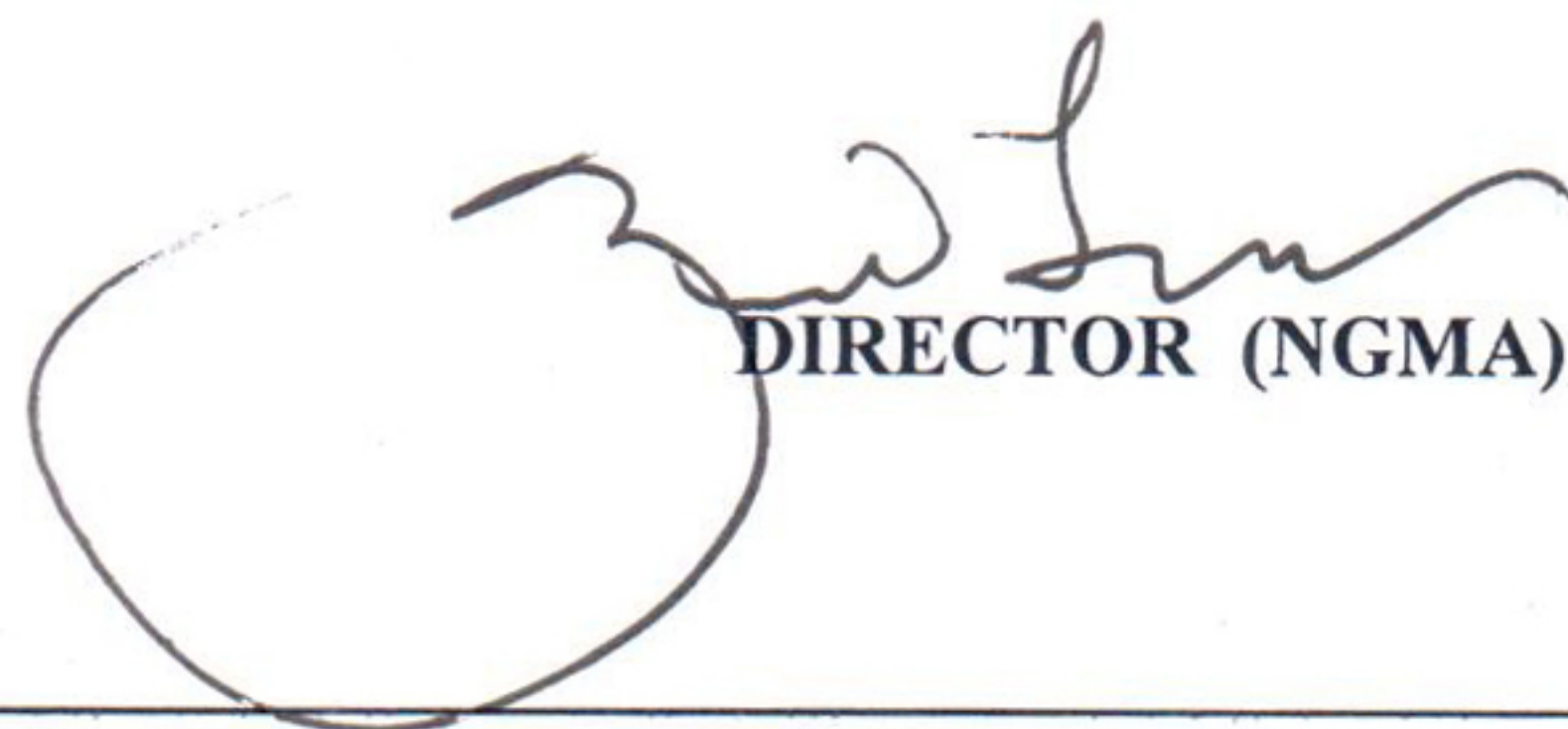
Engagement of a media agency

National Gallery of Modern Art, New Delhi, a subordinate office of the Ministry of Culture, invites sealed bids for selection and appointment of a competent media agency of repute and proven track record, through a two-cover process, for handling the media coordination and PR solutions.

Interested bidders may submit their bids either in the Tender Box kept at Gate No.1 or through Speed Post **within 15 days from the publication of this Tender Notice in the Newspapers.**

The details of minimum eligibility criteria, experience, scope of work and the prescribed format of submission of bids etc. are available on www.eprocure.gov.in and on the Gallery's website www.ngmaindia.gov.in. Bids received incomplete or after due date will not be entertained. Only shortlisted bidders will be called at the time of opening of technical and financial bids.




DIRECTOR (NGMA)



**National Gallery of Modern Art
Ministry of Culture,
Government of India
Jaipur House, India Gate
New Delhi-110003**

Introduction

The National Gallery of Modern Art (NGMA for short), is the premier museum of the country. The NGMA is a subordinate office of the Ministry of Culture, Government of India. The NGMA has in its possession approximately 17,500 works of art of diverse nature reflecting the cultural heritage of the country since 1850 A.D. Objects have been permanently displayed at the NGMA.

The NGMA invites bids from qualified media consultancy agencies for handling, managing and improving the perceptions about it and publicising its activities, policies, initiatives and programmes to the public at large.

The selection will be made through a transparent competitive bidding process, adopting a two cover method.

Invitation

For and on behalf of the **Director, National Gallery of Modern Art, New Delhi**, sealed bids are invited for selection and appointment of a competent media agency of repute and proven track record, through a two-cover process, for handling the media coordination and PR solutions. Interested bidders may submit their bids either in the Tender Box kept at Gate No.1 or through Speed Post **within 15 days from the publication of this Tender Notice in the Newspapers.**

ABOUT THE NGMA

Founded in 1954 as a prominent modern institution of a new independent nation, NGMA is the premier institute in the country that houses 17,500 works of modern and contemporary Indian art which includes Sculptures, Paintings, Drawings, Graphics Photographs etc. from 1850 A.D. onwards. Many of the works in the collection of NGMA have been declared as National Treasure. The NGMA is engaged in collecting, preserving and actively building a front-ranking institution which houses masterpieces that trace the trajectory of modern Indian art, through the transformation of the pictorial language.

In January 2009, the NGMA proudly opened its new wings, with the commissioning of three new blocks, increasing the existing spaces almost six fold. Coupled with modern facilities of display, conservation, auditorium and library, the NGMA aims to make the viewing and



understanding of modern and contemporary Indian art a joyful and enriching experience across all levels of audiences.

NGMA is under the administrative control of the Ministry of Culture, Government of India. The tasks of the NGMA include collecting art objects of Historical, Cultural and Artistic significance for the purpose to display, protect, preserve and dissemination of knowledge about the significance of the objects in respect of history, culture and artistic excellence and achievements. It also strives to serve as a cultural centre for enjoyment and interaction of the people in artistic and cultural activity and emerge as the epitome of national identity and unity.

The activities of the NGMA, apart from the permanent display of the objects before hundreds of visitors every day, include regular special exhibitions, retrospective exhibitions, exhibitions under the Cultural Exchange Programmes, seminars, workshops, conferences, functions, screenings of art films etc.

SCOPE OF WORK

1. Preparing a communication strategy for raising the profile and media presence of NGMA and its activities.
2. Planning and organizing press conferences and media meets for National & International media.
3. Planning and organizing interactive events with opinion makers with a view to publicize the activities and initiatives of NGMA.
4. Preparing and disseminating Press releases/briefs on major initiatives/achievements/programmes/events by NGMA, as per requirement.
5. Preparation of speeches and articles in Hindi / English, as required.
6. Arranging articles for advertorials in magazines & newspapers through print publications & travel writers.
7. Preparation of print and electronic material in the form of kits to the media as required.
8. Raise visibility and awareness through unpaid means of communication.
9. Organising Press trips for the media, as required.
10. Organising interviews of higher officials with top newspapers / magazines / TV channels.
11. Media management of various seminars, workshops, exhibitions and events to be organised by the NGMA.
12. Crisis communication: It is expected that the PR agency will help to counter any adverse publicity related to the NGMA.
13. Media tracking – online, print and electronic coverage. Submission of compiled reports every month with cost analysis.



PERIOD OF ASSIGNMENT

The assignment will be initially for a period of one year, extendable up to another one year on satisfactory performance.

MINIMUM ELIGIBILITY CRITERIA

Media firms who fulfill the following minimum eligibility criteria **alone** may apply. Bids submitted by agencies who do not fulfill the minimum eligibility criteria will not be considered.

- a. The firm should be in active existence for at least three years.
- b. The firm should have recorded a minimum turnover of Rs.75 lakh in each of the immediate preceding two financial years. In support of their eligibility under this criterion, firms should furnish self- attested copies of Audited Accounts / Balance Sheet /Annual report duly certified by the Auditor.
- c. The firm should have previous experience in PR consultancy/ media co-ordination / PR related solutions for Government Departments / Central PSUs /State PSUs /State Governments /Statutory Corporations. In support of their eligibility under this criterion, firms should furnish copies of contracts/agreements/ self-attested copies of the work order/ copies of Certificates issued by clients.
- d. The firm should have its own office in Delhi with adequate qualified and trained manpower.

SUBMISSION OF BIDS

Each bid has to be submitted in a single envelope. Each cover should have two separate covers:

Cover 1 should be marked as TECHNICAL BID DOCUMENT

Cover 2 should be marked as FINANCIAL BID DOCUMENT

The Technical bid cover should include the details sought in the statement at Annexure 1, along with copies of all supporting documents mentioned therein.

The Financial bid cover should enclose the letter, providing the Financial bid, a model of which is given in Annexure 2.

The covers should be placed in a single envelope superscribing **“BID DOCUMENT FOR SELECTION OF MEDIA & PR AGENCIES ”** and addressed to the Administrative Officer, National Gallery of Modern Art, Jaipur House, India Gate, New Delhi-110003, with the name and address of the Bidder.



A bidder can submit only one proposal. If the Bidder submits more than one proposal, such proposals shall be disqualified. Bids received after the closing date and time mentioned above will be rejected without any further communication on the matter.

BID EVALUATION

Bids will be evaluated by an Evaluation Committee constituted for the purpose. Evaluation of minimum eligibility: The first stage of evaluation will be based on the minimum eligibility criteria detailed above. Only those bids which fulfil the above criteria will be subjected to detailed technical evaluation.

A two-stage procedure will be adopted for technical evaluation. Technical evaluation will consist of scrutiny of the documents submitted and awarding marks as per the bid evaluation criteria enumerated below. All bidders being considered at this stage will be invited for making a media plan/presentation about activities, initiatives, programmes and strategies, etc., they propose for the NGMA before the Evaluation Committee at the time of opening of the technical bids.

TECHNICAL BID DOCUMENT should have the following sections:

Company Profile: Include firm name and address and list key members of the team. Provide a copy of the Registration document and PAN number. Provide contact information, including name, telephone and facsimile numbers and e-mail address. *Annual Turnover:* Provide proof of annual turnover- audited balance sheet/audited accounts of the firm for the last 2 financial years.

Work experience: Please include details of background, expertise and experience in public relations and media management, particularly for government/public sector clients. Please provide copies of agreements/contracts/work orders to prove your claim.

Presentation: Please prepare a brief presentation that will outline an analysis of the present media presence of NGMA, and provide a draft strategy outline to increase the visibility and create a positive presence in the media. Please outline the specific deliverables that you plan to provide, based on the scope of work outlined earlier.

FINANCIAL BID DOCUMENT will be as per the model supplied. Each firm should quote a fee to provide all the deliverables given in the Scope of Work. The quoted fee should not be a qualified or conditional one. The fee will be net, and all applicable taxes will be computed extra.

SELECTION PROCESS

The selection will be made on a *Quality cum Cost Based System*. The total score of each firm will be arrived on the following pattern:

Technical evaluation - 75 marks

Financial score – 25 marks

TOTAL - 100 marks



The Technical evaluation will be as per the criteria and weightage below:

<u>S. No</u>	<u>Criteria</u>	<u>Max Score</u>	<u>Guidelines for Scoring</u>	<u>Proof to be submitted</u>
1	Annual Turnover (two years)	10	Minimum Rs 75 lakh – 5 marks per year	Audited balance sheet of the company
2	Company profile	15	Experience of key persons in media and PR	Brief profiles of key persons; Profile of the company.
3	Work experience with Government /Ministries/ PSUs (no. of clients)	15	5 marks for each client	Copies of Work orders / performance certificates/ letters
4	Domain expertise (In the area of culture and art) No. of clients	15	5 marks per client	Copy of work orders/ sample clippings
5	Presentation	20	Based on the strength of the media plan, strategies, deliverables.	Copy of the media plan/ presentation as indicated under column “BID EVALUATION”
6	Financial bid	25		Financial bid document
	Total	100		

Financial Score will be arrived at as follows:

The firm quoting the lowest fee will be awarded 25 marks. The other firms will be allocated marks based on the formula “ $25 \times PL/P$ ”, where P is the fee quoted by the firm and PL the lowest fee quoted.

Based on the above scoring system, the firm scoring the highest marks will be awarded the work.



FEES & OTHER CHARGES

The selected agency will be paid a monthly retainer fee and service tax as applicable as professional charges.

NGMA will meet the expenses arising out of any third party engagements in connection with the PR activities. Such expenditures will be disbursed, only if prior approval was taken from the concerned authorities.

Duly filled up and sealed hard copies of bids addressed to :-

Administrative Officer,

National Gallery of Modern Art,

Jaipur house, India Gate,

New Delhi – 110003

should reach either in the Tender Box kept at Gate No.1 or through Speed Post **within 15 days from the publication of this Tender Notice in the Newspapers.**

NGMA reserves the right to call for any further information. Any information furnished by the firm found to be incorrect at any stage would render their being declared ineligible. NGMA shall not be responsible for any postal delay. Incomplete application may summarily lead to rejection of the application. All disputes are subject to Delhi jurisdiction under Arbitration and Conciliation Act, 1996.



(S.K. Misra)
Administrative Officer

- 7 -

Annexure 1 – Technical Bid

Sl. No	Particulars	Details
1	Name	
2	Year of Establishment	
3	Place of Incorporation	
4	Address of Registered Office	
	Address of Office in Delhi	
	Details of branches/associates outside Delhi	
5	Company profile (include brief profiles of team members/full time employees)	
6	Legal status of Bidder (proprietor/partnership/ private ltd/ public ltd)	
7	Service Tax Registration (enclose copy)	
8	PAN no (enclose copy)	
9	Contact details of CEO/head of the agency (name, address, phone, email, mobile)	
10	Work Experience (provide details of clients)	
	Domain Experience (experience in handling clients in Art/heritage/culture)	
11	Turnover (Enclose supporting documents as stipulated in the minimum eligibility criteria and bid evaluation criteria)	

DECLARATION

Certified that the particulars furnished above are true and correct.

Date _____ Signature of authorized signatory _____
Place _____ Stamp _____

Annexure 2 - Financial Bid

From (Full name and address of the Bidder)

To

The Administrative Officer
National Gallery of Modern Art,
Ministry of Culture
Government of India
Jaipur House, India Gate
New Delhi- 110 003

Dear Sir,

I hereby submit the Financial Bid for the Selection of Media & PR Consultancy Agency and related activities as envisaged in the bid document. I have thoroughly examined and understood all the terms and conditions as contained in the bid document and agree to abide by them.

I hereby offer to fulfil the deliverables as per the scope of work outlined in the bid document for a **monthly retainer fee of Rs -.....** plus service tax as applicable.

Yours faithfully,

Signature of the authorized representative

Full Name:

Designation:

Name and Address of the Agency:

Seal:

Date

Place

