

Press Information Bureau Government of India

Expression of Interest

Attention : Event Management Agencies/NGOs

Press Information Bureau, Ministry of Information and Broadcasting, Government of India proposes to outsource 25 Multi-media events in various parts of the country through professional and competent event management agencies/NGOs with experience of organizing media campaign/ media events, particularly in rural areas using the latest people's participatory interactive communication techniques. These events would be organized in collaboration with local Government and Central Government Ministries/Departments/Panchayati Raj Institutions/Autonomous Bodies/PSUs/Other media organizations in close coordination with security agencies and district authorities, etc. under the overall supervision of Press Information Bureau. The multi-media sectoral information campaign would involve mounting of five day pre-publicity awareness generation programmes organized in coordination with DFP in at least 20 villages in the vicinity prior to the actual 3-day campaign. During the main media event of 3-days, about 30 to 40 stalls are to be put up along with appropriate entrance and exit gates, podium and organization of media workshops, seminars, cultural events, song and drama shows, quiz programmes, painting competitions/Rangoli competitions and exhibitions etc. focusing on the flagship programmes of the Government of India to ensure people's participation. All works will be time bound.

The multi-media campaign/event will include:

- Identification of the venue and getting clearance from local authorities.
- Planning and execution of the entire programme – setting up of exhibitions, stalls.
- Coordination with other organizations/State Government departments/PSUs/PRI's etc.
- Printing and distribution of publicity material/invitations and ensuring the presence of VVIPs/Special invitees/general public.
- Boarding & lodging for visiting resource persons/key officials and suitable hospitality arrangements for VVIPs.
- Catering including refreshments for special invitees/VVIPs/media persons.
- Transportation of Chief Guest, VIPs, key officials and local leaders, if required.

The agencies/NGOs would conduct an Exit Poll on the impact of the multimedia event and submit it within 2 days of the completion of the event. They would also give a detailed report on the multi-media event along with feed back from the press and public/video and audio news put out on the channels in a properly packaged format in hard and soft copy, including press clippings (with synopsis in English).

The interested Agencies/NGOs should have the following minimum qualifications:

- a. Experience of organizing at least 3 media campaign in rural areas in the last three years, with proof.
- b. The States where the agency/NGOs have its presence or is organizing events should be specified.
- c. Minimum turnover of fifty lakh rupees in each of the last three years (C.A. certificates would be required to prove the claim).
- d. The agency/NGO must have proficiency in the local language and local ethos and a panel of experienced translators from English to local language and vice versa.
- e. Experience of working with local Government agencies / Security agencies and PRI functionaries.

Only those agencies with the above qualifications may apply in hard and soft copy, with proof. PIB intends to have a panel of such media agencies/NGOs/Other Organizations selected on regional/state basis. The interested agencies/NGOs may send their details to reach Shri Manoj Gupta, Jt. Director (PIC), Press Information Bureau, Room No. 126, Shashtri Bhawan, New Delhi-110001 (Tel. No. 011-23388331) email – pic.pib@gmail.com by 3.00 p.m. on 13th August, 2010. These will be opened at 3.15 P.M the same day. On the basis of their past experience and other criteria, as specified above the agencies/NGOs would be shortlisted and invited for submission of technical and financial bids.

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