

**National Museum,
Ministry of Culture,
Government of India**

Introduction

The National Museum is the premier museum of the country. The Museum is a subordinate office of the Ministry of Culture, Government of India. The Museum in its possession has approximately 2,00,000 works of art of diverse nature, spanning more than 5,000 years of the cultural heritage of the country. Artefacts have been displayed in several thematic galleries in the museum. The Museum attracts roughly four Lakhs visitors annually.

The National Museum invites bids from qualified media consultancy agencies for handling, managing and publicising the Exhibitions and educational and outreach 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 National museum, 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 before 5 pm on 31st January 2018, either directly, or through Speed Post.

ABOUT THE NATIONAL MUSEUM

On August 15, 1949 the National Museum, New Delhi was inaugurated in the Rashtrapati Bhawan by Shri R.C. Rajagopalachari, the Governor-General of India. The Museum presently holds approximately 2,00,000 artefacts of a diverse nature, both Indian as well as foreign, and its holdings over a time span of more than five thousand years of Indian cultural heritage.

National Museum is under the administrative control of the Ministry of Culture, Government of India. The tasks of the National Museum include collecting art objects of Historical, Cultural and Artistic significance for the purpose to display, protect, preserve and interpret (research) 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.

The activities of the Museum, apart from the display of the objects before hundreds of visitors every day, include every day, include regular exhibitions, seminars, workshops, conferences, functions, etc.

ABOUT INDIA AND THE WORLD EXHIBITION

India and the World- A History in Nine Stories' exhibition is in collaboration with the British Museum, London and CSMVS, Mumbai. This exhibition will display some of the most important works of art from the Indian subcontinent in dialogue with the British Museum masterpieces representing the rich world history. The exhibition will be on display at National Museum, New Delhi in April 2018.

SCOPE OF WORK

1. Preparing a communication strategy for raising the profile and media presence of National Museum and India and the World exhibition.
2. Planning and organizing press conference and media meets for National & International media for the exhibition India and the World.
3. Planning and organizing interactive events with opinion makers with a view to publicise the activities and initiatives of National Museum and Preparing and disseminating Press releases/briefs on major initiatives/achievements/programmes/events around India and the world exhibition.
4. Preparation of speeches and articles in Hindi/English, as required around the exhibition "India and the World".
5. Arranging articles for advertorials in magazines & newspapers through print publications & travel writers.
6. Preparation of print and electronic material in the form of kits to the media as required.
7. Raise visibility and awareness through unpaid means of communication- Social Media.
8. Organising trips for the media, as required during the exhibition
9. Organising interview of higher officials with top newspapers / magazines / TV channels during
10. Media management of various seminars, workshops, and events to be organised by the National Museum.
11. Preparing before, During & After publicity material for the exhibition.
12. The agency will be expected to increase the visibility of the exhibition and national Museum through popular Social media platforms viz. facebook, Instagram, Twitter. Also, blogs like Scroll.in, Quartz, Buzzfeed etc.
13. Crisis communication: It is expected and the PR agency will help to counter any adverse publicity related to the National Museum.
14. Media tracking – online, print and electronic coverage. Submission of complied reports with cost analysis.
15. With a view to popularize the India and the world Exhibition among other Cultural Institutions, outreach activities have to be planned.

PERIOD OF ASSIGNMENT

The assignment will be for a period of three months. The agreement may be discontinued if the services were not found satisfactory by giving a 15 days' notice.

MINIMUM ELIGIBILITY CRITERIA

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

- a. The firm should have been in active existence for at least three years.
- b. The firm should have recorded with 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 / preferably Museums / State PSUs / State Government / Statutory Corporations. In support of their eligibility under this criterion, firms copies of contracts / agreements / self-attested copies of the work order / copies of certificates issued by clients.
- d. The firm should have an experience of covering at least one International exhibition and prior experience of working with museums of repute.
- e. 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 envelope 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 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 subscribing "BID DOCUMENT FOR SELECTION OF MEDIA & PR AGENCIES" and addressed to the Director General, National Museum, New Delhi 110011 with the name and address of Bidder. Both the covers and envelope must be sealed.

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

An evaluation procedure will be adopted for technical evaluation. Technical evaluation will consist of security of the documents submitted and awarding marks as per the bid evaluation criteria enumerated below. All bidders who fulfil the eligibility criteria will be invited for making a presentation.

Technical BID DOCUMENT should have the following sections:

Company Profiles 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 prime, telephone and facsimile numbers and e-mail address. *Annual Turnover.* Provide proof of annual turnover- audited balance sheet / audited accounts of the firm of the last 2 financial years. Also provide brief C.V. of the key members of the team who will be handling this position.

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 National Museum, 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 the work. The quoted fee should not be a qualified or conditional one. The fee will be inclusive of all applicable taxes and no other taxes will be paid.

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-Rs75 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; including period. 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
6	Financial Bid	25		Financial bid document
	Total	100		

The marking of firm will be done in 75 marks based on 5 criteria listed above. At most three firms which have the maximum marks will be selected for opening the financial bid.

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.

So financial bid of at most three firms can be opened and tabulated.

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

FEES AND OTHER CHARGES

The selected agency will be paid in three instalments at the ratio of 25%, 25% and 50%.

Duly completed sealed hard copies of bids should reach Administrative Officer, National Museum, Janpath, New delhi-110011 by 5 pm on 30.6.2013

National Museum reserves the right to call for any further information. Any information furnished by the firm found to be incorrect at any stage would render the firm being declared ineligible. National Museum 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. The competent authority shall have the right to reject any or all the bid without assigning any reason. The competent authority shall have the right to cancel the tendering process without assigning the reason.

Annexure 1-Technical Bid

S.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	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 true and correct.

Date

Signature of authorized signatory

Place

Stamp

Annexure 2- Financial Bid

From (Full name and address of the Bidder)

To

TheRegistrar,

National Museum Institute,

Janpath,

New delhi-110011

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.....** inclusive of all taxes applicable.

Yours faithfully,

Signature of the authorised representative

Full Name:

Designation:

Name and Address of the Agency:

Seal:

Date:

Place: