Rajasthan Samwad
Department of Information and Public Relation,
Secretariat, Jaipur (Raj.) – 302005

Expression of Interest (EOI)
For
Service of a Creative Designing and Communication Agencies

Rajasthan Samwad
Department of Information and Public Relations
Secretariat, Jaipur (Rajasthan) – 302005
Tel. No. 0141-2227724

Year 2019-20
Rajasthan Samwad
Department of Information and Public Relation,
Secretariat, Jaipur (Raj.) – 302005

No. :- 247                          Jaipur, Date :- 9-8-2019

Invitation for Expression of Interest

Rajasthan Samwad is an autonomous body working for Advertisements, Media and Publicity, under the aegis of INFORMATION AND PUBLIC RELATIONS DEPARTMENT, Rajasthan, invites Expression of Interest from highly reputed, skilled, professional and competent ‘creative designing and communications agencies’ for content development and creative design works related to various Media and Publicity campaigns in the State.

Information and Public Relations Department and its autonomous body Rajasthan Samwad require all promotional tools including high quality print material, exhibition designs, interactive CDs, website/web promotions, electronic promotions, presentations, films, etc. To achieve the desired impact on the public in the state through various media, the Department has to ensure that all promotional material have the appropriate content and design input and the creatives should help create awareness for the State initiatives and attain the desired goals. For this highly experienced and professional agencies, are required.

The estimated value of work will be rupees 50 Crores (approx) for a year, for content development and creative design works related to Campaigns of DIPR/Rajasthan Samwad and also of other Departments/Boards/Corporations of Rajasthan, if required.

Interested agencies can send their EXPRESSION OF INTEREST including Proposal with Profile of the agency in terms of turnover, experience, qualified team, infrastructure etc. A brief note consisting of background, scope of work, basic qualifications etc is enclosed as Annexure A. The document can be downloaded from IPR website www.dipr.rajasthan.gov.in.

The Agencies meeting basic qualifying criteria of turnover, experience etc will be invited for presentation. Terms of reference for bid document may be formulated after due course of discussions with the agencies so invited for the presentation and, their suggestions may be incorporated in the bid document being issued.

The interested agencies can send their EXPRESSION OF INTEREST with required information mentioned in Annexure A, by 26-08-2019 at 5.00 PM at Rajasthan Samwad, Information and Public Relations Department, Secretariat Jaipur – 302005 in hard copy and at rajasthansamwad2002@gmail.com in soft copy.

Managing Director
Rajasthan Samwad
ANNEXURE A

I. BACKGROUND

Department of Information and Public Relations Rajasthan is a nodal agency for all media, Publicity and Advertisements activity in the state. The main objective of the department is wide publicity of the Policies, Development programmes and public welfare schemes of the Government through various medium. Press release, Display Advertisements, Special write ups, Publications, Exhibition etc are major functions of the department.

Rajasthan Samwad is an autonomous body under the aegis of Information and Public Relations Department, it was established in 2002. It is functioning as a self financed and independent body. All the display advertisements of the Government Departments/Boards/Corporations are being released through Rajasthan Samwad, for both Print and Electronic Media. Besides Rajasthan Samwad also has objective of publicity through print, electronic and outdoor media.

Thus Department and its autonomous body Rajasthan Samwad require all promotional tools including high quality print material, exhibition designs, interactive CDs, website/web promotions, electronic promotions, presentations, films, etc. To achieve the desired impact on the public in the state through various media, the Department has to ensure that all promotional material have the appropriate content and design input and the creative should help create awareness for the State initiatives and attain the desired goals. For this highly experienced and professional agencies, are required. Agencies should also have experience of handling campaigns on PAN India basis

II. SCOPE

The agency/agencies would be on the panel, would be a team member providing department with design and communication ideas, along with developing interesting and engaging content for various media. The agency will handle activities like article writing, content writing, designing, story boarding, animation, jingles, advertisements, TV script video. The jobs would be given on assignment basis, at pre-determined rates.

The work would include content development and design projects related to:

a) Design related to print media Advertisement.
b) Design and content development for brochures and other print material
c) Interactive media design (web/interactive CD/interactive presentations, etc)d) Documentary/Audio Visual Content/material
e) Exhibition/Conference design
f) Story boarding, animation.
g) Any innovation or new activity suggested by the agencies, during presentations.
III. Procedure :-

Expression of interest from creative agencies including proposals containing the professional and technical competence, qualification etc regarding the subject matter of procurement. Agencies will be called for presentations and discussions. Terms of reference can be formulated after presentations and due course of discussions, for the bid document. The Organization/Department will not modify the fundamental nature of the procurement itself.

Consequently, bid document will be floated by the department. The agencies will present final bid prices and detailed technical bid in response to the bid document issued. On the basis of Technical and Financial bids received, final selection will be done.

IV. Qualification Criteria for responding INVITATION FOR EXPRESSION OF INTEREST

   a) Experience in handling campaigns for Government Department/PSU/or a reputed private corporate house. Agency should also have experience of handling campaigns on PAN India basis
   b) At least 5 years experience in this field
   c) A minimum turnover of Rs. 1500 Lacs (Average of Three Years 2015-16, 2016-17 & 2017-18), However 500 Lacs Average Turnover for Three Years (2015-16, 2016-17 & 2017-18) should be from creative designing, content development and related activities.
   d) A competent team of graphic designer, multimedia/web developers, copy/content writers, Illustration artists, Editor (Text and Video) and Animation Artists.
   e) Experience in developing communication material for all kinds of media and publicity works.

Note :- (Expression of Interest/proposals will include profile highlighting above qualifications of the agency with documentary proofs.)
V. Brief Details of the Agency

The required details in following table will be enclosed it with the profile:-

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<tr>
<th>Name of Agency</th>
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<td>Name of Contact Person with</td>
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<td>Designation</td>
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