

PR UNIT

File No 26/10/2010-A&G(PR)

Dated: 19.2.2010

Subject : Hiring of Public Relations Agencies

Prasar Bharati invites sealed quotations only from reputed Public Relation Agencies for Public Relations Affairs support on Retainer Basis for a period of 10 months.

Specifications :

1. Coordinate with Doordarshan to organize interviews, Press Release, Feature Stories, Contributory Articles for Newspapers, General Interest, Press & Audio Visual Media.
2. Coordinate with Doordarshan on events and publicizing the Commonwealth Games-2010.
3. Take responsibility for preparing and distribution of printed media material, managing media during any event in which Doordarshan is participating.
4. Take responsibility for entire logistics for organizing solo interviews and Press Conferences with Leading Newspapers and Business Magazines.
5. Take responsibility for all activities related to Public Relations and Advertising as per Doordarshan's Guidelines.
6. Design booklets, Cards/ Diary/ Posters/ Calendars/ Annual Report etc. as per requirement.

How to apply : The interested firms should submit their bids in the enclosed format. The envelope super-scribed Bids for hiring Public Relations agency at PR Unit 3rd Floor, Room No. 321 Directorate General: Doordarshan, Doordarshan Bhavan, Phase-I Building, Copernicus Marg, New Delhi - 110 001.

1. Earnest Money Deposit of Rs 20,000 (Rupees Twenty Thousand only) in the form of a Demand Draft drawn in favour of PBBCI DG:Doordarshan (EMD of unsuccessful bidders will be returned).
2. The envelope may also contain one all inclusive figure indicating the amount of payment for carrying out the job of retainership on monthly basis for a period of 10 months.

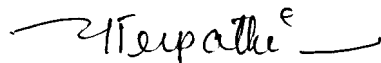
Last Date : The last date for receiving completed quotations is **12:00 noon on 4th March, 2010**. The bids shall be opened on 4th March, 2010 at 3.00 PM in the Conference Room, 5th Floor, Directorate General: Doordarshan, Doordarshan Bhavan, Phase-I Building, Copernicus Marg, New Delhi - 110 001.

Evaluation : The representatives of the firms are welcome to be present during the opening of the bids.

Terms and Conditions:

1. DG: Doordarshan preserves the right to increase/decrease the term of contract with the agency.
2. The rate quoted in the tender shall be valid for the entire period of the arrangement.
3. Any dispute regarding the job will be resolved through mutual consultations failing which the matter shall be referred to an Arbitrator nominated by the DG: Doordarshan. The arbitration procedure shall be conducted as per the provisions of the Indian Arbitration and Conciliation Act 1996. The venue of arbitration shall be New Delhi.
4. The decision of DG: Doordarshan is final on all matters pertaining to the award of the job.

For any other information of clarification please call / e-mail:
ddpr.prunit@gmail.com /011 23382187



(YASHODHRA TRIPATHI)
ADP (PR&PUBILICITY)