



Empanelment of Multi-Media Creative Agency.

For

Promotion and Development of NSIC Schemes for
the MSME Sector.

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The National Small Industries Corporation Limited

SIC/CC/53/34/2018

Dated: 17.12.2018

To,

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EMPANELMENT OF MULTI MEDIA CREATIVE AGENCY

Dear Sir,

NSIC (www.nsic.co.in) proposes to empanel ONE advertising agency so as to drive various initiatives of NSIC in an aggressive manner to create greater awareness and higher Brand building of NSIC and its stake holders.

In view of the above,

- We are inviting the Multi-Media Agencies Under Categories (Category A and Category B) empanelled with DAVP in a two-bid system. The envelope -1 would contain the Technical bid for giving a presentation to NSIC and envelope -2 would contain the Financial Bid.
- Only those who qualify for the Technical Bid their financial Bids would be opened.
- It may be noted that where DAVP rates/Ministry of MSME are available the quote should not exceed DAVP /Ministry of MSME rates.
- The successful Bidders will have to furnish Bank Guarantee/security deposit equivalent to the 5% of the order value of the Work awarded per event of order value exceeding Rs. Five lakhs .
- The rates being quoted should be exclusive of Taxes
- The agency should be capable to execute orders at short notice and even in holidays.

Scope of Work

- Designing of Advertisement Creatives, Audio & Video Production Social Media Management Organising Exhibitions , Media Management as detailed in the attached scope of work. ,etc.
- The Agency will also suggest most effective media-mix for any campaign and identify the media vehicles, most suitable to reach the target audience based on their media habits from the perspective of media strategy.
- The Agency will also carry out impact study and analysis of the status of awareness about NSIC schemes campaign.

Methodology

- The Methodology of evaluating is attached with this letter for your information.

Methodology:

The agencies would be technically evaluated and thereafter invited for presentation as per following criteria and financial bids of only the top six agencies (obtaining the highest marks) would be opened and out of which only one agency (L-1) would be empanelled for a period of one year (Twelve months from the date of issuance of Multi-Media agency empanelment letter).

S.N.	Evaluation Criteria	Maximum Marks	Supporting Documents Required.												
1.	<p>Technical presentation with focus on the following (5 marks each) on NSIC (www.nsic.co.in/www.msmemart.com/www.scsthub.co.in)</p> <p>Proposed Approach and Methodology Understanding of NSIC schemes & programmes. Brief Communication and Branding Strategy. Content Development Strategy. Proposed Media strategy and Media Plan.</p>	25	The agency to show their vision - Presentation to be made on ONE OF THE NSIC SCHEMES in the given time slot and relevant supporting documents to be submitted (which would become the property of NSIC)												
2.	<p>Team Experience:</p> <table border="1"> <thead> <tr> <th>Resource</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Team Leader</td> <td>5</td> </tr> <tr> <td>Chief Media Coordinator</td> <td>5</td> </tr> <tr> <td>Creative Writer</td> <td>5</td> </tr> <tr> <td>Creative Design Expert</td> <td>5</td> </tr> <tr> <td>Branding and Communication Specialist.</td> <td>5</td> </tr> </tbody> </table>	Resource	Marks	Team Leader	5	Chief Media Coordinator	5	Creative Writer	5	Creative Design Expert	5	Branding and Communication Specialist.	5	25	Self-Declaration specifying the details of the employees on the letter of the agency .The Team also has the option of working from the location of the Agency but be available for the NSIC work as and when required. However the agency is required to appoint a SPOC who could be the team leader for executing all jobs.
Resource	Marks														
Team Leader	5														
Chief Media Coordinator	5														
Creative Writer	5														
Creative Design Expert	5														
Branding and Communication Specialist.	5														
3.	Sample Designs and Creative to be shown and submitted during the presentation such as Audio jingle, video spot , Pamphlet, Newspaper advt on either of NSIC schemes , newsletter (05 marks on each creative)	25	To be shown and submitted (which would become the property of NSIC)												
4.	<p>Infrastructure available (05 marks each) like</p> <p>A) Design / Editing Lab, B) Audio -Visual studio, C) Multi locational presence, D) Office in Delhi & NCR, E) The agency must have executed at least two orders of Rs. Ten Lakhs or more each in last two years of either state govt./ central govt/ govt. agencies/ govt. institutions etc.</p>	25	Self-Declaration by the authorised signatory: specifying the details of infrastructure available on letter of the agency. (for A to C) – (For-D) These marks would be awarded after Inspection by the Committee in Delhi & NCR region (For -E) (TDS certificate to be enclosed with technical bid as a supporting document)												
Total:		100													

Should you be interested in being empanelled with NSIC. Kindly submit your offer in a closed envelope up to 08th Jan 2019 time: 11:00 am and the technical bid would be opened on the same day (8th January, 2019 at 11.30 am) so as to further invite you for a presentation in NSIC (New Delhi). NSIC also reserves the right to reject or cancel the Tender without assigning any reason whatsoever.

Thanking You

Sincerely Yours

Manoj Lal
General Manager (SG)

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Empanelment of Multi Media Creative Agency

Background.

A Media & Communications strategy is essential to regularly convey information about NSIC its activities and other components to diverse stakeholders and create awareness, through direct and indirect engagements. The successful bidder / selected empanelled Multimedia Creative Agency (**herein after referred as Agency**) will be responsible for the overall branding of NSIC schemes across all mediums which can help NSIC in disseminating the benefits of NSIC schemes for the growth of MSME sector.

1. The Agency to Conceptualize and develop Information, Education and Communication materials for Radio, TV in different formats like spots/ jingles, Cinema ads, short films/documentaries, training films, interactive shows, and audio-visual material in any other formats as per requirement. Conceptualize, design and other pre-press work for the print materials like brochures, booklets, primers, guidelines, folders, leaflets, posters, calendars, annual reports
- 2.. Conceptualize and design including writing of copy of the press advertisements, curtain raisers, briefs, Press Releases, Articles for magazines & newspapers, Newsletters, Reports, Testimonials, on various activities/events of NSIC.
- 3 Conceptualize and design material for outdoor activities like hoardings, bus/train panels, bus shelters, panels & posters in metro rail and metro stations, railway stations and airports, illuminated signage, wall paintings, display panels, other exhibition materials etc.
4. Conceptualize and design materials for dissemination of information through social media and innovative mediums like web pages, internet, and mobile telephone and for interpersonal communication.
5. Conceptualize, design non-traditional and attractive merchandise for different audiences as per requirement.
6. Advise NSIC on appropriate communication strategy including media options and formats for campaigns.
- 7 Conceptualize and design PR campaigns across all the media mix and vehicles. The materials for all the above formats are required to be made in Hindi, English and other regional languages as per requirement.
8. Conceptualize and conduct workshops, event coverage and launches.
9. Government Workshops & Conferences for issues related to specific regions.
 - NSIC Thematic Workshops for all Ministries/Departments.
 - Youth Connect Workshops: Organize stalls at notable events in premium colleges etc.

AGENCY DELIVERABLES

The specific deliverables for the selected agency will comprise of the following:

- Communication and branding strategy – The deliverables are as follows:
 - Approach to communication and branding strategy:
 - Situation Analysis
 - Strategic direction
 - Brand messaging
 - Communication framework:
 - Understanding audience and issues
 - Desired outcome
 - Communication content
 - Communication matrix and channels
 - Social and Behaviour change communication
 - Monitoring Indicators
 - Branding Framework
 - Understanding messaging and long-term vision
 - Logo design philosophy/proposed Logo
 - Branding outcomes and monitoring
 - Action plan
 - Quarterly action plan for branding and communications
- Reporting –All post evaluation reports, soft copies of articles, ads etc. should be submitted immediately after each program.
- Delivery of work: – The deliverable based work shall be done simultaneously with each program or schemes comprising of all or either the following which have been broadly classified as under:

(A) Artwork Based Deliverables

(B) Campaign Based

Deliverables

TARGET AUDIENCE

Primary Audience for the activity is MSMEs, first generation entrepreneurs, youth, SC/ST Entrepreneurs, States and Central Line Ministries, PSUs, CPSEs, Government Departments, Businesses etc. Secondary audiences are Universities, Students, and, NGOs & SHGs and women entrepreneurs

ROLE OF THE AGENCY -INDICATIVE COMPONENTS

The Agency on boarded would be required to undertake all design and creative tasks as per given timelines. The scope of the agency may be expanded and timelines may be extended depending on the quality of deliverables. The tentative engagement span of the Multimedia Creative Agency will be one year from the date of empanelment / tender / Contract and as mentioned may be extended further as per requirement. The branding components can be seen in the following section(a) to (k)

A) Media Strategy

The agency is required to prepare media strategy for NSIC the agency shall prepare and submit quarterly media plan suggesting integrated use of all media mix and vehicles to promote various campaign of NSIC and develop relevant creatives as also provide feedback on media perceptions on weekly basis, media scanning of all mainline and regional publications both print, digital and electronic.

B . Print

Print media like web, radio or television medium, is tangible and provides readers the opportunity to study/browse articles, look at images & view advertisements at their leisure. The medium is widely circulated amongst loyal patrons and provides long term durability and hence has a longer life span. This medium is also very useful to reach specific audience, geographically spread.

To raise awareness about NSIC"s achievements amongst diverse stakeholders, it is planned to publish advertisements in leading dailies (All India) in English, Hindi and various regional languages. An agency will be required to conceptualize and develop creative for print medium including but not limiting to the following which would be rolled out in a planned manner.

- **Newspaper Ads:** The ads should be conceptualized in English, Hindi, and other regional languages such as Strip Ads (32.9 cm width x 6 cm height), Quarter Page Ads, Half Page Ads, Full Page Ads in National and Regional dailies.
-
- **Magazines Articles:** Distinguished personalities and experts from different domains such as Government Officials, MSMEs, SC/ST Entrepreneurs, PSU Procurement Heads, Spokespersons of various ministries etc. may be invited to write articles regarding on-going discussions / activities of the NSIC initiatives hub emerging themes and new activities that may be added etc. Personalities from various fields may be identified and summary of comments of 3-5 relevant discussion threads / contests on specific topics may

be sent to domain experts along with invite letter from, NSIC. Alternatively, experts may suggest topics for writing, as they deem fit.

- **Magazine Advertorials:** Advertorials may be published in leading magazines for promoting NSIC. The content writing to be done by the agency for all print collaterals.
- **Other Collaterals:** As and when required Interact with NSIC Team (such as Zonal offices, Branch Offices, NTSC) and other stakeholders connected with the NSIC work to generate content for making Newsletters, Coffee Table Book, Brochure, Pamphlets, Calendar, Dairy, Pen, etc

b. Radio

Despite rapid developments in communication technologies in the last few decades, radio broadcasting is one of the most cost-effective ways to reach diverse audiences. To enhance visibility of NSIC Radio Campaigns are planned to be undertaken on AIR, community Radio, and private FM Stations. An agency will be responsible for conceptualizing, creating, media planning in the release of radio jingles and theme songs. NSIC will approve the creative and the media plan by the agency. The Radio campaigns will be in form as under, but not limiting to:

- **Radio Spot:** The agency will be required to make creative for the Radio spot in the form of Script, Messages, Lyrics, Jingle, etc. The agency shall prepare a comprehensive media plan which shall be approved by NSIC for Radio covering the following two kinds of radio spot
 - NSIC Generic spot.
 - Spot based on specific topic. The Radio spots may be dubbed in 18 regional languages.
- **RJ Mentions: Radio** Jockeys may add value to the Radio spot and make it more meaningful for the listener by giving additional details about various ongoing and upcoming activities of the NSIC. Selected agency shall be end to end responsible for this scope of activity in pursuant to the approval provided by NSIC on the media plan.
- **Radio Sponsored Program:** In order to create awareness about NSIC and related components, a series of Radio Sponsored Programme (10 episodes of 15 minute each) may be developed. The programme will be produced in a Radio Magazine format which is typically characterized by periodicity, variety in its content presentation- discussions, interviews, reviews, music and feedback. The content may be developed in consultation with the NSIC Team. The agency will be responsible for but not limited to developing scripts, suggesting topics for the episodes, suggesting guests for expert advice segment / interview etc.

c. Television

An essential part of everyday life today, television is one of the most powerful tools in communicating messages to the masses. Shrinking the world into one place, this visual medium with the dynamic combination of sight, sound and action makes it easy to reach

specific target audience through a whole host of channels on an immediate basis. An agency will be responsible to conceptualizing, creating, and media in the production cum release the components of TV campaign as given below. All TV campaign creative would be developed either from the existing footage or through fresh shoot. NSIC will approve the creative and the media plan proposed by **the** agency. The TV campaign creative will be in the form as under, but not limiting to:

- **TV Spot: The** agency will be required to create comprehensive creative for TV Spot (60 seconds, 40 seconds and 30 seconds) in form of Storyboard/ Script, Messages, Lyrics, Jingle, Graphics, Animation, fresh shoot, etc. The agency shall prepare a comprehensive media plan which shall be approved by NSIC for TV. The TV Spot will require to be dubbed in 18 regional languages and an agency shall extend all the required support for dubbing.
- **Talk Shows/ Half Hour Specials: The** agency will be required to conceptualize a series of sponsored talk shows on NSIC. An agency will be required to support NSIC in buying media basis their relationship with TV Channels as per the approved media plan.

C. Digital Films

Promotional Campaign films, User experience films and animation can be extremely effectual for raising awareness, informing and educating the masses about various activities on NSIC. **The** agency will be responsible for conceptualizing, creating and producing the films under this engagement. All Films will be freshly shot for this engagement. All graphics/animations/images used must be developed ab-initio or bought under applicable laws for the end consumption for NSIC.

D Cinema Ads

Cinema Advertising is a very effective way of campaigning as it offers targeting of specific audience, based on geography. Cinema Advertisements have the potential to generate response from the public, as it is a model of campaigning wherein the audience is captive and compelled to watch the advertisement. Cinema advertisement for NSIC may be an adaptable version of the TV commercials.

E) Outdoor Media

The agency will be responsible for conceptualizing, creating and designing creative material for outdoor activities like NSIC Posters, Hoardings, bus/train panels, bus shelters, illuminate LED screens/digital signage, wall paintings, display panels/boards, or any other materials which may be displayed at prominent places such as Airports, Metro Stations, Railway Stations, Bus stops, corporate office campuses and other public places. Further, the selected agency will be required to identify such prominent places for the outdoor media which may include but not limiting to the aforementioned places

F) Social Media Management

The agency shall begin social media management for NSIC from the day of signing of empanelment / tender / Contract including, but not limited to the following activities

- **Strategy Formulation** – The agency will formulate a result oriented comprehensive social media management strategy for NSIC and obtain information
- **Info-graphics** – The agency shall create required info-graphics in the form of JPEG images, GIF file etc. for various social media channels.

- **Search Engine Optimization (SEO)/Search Engine marketing (SEM)** – The agency shall monitor and work for creating various paraphernalia to implement various SEO/SEM strategies which shall include the following:
 - Google/Bing/Yahoo keywords planning
 - Keywords optimization
 - Content optimization & planning
 - Keywords stuffing and placement of Meta-tags creation
 - Sitemap creation & submission in website webmasters
 - On-page & Off-page optimization
 - Paid ad-words/keywords
- **Creation and Management of Platforms** – The agency shall create and subsequently maintain the official pages of social media platforms (Facebook, Twitter, LinkedIn, YouTube, Instagram etc.) and set up a complete social media networking management system integrating it with the official website of NSIC
- **Blogger Engineering** – The agency will be responsible for bringing influential and noted bloggers to write about the activities (existing and upcoming) and initiatives on NSIC, their associated blog websites, or any other prominent websites where they are actively blogging.
- **Dissemination of messages**
 - The agency would be responsible for enhancing reach of messages and other activities on various social media platforms through non-paid & paid media.
 - Agency shall develop and deploy Digital & Social Media Campaigns for website and various platforms
- **Language** – The content will be initially drafted in two languages (English & Hindi) and extended to other Indian languages as per need (12 top regional languages)
- **Photo Bank** – The agency will develop a Photo Bank with cataloguing consisting of high quality and high-resolution aesthetic photographs (Corbis or Getty Images quality) of important proceedings so that it can be also be published on website and social media platforms.
- **Response Management** – The agency shall provide accurate, complete, polite and prompt feedback to users via social media platforms. The agency shall gather inputs from users and respond back to their requests, queries, suggestions etc. on the basis of feedback/reply from NSIC.
- **Internet Banner** – Web Banner ads are powerful tools for building brand recognition. The agency will be responsible for conceptualizing the entire creative for campaign, or as the case may be. The Ad could be in the form of a static image; animation, slide show and/or streaming media. The banners will be displayed on all relevant websites.
- Other anticipated activities but not limited to are as follows:
 - Ideating contest and competitions for user engagement.
 - Cross platform promotions of shared information to increase reach & engagement
 - Posting of small clips on entrepreneurs” training
 - Posting of testimonial and stories of successful entrepreneurs
 - Distribution of press releases, media announcements to online media

- o Designing and sending of e-mailers to group of users.
- o Creation and posting of creative .GIF files, small web-based applications for Facebook.
- o Getting tweets, posts, and blogs from influencers and opinion leaders.
- **Monitoring Features** – The Agency should provide all the below mentioned feature on regular basis by keeping a track on task accomplished by them.
 - o **New Look:** Give all the Social Media channels a new look every 2 months by putting up new creative features, Theme lines, Links etc. in sync with branding guidelines.
 - o **Publicity:** Publicize all trainings, workshops, events etc. promoted by using the all channels
 - o **Query Management:** All the queries received on various channels must be replied to and addressed within 24 hours
 - o **Gate Keeping:** Moderation of all channels with a frequency of 3 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
 - o **Media Tracking:** Use industry standard monitoring tool for analysing comments/remarks about NSIC in various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, national & international.
 - o **Copyright:** Content shared online must be copyright protected and unauthorized use of this must be monitored
 - o **Reporting:** The agency must submit monthly „Effectiveness Analysis and MIS Reports” to NSIC on the effectiveness of the media strategy. The agency must submit a detailed analysis on the steps undertaken
 - o All Intellectual Property displayed on these platforms and application shall belong to NSIC exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with NSIC.

G) Merchandise

The agency will be responsible for suggesting, designing creative for non-traditional and attractive merchandise tailored for different audiences, collaterals as rewards for contests etc. It is also crucial that the type and look of the collaterals especially the low cost items such as pens, mugs, notepad etc. be changed regularly to maintain interest and pride of ownership in such items. Further, an agency will be responsible for coordinating with the merchandise developer before and after the important events. It may be possible that merchandise will be developed without any event, in such case also, **the** agency will coordinate with the merchandise developer for the final output

H) Public Relations Management

- **Content Creation** – NSIC would prefer that a Full time content writer (domain expert) needs to be deployed to gather the content, rewrite the content that catches the eyes of audience on social media platforms. The team will write the content in both Hindi and English languages. Team will manage templates, banners and various other designing tasks and graphic designers will be deployed for the same.
- **Content Writer** – The agency shall provide all support to the content writer to be deployed from their resource at NSIC. The resource person shall exclusively create content for NSIC.

- **Content Management** – The agency shall be responsible in managing Media and Marketing Module on NSIC Portal. They shall interact with NSIC Zonal Branch offices and NTSC offices as and when required .The agency shall be creating and uploading relevant content on the portal like live feed, event coverage, news updates, uploading high resolution pictures, etc

I) Overall Impact Assessment

An agency will be responsible for conducting impact assessment from time to time to understand the response from citizens against various promotional activities and submit a monthly report about the same. This may require primary research activities as well by physically conducting surveys of citizens. This activity will form the basis for revising the media plan if required. Further an agency shall take all the necessary actions emerging from the impact assessment exercise

J) Exhibitions

Agency will be responsible for organizing exhibitions at several locations in the country.

Following are the details of various tasks involved in organizing an Exhibition.

- Type of exhibitions
 - Small – 50 Stalls
 - Big – 100 stalls
- Each Exhibition should have an Exhibition Director managing the work on behalf of agency who shall be available on duty at least one week before and after the fair.
- Construction of Stall to be built with prefabricated newly powder-coated aluminium octomom system. Each stall to be provided with as per details below:
 - Walls of laminate panels of white/ off white shade of both faces, in excellent conditions without scratches & marks as approved by officer in-charge
 - Floor covering with New Synthetic Carpet (Unitech or equivalent) including maintenance for the fair period
 - Fascia of required size for exhibitor's name and NSIC secretariat etc. with self-adhesive cut out letter's calligraphy size 4" on each stall. In case of corner stalls / stall having more than one fascia, the fascia is to be written on all the sides.
 - Furniture, light fittings and other items in stalls would be as below: Area up-to 9 Sqm-5 Nos. CFL (18 W each), 1 counter, 2 chairs, 1 power point 5/15 Amps, 1 waste basket
 - Only carpet area of stalls will be measured
 - All electrical works shall be carried out as per standards of Indian Electricity rules.

- o Generator Backup of relevant load to be provided wherever required for the entire duration of the fair.
- o Provision of Fabrication of NSIC Office using octomom system including carpet with lockable door, VIP executive revolving chair, executive table size-7 Ft. x 4 Ft. with glass top drawers etc., 5 seater (3+2) executive sofa set, two centre tables with glass top (each of size – 4 Ft. x 2 Ft.), name plate on door, 2 pedestal fans, 1 lockable cupboard, four executive visitors" chairs (revolving type), 1 electronic calling bell, two small corner tables with glass tops, two 5 amp. Plug points, lighting etc. fully furnished including false ceiling as approved. Area 4 m x 5 m (approx.) This size may change as per site requirements
- o Construction of Entry Gate model of the gate to be got approved by the **NSIC** and get approved before the start of the work. Also setting up of podium / dais with audio visual system wherever required.
- o Cleanliness of the exhibition area deployment of relevant manpower for the purpose
- o Displays of buntings and banners and back drops outside and inside and in and around the exhibition area such as up to 50 numbers.
- o Pantry arrangements such as water, snacks, high tea etc. for VIPs and other dignitaries visiting time to time with formally dressed catering staff
- o Registration desk in each exhibition with computer and relevant manpower to make entries of the visitors provide them badges collect their visiting cards distribute brochures etc.
- o Supply of placement of plants in a neat clean flower pot in and around NSIC exhibition.
- o Mobile exhibition unit with big LED screen and another display material on the vehicle to propagate the benefits of the Exhibition being original/participated among the relevant population.

(K) Intellectual Property rights

NSIC shall remain the owner of all the content conceptualized, created, and implemented by an agency under this **Tender document**. All intellectual property rights in the content whether in tangible or intangible form shall belong to NSIC and the agency has no right to assign, license, sell, or use any content conceptualized, created and implemented under this **Tender Document** and/or accompanying Master Service Agreement to any third party under any circumstances. All the content conceptualized, created and implemented by an agency whether in tangible or intangible form shall bear relevant copyright notices in the name of NSIC. An agency shall take all such appropriate legal actions to safeguard violation of NSIC"s intellectual property rights, if any.

AGENCY DELIVERABLES RATES

NSIC will plan and execute various activities and campaigns over the year. These initiatives shall be promoted by simultaneously using different media mix and vehicles. The agency is required to promote all such activities. For any expenditure over and above all activities mentioned in the Scope of Work shall be charged on actuals subject to approval from NSIC. **The cost provided shall be in accordance with DAVP. For deliverables not falling under DAVP, the agency is required to share the price mentioning the reason in the bid.** Payments for all activities will be done post the campaign depending upon the completion of deliverables. The tentative list of activities is as follows. **The quantity mentioned here are just indicative (for shortlisting the L-1 unit) the actual quantity (in part or full) would be determined prior to each event and should not be construed as minimum assured.**

A. Artwork & Creativity Based Deliverable

This will include designing of all kinds of marketing collaterals. The detailed list is as follows

Media Mix					
S.No	Particulars	Sub activity	Measure ment Unit	Indicative Quantity	Rate per measurement unit (To be filled by the unit)
	Creatives & Design Planning.	<ol style="list-style-type: none"> Content Writing and enriching on Various Topics Creatives & Designing for events, Marketing collaterals such as Brochures, Pamphlets, Art Work for NSIC Schemes , Newspapers Campaign, etc, Newsletter, Event Collateral, Invites etc. Developing / planning concept of participating in Exhibition. 	Per unit	As per Requirement	

02. Coffee Table Book

Description	Measurement Unit	Indicative Quantity	Rate per measurement unit (To be filled by the unit)
The major tasks involved in such production are as follows and			

the Proposed Specifications of the Coffee Table Book <ul style="list-style-type: none"> ○ Size: 9.5 " (W) * 11" (H) ○ Max no of Pages: UPTO 200 ○ Paper: 170 GSM ○ Binding: Hardbound with Jacket ○ Cover: Matt lamination/ Spot UV Gloss etc. ○ Printing - Offset 	Per Book	1000 copies	
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I. Content Development

- Research through all available information as an input to the Coffee Table Book.
- Interview with Department heads and collection of relevant information on achievements and success stories.
- Background of Corporation and existing surveys
- Finalize list of companies for success stories and snippets
- Finalize list of Inspiration leaders
- Finalize list of people for opinion pieces
- Preparation of questionnaire (both paper based and online)
- Interviews (One to One / Telephonic / Skype etc.) of shortlisted MSMEs featuring in the Book
- Field visits wherever required/feasible
- Finalize draft content inputs and details
- Discussions on draft content with NSIC
- Concurrence of content w.r.t success stories and snippets from respective companies
- Finalize detailed content of the Coffee Table Book

II. Editorial services

- Text content development and story writing of all section including Colophon, Acknowledgment & Disclaimer, Inspirational Frames, Foreword, Opinion Pieces, NSIC Journey, Major initiatives of NSIC, Success Stories & snippets.
- Content Illustrations and Editing
- Ensuring that the language, punctuation, headings/sub-headings, illustrations, captions, etc. are edited and presented in a consistent format.
- Proof Reading and copy writing
- Professional photography, Photo research, photo-sourcing, photo-selection
- Discussions and approval of NSIC

III. Graphic design services: Creative concept (visual and descriptive)

- Design Concept
- Cover design and rationale
- Design and layout of Pages
- Finalize design layout of the book, including from suitability of printing and aesthetic points of view.
- Design hard cover with jacket, enhancement of photographs and other material using computer aided techniques, and appropriate formatting, use of fonts etc.
- Photo-correction
- Perform colour proofing services, computer to plate services & computer work services
- Preparation of final artworks ready for printing.

(3) PR

Particulars	Sub Activity	Measurement Unit	Indicative Quantity	Rate per measurement unit (To be filled by the unit)
Newspapers	The Agency needs to engage with media facilitate speaking opportunities, identify stories and news angles, showcase NSIC strengths in lesser known markets and current market with business potential	Minimum one Article/Story per week in print publication in either National or Vernacular daily	52	
Magazines	Magazine Articles, Advertorials and related content creation and designing work	Per Article Published	20	
Press Briefing	NSIC is visited by several delegations throughout the year and even organises programs wherein VVIPs /NSIC Management are actively involved and it is an occasion for Brand building. The Agency is required to ensure presence of audio, visual and print media on the occasion and thereafter coverage in the respective media. The job also involves creating related content for briefing and pre and post event social media engagement work	Per Event	As per requirement.	
News Tracking	Media monitoring of entire country Print, Electronic and Digital media related to NSIC and MSMEs sector and have to submit to NSIC on daily basis.	Monthly basis	07 Days a week	

(4) PRINT PRODUCTION

Particulars	Sub Activity	Measurement Unit	Indicative Quantity	Rate per measurement unit (To be filled by the unit)		
Print Production	Marketing Collaterals like <table border="1" style="width: 100%;"> <tr> <td>Brochures</td> <td>8 inch x 8 inch(16 pages)(color) 300gsm, art card,</td> </tr> </table>	Brochures	8 inch x 8 inch(16 pages)(color) 300gsm, art card,	Per item	1000 each	
Brochures	8 inch x 8 inch(16 pages)(color) 300gsm, art card,					

	Posters,	A1(24 X36 inch) Paper 300gsm, art card,colour and laminated			
	Newsletters,	8.5X12.5 inch Paper 300gsm, art card, color 4+4 outer cover lamination and centre stich ,Number of pages 24			
	Pamphlets	A4 size 300gsm (color) both sides laminated			
	Calender	<p>Work involved:</p> <p>A. Concept Idea is to be developed and shared by the Agency</p> <p>B) Visualization and Designing of 13 leaves with multiple design options. (size 17"x22") out of which 13 designs leaves will be finalized.</p> <p>C. The selection of photographs, messages and graphics will be done individually for each leaf.</p> <p>D. The lay outing and multiple rounds of editing and proof reading.</p> <p>E. The Head copy of final Calendar dummy will be prepared.</p> <p>F. the artwork preparation and digital transfer of Artwork through DVD and online transfer too.</p> <p>g. The E-Calendar will also be prepared for the Digital use</p> <p>h.)printing specifications- 130 gsm Imported paper 4 colour offset printing , wiro binding on Seven Sheets, offset printing</p> <p>Each Calender Packed in a Transparent sheet and repacked in boxes of ten each.Designing No of leaves: 13</p> <p>(1)Wall calender Size: 17 inches x 22 inches.No. of colors: Four color throughout.</p> <p>li) size – A5- standard matt paper – 350gsm and final desk calender copy to be hard bound</p>			

Grand Total –01 (Artwork & Creativity based deliverables)	S.No(1) to (4)	
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(B) Campaign Based Deliverables

Media Mix					
S.No	Particulars	Sub activity	Measurement Unit	Indicative Quantity	Rate per measurement unit (To be filled by the unit)
(A) BTL Activations					
1	Awareness Workshops	Workshops to be conducted across different states for about 50 people. Event preparation should cover Backdrop, Promoters, Emcee, Venue Management,, Podium banner Invitations, Flex banners, Standees, High tea etc	Per Event	10	
2	State Level Events	State level events to be conducted across different states for about 200 people having Ministers as chief guests and guest of honor. Arrangements includes Backdrop, Promoters, Emcee, Venue Management, Venue Branding, Mementoes, Badges, Placards, Delegate bags, Podium banner (Electronic),Invitations, Flex banners, Standees, F&B, Security arrangements, Permissions.	Per Event	10	
3	National Event	Award Ceremony/Anniversary Celebrations. Arrangements to be made for about 500 people. Mega event with prominent personalities. Ministers, Media	Per Event	10	
		celebrity as guest. Arrangements include venue management, venue branding, banners, LED panels, Refreshments, stage designing, sound, lights, and all the other components of award ceremony.			
4	Exhibition	National level exhibitions to be organized	Per Event	1	

			(a) S m a l l (b) B i g		
		Octomom Stall fabrication, Invitations, Venue Arrangements etc.(as elaborated at S.No K)			
5	College Events	Organising Business Plan Competition at national level.	Per Event	1	
(B) Outdoor					
6	Outdoor Production	Flex Printing per unit. – (Size of single hoarding will be approximately 300 Sq Ft)	Per sqft	10	
7	Out Door Fabrication	Fabrication to be done for Bus Panels, Hoarding, Foot Over Bridges Railway Stations etc	Unit/Locatio n	10	
(C) Digital Films & TV					
8	Promotional Campaign Film/ User experience film (2-5 min duration)	Conceptualizing, creating and producing the films Creative Fee, Script & Reece equipment hire if any Manpower, Total Production cost (location In NCR region.)	Per Movie	10	
9	Ad Film (up to 60 Sec)	Conceptualizing, creating and producing the films Creative Fee, Script & Reece equipment hire if any Manpower, Production cost(location in NCR region.)	Per Movie	10	
10	Video (Animation)	Conceptualization, production, animation & graphics based on the approved script/frames. Cost includes, animation & graphics, editing & sound studio, footage sourcing, transfers, professional voiceover, music mix & producer / director's fee etc. (location in NCR region.)	Per Movie	10	
11	Success	Production of Success Stories (Testimonials) film Duration: 2-5 minutes. Location in NCR	Per Movie	10	

Stories					
(D) Radio Creative					
12	Radio Spot	Script, Messages, Lyrics, Jingle (up to 60 seconds)	Per Spot	18	
13	Radio Spot Regional Language	Multilingual - 18 languages (Upto 60 seconds)	Per Spot	18	
14	Radio Jingle	Script, Messages, Lyrics, Jingle (up to 60 seconds)	Per Spot	18	
15	Radio Jingle Regional Language	Multilingual - 18languages (up to 60 seconds)	Per Spot	18	
16	Radio Sponsored program	up to 30 min	Per Programme	18	
				150	
21	Facebook Posts (with at least 80% of posts having info-graphics)	<ul style="list-style-type: none"> Managing Fan Page Updating page with events, schemes and activities Updating greetings on daily basis Posting related Events, Speech, conference, News, Videos & Photos Increasing Likes, Fans & Footprints Info-graphics 	Nos/Month		
23	Tweets (with at least 80% of tweets having info-	<ul style="list-style-type: none"> Tweeting on regular basis Re-tweeting positive mentions Re-tweeting from influencers and opinion leaders 	Nos/Month	300	
	graphics)	<ul style="list-style-type: none"> Posting related Events, Speech, conference, News, Videos & Photos Increasing Followers Sharing Events Pictures and Videos Submitting to Twitter Directories Using #tags & Mentions Twitter Account Promotions Info-graphics 			
24	You tube (Video upload)	<ul style="list-style-type: none"> Updating LinkedIn Page with events, schemes and activities Posting related News, Videos, 	Nos/Month	10	

		<p>Photos, Events, Project & Plan Details</p> <ul style="list-style-type: none"> • Sharing LinkedIn Articles related to Industry, Company • Monitoring the comments on LinkedIn Channel & responding 		
25	Blogs (with minimum 20 % of Blogs coming from prominent bloggers)	The agency will be responsible for bringing influential and noted bloggers to write about the activities (existing and upcoming) and initiatives on NSIC, their associated blog websites, or any other prominent websites where they are actively blogging.	Nos/Month	10
26	Infographics and GIF based animated collaterals	The agency shall create required infographics in the form of JPEG images, GIF file etc. for various social media channels	Nos/Month	10
27	Webcasting	<p>To provide a comprehensive shoot to live stream service (video streaming/ webcasting) that includes filming, editing, encoding, hosting distribution of content in HD quality across all major devices and platform. The mode of production should be with 03 multi-camera setup with related equipment to making live streaming more appealing to viewers.</p> <ol style="list-style-type: none"> 1. Mobile and Social Media platform 2. DTH / TV 	<p>1) Per Event</p> <p>2) Per Month</p>	

F) . ASSESMENT AND IMPACT STUDY AND ANALYSIS

Scope of Work	Measurement Unit	Measurement Unit	Indicative Qty	Rate per measurement unit (To be filled by the unit)
The Agency will also carry out impact study and analysis of the status of awareness about NSIC schemes campaign	<p>The Agency to plan a questionnaire and a sample size and conduct the impact study in the geographical area at least Three Days before a Scheduled Campaign and three days after the scheduled NSIC campaign.</p> <p>Proposed sample size is 200 Urban and 200 rural in the respective geographical location.</p>	Per LOCATION	11	

being run in the media. The Report will also identify the media vehicles, most suitable to reach the target audience based on the media habits from the prospective of media strategy being implemented and also find out gaps and suggest most effective media mix for the next phase of the campaigns	Indicative locations such as North East, Hubli, Patna, Kanpur, Mumbai, Delhi Madurai, Tirupathi, Warangal, Surat Jaipur			
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Grand Total –II (Campaign based deliverables)	S.No(A) to (F)	
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The performance of the Multimedia Creative Agency will be reviewed after one year and the empanelment of the same may be extended for another one year by NSIC subject to satisfactory performance of the said Multimedia Creative Agency.

FINAL QUOTE	(GRAND TOTAL 1 + GRAND TOTAL 2)	
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Name, Address and Signature
 of the Authorised Signatory

TERMS OF PAYMENT.

- NSIC will not give any advance payment.
- Only on completion of each job work and thereafter receipt of original bill the payment will be released by NSIC within 21 days to the **Agency**
- The successful Bidders will have to furnish Bank Guarantee/security deposit equivalent to the 5% of the order value of the Work awarded per event of order value exceeding Rs. Five lakhs.
- It may be noted that merely empanelment with NSIC does not vest any right with any of the empanelled **Agency** for execution of any work being done in NSIC.

TERMINATION:

NSIC may terminate the empanelment / tender / Contract of the Multimedia Creative Agency in case of the occurrence of any of the events specified below:

- If the Multimedia Creative Agency becomes insolvent or goes into compulsory liquidation.
- If the Multimedia Creative Agency, in the judgment of NSIC, has engaged in corrupt or fraudulent practices in competing for or in executing this empanelment / tender / Contract.
- If the Multimedia Creative Agency submits to NSIC false statement which has a material effect on the rights, obligations or interests of NSIC.
- If the Multimedia Creative Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to NSIC.
- If the Multimedia Creative Agency fails to provide the quality services as envisaged under this empanelment / tender / Contract. Reasons for the same would be recorded in writing.
- In such an occurrence NSIC shall give a written advance notice of 30 days before terminating the empanelment / tender / Contract of the Multimedia Creative Agency.

LIQUIDATED DAMAGES:

In case of delay in supply of services to be provided by the **Agency** within the prescribed period in the empanelment / tender / Contract, liquidated damages will be charged, as per rules of **General Financial and Accounts Rules**

PENALTY

Clause: Any delays from the time schedule to be stipulated by the NSIC for items of work listed in the Scope of Work, would invite a penalty of 1% of the annual cost of engagement per week, subject to a ceiling of 10% of the cost of engagement, besides other action for underperformance / undue delays, including forfeiture of Performance Guarantee and blacklisting of the Agency as may be deemed fit by the NSIC, Govt. of India.

RECOVERIES:

Recoveries of liquidated damages shall ordinarily be made from Bank Guarantee. Amount may also be withheld in case of failure in satisfactory services. Amount of liquidated damages shall be recovered from **Agency dues** and Bank Guarantee available with NSIC. In case recovery is not possible recourse will be taken under law in force.

FORFEITURE OF BANK GUARANTEE.:

Bank Guarantee in full or part may be forfeited in the following cases:

- When any terms and conditions of the empanelment / tender / Contract are breached
- When the **Agency** fails to provide services desired satisfactorily.
- Notice of reasonable **time of 30 days** will be given in case of forfeiture of Bank Guarantee. The decision of General Manager of NSIC in this regard shall be final. It may also be noted that Period of empanelment / tender / Contract may be extended for another one year at a time or reduced or terminated at the discretion of General Manager, NSIC.

FORCE MAJEURE:

Neither party will be liable in respect of failure to fulfill its obligations, if the said

failure is entirely due to Act of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. Force Majeure shall not include

- any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor
- any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder.

Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this empanelment / tender / Contract.

ARBITRATION:

If any disputes or difference relating to the interpretation, termination and meaning of the words, terms, specifications, operations and instructions, mentioned in agreement and as to the quality of workmanship or performance of the agency any other question, claim, right, matter or thing whatsoever in any way arising out of or relating to the agreement, specifications, operating instructions, orders or these conditions; or otherwise concerning the performance of the agreement, thereof, shall be referred by either party to the Chairman Cum Managing Director of the NSIC who shall refer the matter for adjudication to the sole arbitrator. There shall be no objection to the said appointment of the arbitrator. The award of the sole arbitrator so appointed shall be final and binding on the parties to the agreement.

In case, the arbitrator so appointed dies, neglect or refuses to act as an arbitrator or is otherwise unable to act for any reason whatsoever, it shall be lawful for the Chairman-cum- Managing Director of NSIC to appoint another arbitrator in place of such arbitrator in the manner as aforesaid. Such other person shall be entitled to proceed with the reference from the stage where the earlier arbitrator left the proceeding.

JURISDICTION:

The empanelment / tender / Contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this empanelment / tender / Contract.

(last page)