

OFFICE OF THE PROJECT DIRECTOR
DISTRICT RURAL DEVELOPMENT CELL
NORTH 24 PARGANAS ZILLA PARISHAD

(Under The Administrative Control of Panchayat & Rural Development Deptt., Government of West Bengal) K.N.C.
Road, Barasat Angana Building, 2nd Floor, Kolkata-700124.

[Phone number-033-2552 3037, fax-033-2562 5373, email-pddrdc@gmail.com]

No-[1307]/I/2/2013-14/DRDC

Date-2/1/13

TENDER NOTICE

Sealed tenders are hereby invited for conducting publicity works in connection to the KOLKATA SARAS Mela, 2012-13 to be held at Bidhannagar Mela Ground, Saltlake from 14th February to 25th February, 2013.

TERMS AND CONDITIONS FOR APPLYING

1. The Advertising Agencies having experience of conducting publicity works in any National Level Fairs and having credential certificate of single contract for Rs.5,00,000.00 for conducting the same nature of works to any Government Organization may only quote rate along with valued ST/VAT certificate.
2. Designs of publicity matters and films which are to be broadcasted are to be approved by the undersigned. Any changes in respect of publicity items, if required must be finalized in consultation with the undersigned.
3. Rates are to be quoted for each item including all the costs as mentioned in Annexure-A which is enclosed with the notice. No extra cost will be paid beyond the quoted rates for each item.
4. Rate should be quoted inclusive of all taxes neatly in both figure and words and should be dropped in the tender box in the office chamber of the undersigned on any working day between 11.00 am to 4.00 pm up to 17/1/13.
5. The envelope should be sealed properly and KOLKATA SARAS Mela, 2012-13 should be written in bold letters on the envelope.
6. A demand draft of Rs.10,000.00 (Rupees ten thousand) only in favour of the Project Director, DRDC, North 24 Parganas is to be submitted along with the rate.

7. The tender will be opened on 17/1/13 at 4.30 pm. All tenderers may remain present during opening of the tender.
8. If any discrepancy arises in respect of the publicity matters as per work order that has to be replaced or changed with out any charge, failure of which will invite penal action from this end.
9. No advance payment will be made from this end. Payment will be made after satisfactory completion of the requisite works.
10. The undersigned has the right to accept and or reject the rates so offered without showing any reason. The undersigned is not bound to accept the lowest rates offered.

Encl: As stated.

sd/-
Project Director, DRDC
North 24 Pargans Zilla Parishad

No-[1307 (8)]/I/2/2013-14/DRDC

Date-2/1/13

Copy forwarded for information to the :

1. District Magistrate, North 24 parganas.
2. Sri. P. Roy, Joint Secretary to the Government of West Bengal , P& RD Department.
3. Additional Executive Officer, North 24 Parganas Zilla Parishad.
4. Sub Divisional Officer, Bidhannagar with the request to arrange for display in his office notice board.
- ✓5. DIO,NIC, North 24 Parganas with the request to publish the matter in district website
6. DICO, North 24 Parganas for arranging publicity of the matter.
7. Post Master, Barasat Post Office.
8. Office Notice Board.


2/1/13
Project Director, DRDC
North 24 Pargans Zilla Parishad

ANNEXURE-A

Proposed plan of publicity for 8th Kolkata SARAS

Sl no.	Item	Unit/ no of item required	Rate of item (unit cost)	Total cost
1	Creative and artwork including photography, model, film shoot and editing			
2	News Paper Advertisement :			
	Ananda Bazar Patrika	2 numbers		
	Telegraph	2 numbers		
	Times of India	4 numbers		
	Bartaman	4 numbers		
	The Statesman	2 numbers		
	Sanmarg	2 numbers		
3	Television Advertisement			
	Star Ananda	1000 secs		
	24 Ghanta	1400 secs		
	Star Jalsa	10 spots in MAA		
	Kolkata TV	1400 secs		
	Channel 10	1000 secs		
	Incoda TV	1000 spots		
4	Hoarding 20ft X 10ft including cost of flex	30 numbers		
5	Framed Banner 10ft X 6ft including cost of flex	80 numbers		
6	Framed Banner 6ft X 4ft including cost of flex	200 numbers		
7	Handbill (for newspaper insert)	20000 inserts		
8	Gate and Venue flex	4000sq ft(per sq ft rate is required)		
9	Auto back promotion in an around	100 numbers		

	Salt Lake area (including cost of flex)			
10	Mobile Van	1Van for 10 days		
11	Backlit kiosk in Salt lake around Karunamoyee/PNB	200 numbers		
12	Gates across up & down traffic at belegkata/stadium, Karunamoyee, City centre, Pnb 1st avenue within Salt lake.	2 numbers		
13	Backlit kiosks,5' X 3 ' at specific areas	100 nos.		
14	Bengali news channel scrollers/ pop ups for two weeks	2 channels		
15	Campaign through FM channels(Radio Mirchi+Fever +Red FM+ Amar FM)	10 days		
16	Campaign through SMS	To reach at least 100000 people		
TOTAL				