

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 Buildng, 2<sup>nd</sup> Floor, Kolkata-700124.

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

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No. K-12014/12/2013-DRDC/DFA/90954

Date-28/10/13

**TENDER NOTICE**

Sealed tenders are hereby invited for conducting publicity works in connection to the KOLKATA SARAS Mela, 2013-14 to be held at Bidhannagar Mela Ground, Saltlake from 12<sup>th</sup> December to 25<sup>th</sup> December,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. List of Hoardings for which rate is to be quoted is also attached with the notice.
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 12/11/13.
5. The envelope should be sealed properly and **KOLKATA SARAS Mela, 2013-14** should be written in bold letters on the envelope.

6. A demand draft of Rs.25,000.00 (Rupees Twenty five 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 13/11/13 at 12.30 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 &

Nodal officer, Kolkata SARAS 2013-14

No. K-12014/12/2013-DRDC/DFA/90954

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**Copy forwarded for information to the:**

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

Project Director, DRDC

North 24 Pargans Zilla Parishad &

Nodal officer, Kolkata SARAS 2013-14

**ANNEXURE-A**

**Proposed plan of publicity for 8<sup>th</sup> Kolkata SARAS**

<b>Sl no.</b>	<b>Item</b>	<b>Unit/ no of item required</b>	<b>Rate of item (unit cost)</b>	<b>Total cost</b>
1	Creative and artwork including photography, model, film shoot and editing			
2	<b>News Paper Advertisement :</b>			
	Pratidin		1cc in main page(weekdays and weekend separately)/  1 cc in supplementary page(weekdays+ weekend separately )/  1cc in front page (weekdays+ weekend separately)	
	Bartaman			
	EI Samay			
	365 din			
	Ajkal			
	Sanmarg			
	Viswamitra			
	Akhbar-E-Mashriq			
3	Hoarding 20ft X 10ft including cost of flex in saltlake and Kolkata	40 numbers	Detail list of hoarding is to be given along with rate(Annexure B)	
4	Framed Banner 12ft X6ft including cost of flex	60 numbers		
5	Handbill (4 coloured printing for newspaper insert)	20000 inserts		
6	flex Printing	10000sq ft(per sq ft rate is required)	Rate of 1 sq ft	
7	Bus back Branding	100	For each bus	
8	Auto back promotion in an around Salt Lake area (including cost of flex )	200 numbers	For each auto	
9	Mobile Van	1Van for 10 days	1 van	
10	Backlit kiosk in Salt lake around Karunamoyee/PNB	200 numbers		
11	Gates across up & down traffic at beleghata/stadium, Karunamoyee, City centre, Pnb 1st avenue within Salt lake.	3 numbers		
12	Backlit kiosks 5' X 3 ' at	100 nos.	Separate rate should be	

	Saltlake islands (GD, citycentre, CA island)		quoted for each island	
13	Incoda TV	1000 spots		
14	Campaign through FM channels (Radio Mirchi+ Fever +Red FM+ Amar FM)	10 days		
15	Campaign through SMS	To reach at least 100000 people		
TOTAL				

### Annexure B

#### LIST OF SITES FOR DISPLAYING HOARDINGS

Sl.No	Area	Zone	Location	Size
1.	Kolkata and Extended part	Salt Lake	PNB	20ft X 10 ft
2.	Kolkata and Extended part	Salt Lake	Karunamoyee	20ft X 10 ft
3.	Kolkata and Extended part	Salt Lake	Quality	20ft X 10 ft
4.	Kolkata and Extended part	Salt Lake	City Centre	20ft X 10 ft
5.	Kolkata and Extended part	Rajarhat	Rajarhat Bridge	20ft X 10 ft
6.	Kolkata and Extended part	Rajarhat	Sector V	20ft X 10 ft
7.	Kolkata and Extended part	North	Nager Bazar	20ft X 10 ft
8.	Kolkata and Extended part	North	Jessore Road	20ft X 10 ft
9.	Kolkata and Extended part	North	Dumdum Bustand	20ft X 10 ft
10.	Kolkata and Extended part	North	Manicktala	20ft X 10 ft
11.	Kolkata and Extended part	North	Airport 1no. gate	20ft X 10 ft
12.	Kolkata and Extended part	North	Cantonment	20ft X 10 ft
13.	Kolkata and Extended part	North	Jessore Road & Lake Town Xing	20ft X 10 ft
14.	Kolkata and Extended part	North	VIP Road near Baguiati	20ft X 10 ft
15.	Kolkata and Extended part	North	VIP Road between Laketown and Ultadanga	20ft X 10 ft
16.	Kolkata and Extended part	Kolkata	Near Shyam Bazar/ Bagh bazaar	20ft X 10 ft
17.	Kolkata and Extended part	Kolkata	Near Girish Park	20ft X 10 ft
18.	Kolkata and Extended part	North	Belghoria Flyover	20ft X 10 ft
19.	Kolkata and Extended part	North	Belghoria Culture More	20ft X 10 ft
20.	Kolkata and Extended part	North	Sodepur BT Road	20ft X 10 ft
21.	Kolkata and Extended part	North	Sodepur Station	20ft X 10 ft
22.	Kolkata and Extended part	Central	Beside Minto Park	20ft X 10 ft
23.	Kolkata and Extended part	Central	C R Avenue	20ft X 10 ft
24.	Kolkata and Extended part	Central	Sealdah Station Adjacent Area	20ft X 10 ft
25.	Kolkata and Extended part	South	Tolly Metro	20ft X 10 ft
26.	Kolkata and Extended part	South	Jadavpur Sulekha	20ft X 10 ft
27.	Kolkata and Extended part	South	Garia	20ft X 10 ft
28.	Kolkata and Extended part	South	Golpark	20ft X 10 ft
29.	Kolkata and Extended part	South	Rashbehari	20ft X 10 ft

30.	Kolkata and Extended part	North	BT Road	20ft X 10 ft
31.	Kolkata and Extended part	Central	Sealdah Station	20ft X 10 ft
32.	Kolkata and Extended part	Central	Moulali	20ft X 10 ft
33.	Kolkata and Extended part	Central	Espalanade	20ft X 10 ft
34.	Kolkata and Extended part	Central	Rabindrasadan	20ft X 10 ft
35.	Kolkata and Extended part	South	Hazra More	20ft X 10 ft
36.	Howrah	Howrah	Howrah Station	20ft X 10 ft
37.	Kolkata and Extended part	East	E M Bypass parama Island	20ft X 10 ft
38.	Kolkata and Extended part	East	E M Bypass Rubi	20ft X 10 ft
39.	Kolkata and Extended part	East	E M Bypass Ajay Nagar	20ft X 10 ft
40.	Kolkata and Extended part	East	E M Bypass Chingrighta	20ft X 10 ft

Sd/-

Project Director, DRDC

North 24 Pargans Zilla Parishad &

Nodal officer, Kolkata SARAS 2013-14