

National Book Trust, India
Nehru Bhawan, 5-Institutional Area, Phase - II,
Vasant Kunj, New Delhi-110070
Tel: +91 11 26707700; Fax: +91 11 26121883
E-mail: nbtindia@nbtindia.org.in
Website: www.nbtindia.gov.in

**Expression of Interest (EOI) for Empanelment of Agencies for Print Media Publicity,
Out-door Publicity and Audio-Visual publicity Campaigns**

1. National Book Trust, India (NBT), an autonomous organization under the Ministry of Human Resource Development, Government of India, involved in book promotion activities in the country, intends to empanel professionally managed agencies that can assist in the preparation of publicity campaigns for print media, outdoor publicity and audio-visual publicity campaigns through electronic media for creating a brand image for the Trust and the New Delhi World Book Fair and also guide the Trust towards its media planning for promotion of regular events/activities being organized from time to time throughout the year towards promotion of books, with a special emphasis on the promotion of prestigious **New Delhi World Book Fair**. The job of the agency would include conceptualization, preparation and finalization of advertisement material for print media, outdoor publicity and Production of Documentary Films, Radio Spots, Jingles etc.

2. The broad media activities involved are:

Conceptualization, preparation and finalization of advertisement material for print media, outdoor publicity and Production of Documentary Films, Radio Spots, Jingles etc.

3. Agencies capable of undertaking above mentioned jobs may send their proposals with the following information:

- (i) For the print media and outdoor publicity campaign, the agencies should be adequately equipped with in-house copywriter, art department with all modern facilities and social networking facilities. The agency should have in-house media cell to look after the releases and monitor the same.
- (ii) For audio-visual publicity campaign (radio spots, jingles, TVCs and documentary films), the agency should be well equipped with copywriter, visualizer, art department and a in-house production studio or an arrangement with a production studio.
(Documentary evidence in support of (i) and (ii) above may be provided)

- (iii) Documentary proof of successfully handling advertising assignment of at least five reputed government organizations/departments/International Bodies/reputed Corporate during the last three years.
- (iv) Audited balance sheet for last 3 years.

4. Interested parties may kindly send their proposals **to the Director, National Book Trust, India** at the above mentioned address latest by 5 July 2012 by 5.00 pm. The media briefing would be done on 7 July 2012 and the eligible agencies would be called for presentation based on the media briefing on 14 July 2012 at the given slot which would be intimated to them by 12 July 2012 by email or telephonically.

5. The proposal so submitted would be evaluated by the designated committee of the Trust on the basis of the profile of the applicant and his/her presentation on the subject. The decision of the Committee would be final and binding. The Trust would then use the panel for designing its advertisement campaign and other material as and when required.

Note

Interested agencies should preferably be empanelled with DAVP or any other Government Department and generally be prepared to work at the DAVP approved rates.

For the DAVP rates, the agencies may visit the website www.davp.nic.in.

The quantum of work estimated during a financial year would be around Rs. 2 Crores

In case parties need any additional information they may visit our website www.nbtindia.gov.in or contact AD (Information & Publicity).