

West Bengal State NGRBA Program Management Group (SPMG)

CORRIGENDUM to the EOI for Selection of Professional Communication & Event Management Agency that appeared on the website <http://www.wburbandev.gov.in> recently.

Read As (under Point.2 Assignment , Page 3)

“ With the objective of creating wide publicity, awareness and a memorable brand image for the NGRBA’s Mission ‘Clean Ganga’, The Program Director, WB State NGRBA Program Management Group (SPMG), Urban Development Department (UDD), Government of West Bengal invites Expression of Interest from bonafide Professional Communication & Event Management Agencies for the purpose of media campaigns as well as for running direct contact events such as ‘ sit and draw’ competitions, Kiosks near puja pandals, Radio & FM Talks, Painting Competitions, Street Plays, banners, etc in the context of the ensuing festival season in Kolkata, Bidhannager and & other towns along the bank of the river Ganga” .

This will be a short-term, targeted communications campaign starting from the Mahalaya 2011 including but not limited to Durga Puja, Chhat Puja, Kali Puja, Jagadhatri Puja, Kartic Puja and Ganga Sagar Mela till the end of January 2012/ or end of the Kolkata Book Fair 2012 whichever is later”

Instead of

With the objective of creating wide publicity, awareness and a memorable brand image for the NGRBA’s Mission ‘Clean Ganga’, The Program Director, WB State NGRBA Program Management Group (SPMG), Urban Development Department (UDD), Government of West Bengal invites Expression of Interest from bonafide Professional Communication & Event Management Agencies for the purpose of media campaigns as well as for running direct contact events such as ‘ sit and draw’ competitions, Kiosks near puja pandals etc in the context of the ensuing festival season in Kolkata & other towns along the Ganga .

This will be a short-term, targeted communications campaign starting around the Durga Puja festival 2011 till the end of January 2012”

Read As (under Point.2 Assignment , Page 4)

A quick, targeted mass communications campaign that can play out in the run-up to and during the 2011 Durga Puja period starting from Mahalaya to Ganga Sagar Mela till the end of January 2012/ or at the end of the Kolkata Book Fair 2012 whichever is later. It is expected that such a campaign would cover a range of communication channels including

- Broadcast – radio and print
- Information – news and publications
- Outdoors – Banners, wall paintings etc
- Direct outreach

70% of such communication will cover event management and running and 30 % off the campaign will cover advertisement including creative designing etc.

The campaign should have events involving school children preferably in the schools nearest to the banks of the river Ganga in the Municipalities/Corporations as listed here:

SL.NO	LIST OF ULBs
1	HOWRAH MUNICIPAL CORPORATION
2	PANIHATI MUNICIPAL TOWN
3	HOOGHLY CHINSURAH MUNICIPAL TOWN
4	CHANDANNAGAR MUNICIPAL CORPORATION
5	KAMARHATI MUNICIPAL TOWN
6	BARANAGAR MUNICIPAL TOWN
7	MAHESHTALA MUNICIPAL TOWN
8	NAIHATI MUNICIPAL TOWN
9	KHARDAH MUNICIPAL TOWN
10	BARRACKPUR MUNICIPAL TOWN
11	BANSHBERIA MUNICIPAL TOWN
12	HALISAHAR MUNICIPAL TOWN
13	BUDGE-BUDGE MUNICIPAL TOWN
14	GARULIA MUNICIPAL TOWN
15	KONNAGAR MUNICIPAL TOWN
16	NORTH-BARRACKPURE MUNICIPAL TOWN
17	UTTARPARA-KOTRANG MUNICIPAL TOWN
18	BAIDYABATI MUNICIPAL TOWN
19	BALLY MUNICIPAL TOWN
20	JIYAGUNG-AJIMGUNJ MUNICIPAL TOWN
21	JANGIPUR MUNICIPAL TOWN
22	TITAGARH MUNICIPAL TOWN
23	BERHAMPUR MUNICIPAL TOWN
24	MURSHIDABAD MUNICIPAL TOWN
25	SERAMPURE MUNICIPAL TOWN

26	BHATPARA MUNICIPAL TOWN
27	KALYANI MUNICIPAL TOWN
28	ULBERIA MUNICIPAL TOWN
29	NABADWIP MUNICIPAL TOWN
30	KATWA MUNICIPAL TOWN
31	DIAMOND HARBOUR MUNICIPAL TOWN
32	DHULIYAN MUNICIPAL TOWN
33	RISHRA MUNICIPAL TOWN
34	BHADRESWAR MUNICIPAL TOWN
35	KANCHRAPARA MUNICIPAL TOWN
36	CHAMPDANI MUNICIPAL TOWN
37	CHAKDAH MUNICIPAL TOWN
38	GAYESHPUR MUNICIPAL TOWN
39	PUJALI MUNICIPAL TOWN
40	KOLKATA MUNICIPAL CORPORATION
41	BIDHANNAGAR MUNICIPAL TOWN
42	RAJARHAT GOPALPUR MUNICIPALITY

The campaign should also cover Puja Pandals in Kolkata in six numbers , one each in Howrah, Diamond Harbour, Chandannagar, Naihati, Hoogly, Bidhannagar etc.

Instead of

A quick, targeted mass communications campaign that can play out in the run-up to and during the 2011 Durga Puja period starting from Mahalaya to Gangasagar Mela / Kolkata Book Fair in January 2012.

It is expected that such a campaign would cover a range of communication channels including

- Broadcast – television, radio and print
- Information – news and publications
- Outdoors – posters, hoardings, wall paintings etc
- Direct outreach

Read As (Under Point A. Eligibility Criteria, Page 4 &5)

- Accreditation: Agency should either be a member of INS or a member of AAAI or both for the previous 5 years . Copy of INS/AAAI accreditation should be submitted. SPMG reserves the right to verify the same.

Instead of

- Accreditation: Agency should be the member of INS for previous 5 years and should be accredited to AAAI for the last five years. Copy of. INS accreditation should be submitted. SPMG reserves the right to verify the same.

Read As (Under Point3. Period of Contract, Page no.6)

The initial appointment shall be for a period beginning from Mahalaya in September 2011 to January 2012 or Kolkata Book Fair 2012 , which ever is later.

Instead of

The initial appointment shall be for a period beginning from September 2011 to January 2012.

Read As (Under Point 5.1. Technical Evaluation , point 3e. Page no.7)

The selection of the “Qualified Agencies” will not mean awarding of any contract to them.

Instead of

The selection of the “Qualified Agencies” will not mean awarding of any contract to them. The qualified agencies may be asked to submit their quotation .

Read As (Under Point6. Page No.7)

Submission of Application

A single agency/ Consortium meeting all the above criteria can apply for Expression of Interest in all the categories.

Necessary Information	
Due date of receipt of Technical & Commercial Bid, Concept presentation, both in hard & soft formats (CD).	Tuesday, 6 September 2011 upto 4.00pm
Slot wise Presentations of 20 mins to be made by the Technically Selected Ad Agencies	Thursday , 8 September 2011

Instead of

Submission of Application

A single agency/ Consortium meeting all the above criteria can apply for Expression of Interest in all the categories.

Necessary Information	
Due date of receipt of Technical & Commercial Bid.	Friday, 2 September 2011 upto 4.00pm

Read as

(Page no-15, PROPOSAL FOR APPOINTMENT OF PROFESSIONAL COMMUNICATION & EVENT MANAGEMENT AGENCIES)

ITEMS FOR UNDERTAKING THE ASSIGNMENT

No.	Items	Estimates	
		Quantity	Total Cost (inclusive of taxes)
1	Puja Pandal display through Stalls/Kiosks, tabloids etc. including concept designing & Event Management for the same.	Kolkata – 6 no. of Pandals, Bidhannagar-1 Diamond Harbour-1, Howrah-1, Chandannagar-1, Naihati-1, Hoogly Chinsurah-1	
2	Event at GangaSagar Mela for creating maximum awareness with the objectives of the Mission in mind.	1 no.	
3	Event at Book Fair : Stall/Kiosk with a creative concept to draw the attention of more and more crowd and for reaching out to the younger generation	1 no.(throughout Book Fair 2012	
4	Event management for Painting competition	51 Nos	
4	Event Management for Sit & Draw completion for children	51 Nos	
5	Banners		
6	Street Plays / Talk shows	51 Nos	
7	Radio & FM Talks	20 days	
8	Steamer / Water Vessel Campaign (Water Festival) during Emersion	Kolkata- 2 days, Naihati-1day Chandannagar-1 day, Howrah-1 day, Diamond Harbor-1day	

