

## **EMPANELMENT OF PR AGENCY**

IMI New Delhi intends to empanel PR Agency that shall prepare and implement PR Strategy for media coverage in newspapers, online journals, social media, electronic media (TV etc) and organize press conference. Bids are invited as per the eligibility criteria and scope of work given below:

### **(a) Eligibility Criteria**

No	Eligibility Criteria	Supporting Document Required
1	The firm should have its headquarters, preferably, in New Delhi.	Authentic address proof, Proof of PR operations like work orders / vouchers or any other supporting documents generated in the name of the firm.
2	The firm should have been in the business of providing PR services in India to the Government bodies and/or reputed private companies for at least 5 years from the date of opening of the tender.	Proof of incorporation of the firm/ company (Articles of Association); attested by the authorized signatory. Proofs like work orders/ vouchers that mentions the name of government body or private company to which the PR service is rendered.
3	The firm should have turnover from PR activities in India of at least Rs. 1 Crore in each of the last three financial years.	Attested copy of audited balance sheet for last 3 financial years and CA certificate certifying that the firm had made a turnover more than or equal to Rs. 1 Cr. in each of the last 3 financial years out of its PR activities in India in original.
4	The firm should be fully equipped with trained and skilled PR professionals and should have latest instruments like computers, scanners, high-speed photocopy machine	Brochures, leaflets, photos of the firm giving a glimpse of its offices and staff, view of work in designing.

(b) **Scope of work:** To help in achieving the mandate of International Management Institute, New Delhi, it intends to empanel Public Relations (PR) Firm that shall perform the following tasks:

- Prepare an effective Public Relations Strategy Plan for IMI, New Delhi with a vision for the next two years with particular focus on social media tools.
- Make all arrangements necessary for the media coverage of any event when dignitaries from IMI, New Delhi are visiting any part of the country.
- Engagement with vernacular/regional media on issues of importance to IMI, New Delhi viz. Hindi, Assamese, Telugu, Tamil, Bengali, Kannad, Oriya, Marathi, Punjabi, Urdu, etc.
- Help in devising a strategy to utilize the Social Media tools (Facebook, Twitter, YouTube etc.) for greater reach and dissemination of information and also to get feedback.
- Prepare press releases, News articles, messages, write - ups, features for publications in mainline print media in consultation with IMI, New Delhi.
- Arrange for press conferences, one to one meets, road - shows, safety awareness programs in schools & colleges etc. as and when instructed by IMI, New Delhi.
- Content and designing support/assistance for Brochures, Folders, Newsletter, Posters, Advertisements, etc. in consultation with IMI, New Delhi.
- Continuously monitoring and tracking all national and regional newspapers, magazines, TV channels, the inter-web, blogs and other channels of external communication at regular intervals for any news pertaining to IMI, New Delhi.

(c) **Selection Process:**

(1) Bidders must conform to the eligibility criteria cited above-Please refer to (a).

(2) Proposal should contain:

- documents to support eligibility criteria-Please refer to (a)
- profile of the bidder
- experience in providing PR services in Public/Private Enterprises
- profile of proposed resources / team
- presentation of a roadmap for management of PR based on the scope of work-Please refer to (b)

(3) Shortlisted PR agencies based on the proposal and profile will be called for submission of the commercial proposal.