



Expression of Interest for Media Promotion & Collaboration

The council invites applications with an objective to seek services of an Organisation for communications management and dynamic outreach of various activities, initiatives and events of NPC, in its role as a premier organisation for productivity promotion at Pan India level. Organisation will work with representatives of the NPC to develop and execute an overall strategic marketing and communications plan for NPC branding and promotion of NPC online services like consultancy, classroom or online training, e-learning, webinars etc.

Organizations having incubation services along with pool of experts who can plan, promote and organize regular online /offline training activities will be preferred. The engagement of such organizations will purely be on contract basis for three months only. The extension of the engagement will depend on Performance and further requirement of the council.

Scope of Engagement:

S.No.	Activity	Duration/ Number
1.	Content Development for event/webinar/ training program/e-learning etc.	It will depend upon the length of the module.
2.	NPC Banner display in Newspaper/ Magazine/ e-newsletter	30 Days Duration
3.	Online Advertisement of NPC events	One Week prior advertisement for each event/ webinar/ training program etc.
4.	E-mail Marketing	At least 10,000 emails per event/ webinar/ training program etc.

5.	SMS Marketing	At least 10,000 SMS per event/ webinar/ training program etc.
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The Organisation will be selected as per Quality-cum-Cost Based Selection (QCBS). All clarifications/ corrigenda will be published only on the website of NPC. The official website for accessing the information related to this is: <http://npcindia.gov.in>

Eligibility criteria:

1. Organisation must have the capacity to produce:
 - (a) Newspaper and magazine advertisements.
 - (b) Web-advertising.
 - (c) Books, reports, print publications, websites, presentations, signage, and other publicity capabilities.
 - (d) E-mail Marketing
 - (e) SMS Marketing
2. Organization should have minimum 5 years of work experience in the above mentioned areas.
3. The organization must be based in India. The bidder should neither have been blacklisted and/or debarred by any Central/State Govt. Departments/PSUs /Educational Institutions/ Organization etc.
4. Last 3 years' average turnover must be more than (35 Lakh) (Last three years balance sheets are required along with CA Certificate)
5. Organizations having prior work experience of completing Govt. projects/Training/ Research activities/Surveys in the mentioned areas will be preferred.
6. Should have incubators/industry linkages/contacts to promote NPC among Startups/ SMEs/ MSMEs.

The interested organizations may send their documents in a sealed envelope by post positively by 31st December 2020 to -

Sh. Shailesh Shrivastava

Director (TM & Training)

Address- National Productivity Council

Plot- 5-6, Institutional Area, Lodhi Road, New Delhi- 110091

CHECKLIST OF DOCUMENTS

1. Name of the organization
2. Type of organization
3. SME registration No
4. Udyog Adhar No
5. CA Certificate for last 3 years
6. NSDC Registration No.
7. Balance Sheet for last 3 consecutive years
8. Work orders from any Govt. organization/PSU/State, National level Educational Institute
9. GST
10. PAN
11. Company Registration Certificate
12. Photographs of Incubations/labs/training centres
13. All documents should be stamped, signed by the head or authorized person of the organization.

Note: Duly signed & stamped copies of all required documents in a sealed envelope will be accepted by post only.