

# **Request for Proposal**

## **Selection of Creative cum Media Agency for MyGov**

**Corrigendum III**

**Ministry of Electronics & Information Technology,  
Government of India**

**Ref: Ref No. 2(1)/2016-MyGov (Vol. I)**

**Date: 13/04/2017**

# Volume I

## 1.1 Clause 8.8, Commercial Proposal

S. No.	Description of Item	Cost Per Unit (in INR) – ‘A’	Indicative quantity for 2 years –‘B’	Cost for 2 years (in INR) – A x B	Sub-Total Cost (in INR)
1.	Detailed Promotion and Media Strategy including the comprehensive media planning		NA	NA	
2.	<b>Creatives for Print</b>				
	<b>Newspaper Ads</b>				
	Strip Ad -32.9 cm (w) x 6 cm(h)		8		
	Quarter Page Ad		8		
	Half Page Ad		4		
	<b>Magazines</b>				
	Articles (1-2 page)		16		
	International Magazine Articles (1-2 page)		2		
	International News Articles (1-2 page)		2		
	International Wire Copied Articles		2		
	Advertorials		8		
3.	<b>Creatives for Radio</b>				
	Radio Spot (40 second)- MyGov generic		4		
	Radio Spot (40 second)- Specific Topic		8		
	RJ Mention		8		
	Radio Sponsored Program (10 episodes of 15 min. each) in 18 languages		10 episodes in 18 languages		
4.	<b>Creatives for Television</b>				
	Television Commercial (60 seconds, adaptation in 40 and 30 seconds)		4		
	Talk Shows/ Half Hour Special Sponsored Features		4		

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	Support for Product Placement in popular TV shows		2		
5.	<b>Creative for Cinema Ads (60 second Ad- adaptable version of the TVC including regional languages)</b>		4		
6.	<b>Creatives for New Media</b>				
	Creatives for Twitter, YouTube, Facebook etc./ Any Other		24		
	Support in making videos Viral		8		
	Creation of IVRS Prompts of 1 minute		12		
	Social Media Management for 2 years				
	Internet Banner		8		
	Web Scroll		8		
	Blog Burst through 10 well- known Bloggers (atleast 3 blogs of 400 words each from each blogger over a period of two years)		30 blogs		
	Op-eds mentions from 10 well-known writers in National Dailies (English and Hindi Language)		24		
	Content for Bulk SMSs		48		
	MyGov Jingle Ring Tone		1 with 4 adaptations		
	Phone/Desktop/Laptop Screen Savers		16		
	Mobile Ads		a. Video Adds - 4 b. Static Ads - 8		
7.	<b>Creatives for Outdoor Media (OOH)</b>				
	Hoarding		2		
	Poster		24		
	Bus Panel		Adaptation of poster		

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	Bus Shelter		Adaptation of poster		
	Metro Panel		Adaptation of poster		
	Train Panel		Adaptation of poster		
	Digital Signage		Adaptation of poster		
	Wall Painting		4		
8.	<b>Podcast</b> (in two languages – Hindi and English)		104		
9.	<b>Merchandise (MyGov Branding)</b>				
	Creatives for Aspirational merchandise (over a period of 2 years)		50		
	Bags		4		
	Booklet- (Coffee table/ Pocket Book/ Report)		4		
	Brochure- (6/8/10 Page)		2		
	Pen		2		
	Penholder		2		
	Coffee Mug		4		
	Key Chain		2		
	Pen Drive		1		
	Card Holder		2		
	Notepad		2		
	Calendar		2		
	Diary		2		
	Memento		2		
	Cloth Folder		2		
	T-Shirt		4		
	Cap		4		

S. No.	Description of Item	Cost Per Unit (in INR) – ‘A’	Indicative quantity for 2 years –‘B’	Cost for 2 years (in INR) – A x B	Sub-Total Cost (in INR)
	Certificate/Pamphlet/Leaflet		1		
	CDs/DVDs		2		
10.	<b>Event Management (end to end organization and management of Workshops/ Seminars/ Conferences/ PR activities) for 4 events*</b>				
11.	<b>Cost for Digital Photoshoot of high resolution still pictures (inclusive of all costs). Cost to be quoted for two years for 4 metro cities and 100 still pictures per city</b>		400 pictures in two years		
12.	Translation of scripts to any regional Language. Upto 500 Words		NA	NA	
13.	Dubbing of content into regional language. Upto 1 Minute of dubbing		NA	NA	
<b>Grand Total</b>					

**Stands amended as:**

S. No.	Description of Item	Cost Per Unit (in INR) – ‘A’	Indicative quantity –‘B’	Total Cost (in INR)
1.	Detailed Promotion and Media (planning and buying) Strategy including the comprehensive media planning		NA	
2.	<b>Creatives for Print</b>			
	<b>Newspaper Ads</b>			
	Strip Ad -32.9 cm (w) x 6 cm(h)		8	
	Quarter Page Ad		8	
	Half Page Ad		4	
	Full Page Ad		4	
	<b>Magazines</b>			
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3.	<b>Radio</b>			
	Radio Spot (40 second)- MyGov generic		4	
	Production of Radio Spot (40 second)- MyGov generic		4	
	Radio Spot (40 second)- Specific Topic		8	
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	RJ Mentions		8	
Radio Sponsored Program (10 episodes of 15 min. each)		10 episodes		

	Production of Radio Sponsored Program (10 episodes of 15 min. each)		10 episodes	
4.	<b>Creatives for Television</b>			
	Television Commercial (60 seconds, adaptation in 40 and 30 seconds)		4	
	Production of Television Commercial (60 seconds, adaptation in 40 and 30 seconds)		4	
	Talk Shows/ Half Hour Special Sponsored Features(Including Cost of Production of the Shows)		4	
	Production of Talk Shows/ Half Hour Special Sponsored Features(Including Cost of Production of the Shows)		4	
	Support for Product Placement in popular TV shows		2	
5.	<b>Creative for Cinema Ads (60 second Ad-adaptable version of the TVC including regional languages)</b>		4	
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8.	<b>Podcast</b>		20	
9.	<b>Merchandise (MyGov Branding)</b>			
	Creatives for Aspirational merchandise (over a period of 2 years)		50	
	Bags		4	
	Booklet- (Coffee table/ Pocket Book/ Report)		4	
	Brochure- (6/8/10 Page)		2	
	Pen		2	
	Penholder		2	
	Coffee Mug		4	

	Key Chain		2	
	Pen Drive		5	
	Card Holder		2	
	Notepad		2	
	Calendar		2	
	Diary		2	
	Memento		2	
	Cloth Folder		2	
	T-Shirt		4	
	Cap		4	
	Certificate/Pamphlet/Leaflet		1	
	CDs/DVDs		2	
10.	<b>Event Management (end to end organization and management of Workshops/ Seminars/ Conferences/ PR activities)</b>			
	<b>Workshop/Event/Conference</b>			
	Audience Range >10 < 100		4	
	Audience Range >100 >500		4	
	Audience Range >500 <1000		4	
	<b>VVIP Events (Event chaired by President/PM/Union Minister/CM/etc.)</b>			
	Audience Range >1000<5000		4	
Audience Range >5000<20000		4		
Audience Range >20000		4		
11.	<b>Cost for Digital Photoshoot of high resolution still pictures (inclusive of all costs). Cost to be quoted for two years for 4 metro cities and 100 still pictures per city</b>		400 pictures	
12.	Translation/Adaptation of scripts/content/text to 18 regional languages (500 Words each) excluding master copies	{Cost per regional Language}	18 languages, 500 words each copy	
13.	Adaptation of content in 18 regional languages (60 seconds audio/video content) excluding master copies	{Cost per regional Language}	18 languages, 60 seconds audio/ video	
<b>Grand Total</b>				

**Note:-**

1. Master copies are required to be prepared in English and Hindi languages for all creatives mentioned above.
2. Event management cost should include all the below mentioned cost components but not limited to:-
  - a. Venue -Booking facilitation, Venue Insurance , Permission & Licenses, Onsite and offsite Branding and Promotions, Parking arrangements
  - b. Arrangements For:- Security, Helpdesk, Medical, Public Announcement , Media Desk, Technical Crew, Cloak Room, Network & Connectivity
  - c. Exhibition Area Arrangements
  - d. F & B Arrangements
  - e. VIP/MyGov Lounge Arrangements
  - f. Participants engagements activities(Like skeet, street play etc)
  - g. Arrangements for Electricity, Manpower, Logistics, Power Back Up, Public Utilities, Sound & System.
  - h. Event Live streaming , Invitation management, PR Activities,
  - i. Anchor/Host/Usher arrangement
  - j. Goodies Bag for participants and Media
  - k. Travel & Concierge

