

Delhi Commission for Protection of Child Rights
Govt. of N.C.T. Delhi
ISBT Building, 5th Floor, Kashmere Gate, Delhi-110006

No. F/DCPCR/10-11/10/4341

Dated :- 12.05.2010

**Expression of Interest for empanelment of
Communication management agency/firm for DCPCR**

In order to outsource the entire communication management of DCPCR, limited bids (Technical & Financial) are invited from the eligible firms within a fortnight of the issue of this notice.

Communication management of DCPCR shall include the following services:

1. Media Management; the entire PR function including deployment of a dedicated team in the office of DCPCR, provide media handling, training and develop story bank for DCPCR
2. Advertising Management; which will mediate between the client & ad agencies and extend to copy writing & photo support
3. Brand Management; getting a brand manual prepared and brand gate keeping & brand nurturing function
4. Publication Management; Develop publication calendar, Providing the entire designing solution for each publication including copy editing & designing in publication
5. Photo research, photo supply and impact studies & communication evaluation.

Interested bidders can submit their Technical & Financial bid separately in a single envelope by post or by hand till 3:00 P.M of 28.05.2010 to "Secretary, Delhi Commission For Protection Of Child Rigts, Govt. of NCT of Delhi, 5th Floor, ISBT Building, Kashmere Gate, Delhi – 110006.

DCPCR reserves the right to accept or reject any or all the offers at any stage of the process without assigning any reason thereof and no claim/dispute on this aspect shall be entertained.



(X.K. MAHTO)
Secretary, DCPCR

the Dy. Sect. (I.F.)