

**Dr RAJENDRA PRASAD CENTRAL AGRICULTURAL UNIVERSITY  
PUSA, SAMASTIPUR, BIHAR- 848125**

Expression of Interest (EOI)  
For Engagement of Media Agency

Dr Rajendra Prasad Central Agricultural University, PusaSamastipur is interested in engaging a media agency to look after its public relations and increase visibility in national media along with informing all stakeholders about different achievements. The details of the terms and conditions of engagement can be seen on university website [www.rpcau.ac.in](http://www.rpcau.ac.in). The filled Performa should reach either by registered post/speed post to the office of undersigned by 29.06 2021.

  
Officer-in-Charge  
Central Store  
RPCAU, Pusa,  
Samastipur- 848125  
Bihar

No. : 75/DRPCAU, Pusa

dated : 31/05/2021

Copy forwarded to Consultant( P&I), with a request to publish the above quotation notice (size 8 x 8 cm approx) once in Patna and Delhi Edition of Daily Newspaper at the earliest on DAVP rates. The bill in duplicate along with the tear sheet of the advertisement may kindly be sent to the undersigned for payment.

  
Officer-in-Charge  
Central Store

CC to : O/I, ARIS Cell, RAU, Pusa (along with the soft copy and hard copy) with a request to place the quotation notice and bidding documents on the University website : [www.rpcau.ac.in](http://www.rpcau.ac.in).

  
Officer-in-Charge  
Central Store



## EOI Document

### Introduction :

Dr Rajendra Prasad Central Agricultural University has achieved significant milestones since its establishment in 2016 after conversion from Rajendra Agricultural University to the Central university. The University has developed many technologies which have potential of significantly altering agricultural landscape of the state of Bihar in particular and eastern India in general. Besides there has been significant changes in infrastructure and overall academic environment of the university. However the reach of information about achievements and progress of university is limited to . As the university does not have any regular public relation department as other universities have, we need to outsource this by engaging a media agency.

Thus, the university invites Expression Of Interest for engaging a media agency to manage its public relation so as to reach its stakeholder through national and digital media. Including social media. A draft for inviting expression of interest is enclosed for your ready reference.

### Objectives and scope of the requirement

Dr Rajendra Prasad Central Agricultural University, Pusa Samastipur, Bihar is an institution of national importance established by Parliament of India in 2016 by upgrading Rajendra Agricultural University, Pusa, Bihar which was established as state agricultural university in 1970 by Government of Bihar. After conversion to a central university, this university has made many strides by developing technologies which align with the goals and objectives set by both Central and State Government. The major areas where the university is working are:

- 1- **Water Positive administrative units viz., village, block, city;**
- 2- **Rural Employment Creation beyond Agriculture;**
- 3- **Circumventing Climate Change;**
- 4- **Enhancing Farmers' Income through monetization of Agro waste;**
- 5- **Biofortified Crop Varieties to combat malnutrition; and**
- 6- **Low Volume High Value Fisheries for Higher Returns of Fishermen.**
- 7- **Start Up Facilitation Centre for Commercialization of technologies developed by university**

In addition to these, university has taken many steps to diversify courses being offered, diverse faculty, creating infrastructure facilities, making university green, which have made this university one of most sought after university among students. The university was ranked 10<sup>th</sup> among government funded universities by India Today Group in 2020, was awarded University of Year Award 2020 by FICCI and Green Initiative University by Agriculture Today Group. To increase visibility of university across different stakeholders, i.e., Policy Makers, Academicians, Students, Agricultural Workers of state and central governments as well as private enterprises and farmers, it wants to engage a media agency. The main function of the agency will be following:

- Create a wide range of content and communications material through innovative approaches
- Plan communication programs, and carry out research into the attitudes and perceptions of the target audience, thus building a positive reputation for the university.
- Identify key areas for improvement and outline key research that may ultimately be beneficial for upcoming projects.
- Plan content and write copy for publications such as fliers and brochures, leaflets, posters, magazines, newspaper articles and blog posts.
- Arrange for spokespersons to appear on National television and radio programs.
- Develop, execute and administer advertising and promotional campaigns.



The university is in process of developing Media Centre with all requisite equipment and studio. The media agency will be expected to arrange national level press releases, electronic media coverage at national level and sufficient digital media coverage as well as social media coverage

The agency should have an experienced team of human resources, a minimum three years experience in field, should have at least five running clients and high level credentials. The Agency should submit its bid in two parts: technical and financial.

**Performa for tender (Technical bid)**

1. Name of Agency along with registration details
2. Name of core team members and their qualification along with experience
3. Name of running clients, ( Enclose their profile, copy of contract, and other related documents)
4. Name of earlier clients, ( Enclose their profile, copy of contract, and other related documents)
5. A note explaining how will you proceed to work and what will be components  
 If technically qualified, agency will have to make a presentation covering components viz., press releases, blogs, national and local electronic and print media coverage, processes, milestones and approach. In presentation, it will be expected that agency show a small 3-5 minutes film covering activities of university

**Financial Bid**

1. Total cost component wise, i.e.,
  - (i) manpower which will be stationed at university campus,
  - (ii) PR and content planning
  - (iii) Social media management
  - (iv) Media coverage both electronic, digital and print

**Tender Evaluation Procedure**

- |  |   |
|--|---|
| 1. Profile of core team members -                  | 20 marks (To be awarded by evaluation team)   |
| 2. Number of running clients-                      | 20 marks ( 3 or less clients – 0, 4 clients – 10, 5 clients – 15 marks, More than 5- 20 marks |
| 3. Number of earlier clients more than 3 years old | 10 marks ( 3 clients – 5 marks, 5 clients 7.5 marks > 5 – 10 marks)                           |
| 4. Presentation                                    | 50 marks (To be awarded by evaluation team)   |

Total marks: Marks of technical evaluation \* 0.7 + (Lowest Financial value quoted by lowest agency/ Financial value of value quoted by agency under evaluation) x 30

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 Officer-in-charge  
 Central store