

**DELHI DEVELOPMENT AUTHORITY**  
**Public Relations Department**  
**B-Block, GF, Vikas Sadan**  
**New Delhi-110023**

Dated: 25-02-2020

To

All empanelled agencies

Sub: **Auto Campaign for PM-Uday Scheme**

There are 1731 unauthorised colonies in Delhi, where government has recently conferred ownership rights to residents of these colonies under PM-Uday Scheme. To communicate to the residents of these colonies, DDA proposes to run a campaign on autorickshaw with audio recorded message in these colonies. Sealed quotations are invited for carrying campaign in Autorickshaw for PM-Uday Scheme under the following Terms & Conditions:

- 1) The agency will carry out campaign in 10 autorickshaws in unauthorised colonies of Delhi initially for 15 days from 10 AM to 5 PM. The agency should target 8-12 colonies at least per auto in one day.
- 2) 1 Banner of size (20 inches x 42 inches) will be installed by the agency at the back of all the 10 autorickshaws. The content for the banner will be provided by DDA. The agency will be responsible to see that the banner is not damaged. In case of any damage, they have to install a new banner. Pamphlets will also be distributed by the autorickshaws.
- 3) The announcement of the scheme will be through a recorded audio content. The content will be provided by DDA.
- 4) The agency will prepare the list of unauthorised colonies where campaign was launched each day. Besides, they will provide photographs and video clips at 12 PM, 3 PM and 5 PM via e-mail/whatsapp to Dy. Dir(PR) , every day for 15 days.
- 4) Managing the autorickshaws and the campaign will be sole responsibility of the agency.
- 5) DDA has the right to extend or curtail the campaign anytime without any prior notice. In case of curtailment/extension, the amount will be paid on pro rata basis.

Rates are to be quoted in the following order:

| Sl.No. | Item  | Rate in Rupees |
|--------|---|----------------|
| 1(a)   | <b>Lump sum amount inclusive of all charges, (excluding GST) for 15 days. The amount will include all charges including expenditure in preparing audio content, banner and any other incidental expenses.</b> |                |

The sealed quotations with the heading “**Quotation for Auto Campaign for PM-Uday Scheme**” should be submitted in the office of Public Relations Department, DDA, Room No.-16, B-Block, Ground Floor, Vikas Sadan, New Delhi-110023 by **26.02.2020 by 3 p.m.** Quotations will be opened at 3:30 p.m on 26.02.2020 in the chamber of Director (PR).

(Bijay Shankar Patel)  
Dy. Director(PR)