
REQUEST FOR PROPOSAL (RFP)

For Selection of a Multimedia Event Management Firm for the Commemoration of Shaheedi Diwas of Sri Guru Tegh Bahadur Ji, Department of Art and Cultural Affairs (DACA) Government of Haryana.

1. Background

The Government of Haryana, through the **Department of Art & Cultural Affairs**, proposes to organise a **State-level commemoration event** to mark the **Shaheedi Diwas (Martyrdom Day) of Sri Guru Tegh Bahadur Ji**, the ninth Guru of Sikhism — revered as *Hind Di Chadar*, the protector of faith and humanity. The event will span a duration of **25 days, commencing on 1st November and concluding on 25th November**.

Guru Tegh Bahadur Ji's supreme sacrifice for upholding the principles of religious freedom, truth, and righteousness continues to inspire generations across the world. His legacy represents the ideals of courage, tolerance, and unity in diversity.

To honour this sacred occasion with dignity and authenticity, DACA invites proposals from empanelled and **experienced Multimedia Event Management Firms** with proven credentials in organising **State/National-level events and faith-based commemorations**, particularly related to Sikh history and heritage.

2. Objective

The objective of this engagement is to conceptualise, curate, and execute a solemn and spiritually resonant commemoration programme that:

- Pays tribute to the **martyrdom and teachings** of Sri Guru Tegh Bahadur Ji.
 - Inspires citizens, especially the youth, to uphold the values of humanity and selfless service.
 - Highlights Haryana's deep historical and cultural association with Sikh heritage.
 - Uses creative, multimedia, and cultural means to convey the message of peace, harmony, and sacrifice.
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3. Scope of Work

A. Social Media Management

- Creation and management of official event social media handles (Facebook, Instagram, X, YouTube).

- Preparation of a month-long social media plan outlining content themes, posting schedule, and engagement strategy.
- Development of pre-event awareness campaigns, daily posts, infographics, and videos highlighting Guru Ji's teachings.
- The agency shall develop high-quality, creative, and culturally resonant content in Hindi and English, and in Punjabi wherever thematically or culturally appropriate.
- Live coverage of the event with short clips, quotes, and interactive visuals.
- Reporting & Analytics: weekly performance report with insights on reach, engagement, and growth. End-of-campaign report highlighting impact, top-performing content, and learnings.
- The official hashtags to be used will be officially communicated by the Department.
- Achieve minimum follower growth targets as under:
 - **Facebook:** 20,000+ followers
 - **Instagram:** 10,000+ followers
 - **X (Twitter):** 1 million total impressions
 - **YouTube:** 1 lakh cumulative views
- Ensure regular content flow — minimum:
 - **Static Posts:** 40–50 professionally designed graphics
 - **Short Videos / Reels:** 20–25 engaging clips highlighting campaign themes
 - **Motion Graphics / Animations:** 10–12 visually appealing explainers or digital showcases
 - **Carousel Creatives:** 5–7 thematic story-based posts
 - **Event Highlights:** 5–6 summary videos or montages
 - All creative materials shall align with the Government's visual identity and messaging guidelines.
- The agency shall maintain **24×7 response capability** during the event period for live updates and crisis communication.

B. Audio-Visual Films / TVCs / Documentaries

- Conceptualisation, scripting, production, and editing of **short films, documentaries, and TVCs** depicting Guru Ji's life, philosophy, and supreme sacrifice.
- Production in Hindi, English, and Punjabi languages for broader outreach.
- Development of LED visuals and background films to be displayed during the main event.
- All content must be historically accurate, respectful, and approved by DIPRL before dissemination.

C. Laser Show / Projection Mapping(whenever required)

- Creation of a **Laser Light Show / Projection Mapping** narrating the story of Guru Ji's life, message, and martyrdom in a devotional and dignified manner.
- Synchronised sound, visuals, and narration ensuring thematic depth and solemnity.
- Prior testing, rehearsal, and departmental approval of all visuals and scripts.

D. Coffee Table Book

- Conceptualisation, content writing, photography, design, and printing of a **Coffee Table Book** highlighting Guru Ji's legacy, his martyrdom, and Haryana's initiatives to honour his memory.
- Inclusion of archival material, quotes, and authentic illustrations.
- Submission of three creative design options before final approval.
- Printing on premium quality paper with hardcover binding.

E. Religious & Cultural Outreach

- Coordination with **Sikh scholars, preachers, historians, and Ragis** for participation.
- Organisation of **Kirtan Darbars, discourses, or exhibitions** on Guru Ji's life and teachings.
- Ensuring adherence to religious decorum and sentiments at all stages.

F. Media Outreach & Public Relations

- Preparation and dissemination of press releases, advisories, and feature articles.
- Coordination with print, digital, and electronic media for coverage.
- Compilation of post-event media coverage and digital analytics report.

G. Videography & Photography

- High-quality multi-camera coverage of all proceedings, including drone footage (if permitted and required).
- Production of short (5-min) highlight film and full-length (20–30 min) documentary of the event.

- Delivery of all raw and edited photographs/videos for archival purposes.

H. Exhibition & Installations

- Design and installation of **thematic exhibitions** portraying Guru Ji's life, principles, and contribution to humanity.
 - Creation of **interactive panels, digital kiosks, and selfie zones** with devotional themes.
 - Venue branding reflecting the solemnity of the occasion, consistent with Sikh aesthetics.
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4. Deliverables

Phase	Deliverables
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Pre-event	Concept presentation, creative plan, and content approval
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During event	Execution of multimedia, exhibition, and coordination of ceremonies
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Post-event	Coffee Table Book, highlight film, and media coverage report
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5. Eligibility Criteria

1. The bidder must be a **registered firm/company** with a minimum of **3 years' experience** in event management, multimedia production, and cultural programming.
 2. Must have executed at least **three (3) National or State-level events** of religious, spiritual, or cultural importance.
 3. Must demonstrate **experience in organising Sikh heritage or faith-based events**.
 4. Proven capacity to manage large-scale public functions involving dignitaries and multiple agencies.
 5. The firm must not be under any form of blacklisting by Central or State authorities.
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6. Selection Criteria

The selection will be made **solely on the basis of conceptual strength, creative competence, and subject sensitivity duly evaluated by the Committee so constituted by the**

Department. The financial component will follow **DAVP-approved rate card** norms applicable under Government of India / DIPRL guidelines.

Evaluation Parameters

Criteria	Description	Weightage
Concept & Creative Design	Originality, thematic relevance, depth of storytelling	30
Event Curation & Planning	Structure, flow, audience engagement, and decorum	20
Understanding of Sikh History & Religious Sensitivity	Alignment with Sikh tenets, historical accuracy, reverence	20
Past Experience in Faith/Cultural Events	Documented experience of national/state heritage programmes	20
Organisational Competence & Team Capability	Manpower, infrastructure, and creative resources	10
Total		100

7. Timelines

Activity	Tentative Date
RFP Release	25/ 10 / 2025
Submission of Proposals	27 / 10 / 2025 by 3 pm
Presentation by Shortlisted Firms	27/ 10 / 2025 at 5 pm (Physically or virtually on request)

Supervision & Reporting

The selected agency will function under the supervision of the **Department of Art & Cultural Affairs**, Government of Haryana. A **Nodal Officer** will be designated for day-to-day coordination, approvals, and progress monitoring.

9. Payment Terms

- All payments shall be made strictly as per **DAVP Rate Card**, applicable to the category of services executed.
 - Payment will be released upon satisfactory verification and completion of deliverables as follows:
 - 30% upon approval of concept and detailed plan.
 - 40% after successful event execution.
 - 30% after submission and acceptance of Coffee Table Book, films, and reports.
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10. Intellectual Property & Compliance

- All creative content, visuals, and materials produced for this event shall be the **exclusive property of DIPRL, Government of Haryana**.
 - The agency must ensure all content is **factually accurate, spiritually respectful, and culturally appropriate**.
 - DIPRL reserves the right to modify, review, or reject any creative material that does not align with Sikh ethos or the solemnity of the event.
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11. Contact

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