

Inviting Creatives for DTTDC Wall Calendar and Notebook Diaries for 2019

Theme: Gandhi Ji's Connect with Delhi

Dear Sir,

Delhi Tourism proposes to print a Wall Calendar for the year 2019, with a concept driven, visually attractive theme. Commemorating the 150th Birth Anniversary of Mahatma Gandhi, the calendar for 2019 is dedicated to mapping Gandhi's journey to Independent India through Delhi, and how, even today he paves the way through our lives in the modern context.

The aim is to establish Delhi's role in Mahatma Gandhi's struggle for freedom and how Delhi still incorporates the learnings and philosophy of Bapu.

You are requested to submit a 13-sheet dummy of the calendar consisting of 12-month leaf design, with dates and a separate sheet consisting of a brief write up on the given theme for evaluating creativity of the calendar, in the size (19" x 14" landscape format). Logos of Delhi Tourism & Govt. of Delhi should be used on each leaf.

The design can incorporate the following:

- 1) Original pictures of Gandhi Ji in Delhi at various locations such as Rashtrapati Bhawan, Birla House and the like.
- 2) Murals and popular graffiti that commemorates Gandhi Ji
- 3) Artworks on Gandhi Ji (pre-& post-independence)
- 4) Related creatives (e.g. line drawings, designs etc) can be developed by the agency

The connect between Gandhi Ji and Delhi has to be made apparent with the help of well-integrated typography, illustrations, images, and graphics to create a vibrant and thoughtful calendar.

The selected agency will be paid creative charges on the basis of DAVP approved rates i.e. Rs.20,000/- towards the development of each leaf in a ready to print format.

You are requested to submit your designs (drafts) latest by 15th October 2018 to the office in hard copy. In case of any query, Ms. Chitra, PR Executive, may be contacted on 96438-58329

We value your participation!

Kindly acknowledge.

Regards

Sudhir Sobti

Chief Manager (PR & Publicity)

98104-22633