



**KERALA STATE COASTAL AREA DEVELOPMENT CORPORATION Ltd.
(KSCADC)**

(A Government of Kerala Undertaking)
'Makayiram', T.C 16/1709, Ulloor Lane, Near DPI, Jagathy,
Thiruvananthapuram – 14
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EXPRESSION OF INTEREST (EOI)

EMPANELMENT OF 'PUBLIC RELATIONS CONSULTANCY'

NB: Pls check that all the pages are intact in the document

EXPRESSION OF INTEREST (EOI)

Managing Director, Kerala State Coastal Area Development Corporation, Makayiram, T.C 16/1709, Ulloor Lane, Near DPI, Jagathy, Thiruvananthapuram – 14 invites sealed EOI in prescribed Performa from professional agencies:

1. Name of EOI: Empanelment of **'PUBLIC REALTION CONSULTANCY'**
2. Download Period: **25/11/2014 to 05/12/2014**
3. Last Date & Time for Submission of EOI: **05/12/2014 at 3.00 pm**

The EOI documents have been hosted on www.keralacoast.org and may be downloaded from the website.



Kerala State Coastal Area Development Corporation Ltd (KSCADC) at present is establishing its presence in the coastal districts as well as the inland districts of the state by implementing various infrastructure development projects and direct assistance schemes for fishermen. Presently KSCADC is implementing various infrastructure development projects in the coastal areas of the state funded by the Central Government, State Government, National Fishery Development Board (NFDB), NABARD, 13th Finance Commission Award, Rashtriya Krishi Vikas Yojana (RKVY), etc amounting to Rupees 650 Crore. In addition to that the corporation has also undertaken works entrusted by public sector undertakings such as KTDC, and agencies under Fisheries Department such as ADAK, FIRMA, NIFAM etc. Corporation is currently executing 350 Nos (approx) of direct works and 100 Nos of indirect works which include major projects such as Integrated Coastal Area Development Project (ICADP), and 'Integrated Development of Fishing Villages (IDFV) focussed at the holistic development of the Coastal Areas of the state.

KSCADC is also undertaking Commercial Operations with the launch of value added fish products under the brand 'Fish Maid' and 'Drish'.

The projects and schemes being implemented by KSCADC are socially inclined and are widely accepted and KSCADC is also receiving offers from other states to implement similar projects. The evident benefits and success of the projects implemented and being implemented needs to be broadcasted to the general public and documented, to create a public image for the organization. This needs continuous professional public relations interventions to create the envisaged effect with the aid of the visual and print media.

Invitation

KSCADC invites Expression of Interest from qualified media consultancy agencies for , for handling the media coordination and PR solutions which includes handling, managing and improving the perceptions about it and publicising its activities, policies, initiatives and programmes to the public at large. The selection will be made through a transparent competitive bidding process, adopting a two-cover method.

Interested agencies may submit their bids before 3 **pm** on **05/12/2014**, either directly, or through Speed Post.

SCOPE OF WORK

1. Preparing a communication strategy for raising the profile and media presence of KSCADC.
2. Planning and organising press conferences and media meets for National & International media
3. Planning and organizing interactive events with opinion makers with a view to publicise the activities and initiatives of KSCADC.

4. Preparing and disseminating Press releases/briefs on major initiatives/ achievements/programmes/events by KSCADC.
5. Preparation of speeches and articles in Hindi / English, as required.
6. Arranging articles for advertorials in magazines & newspapers through print Publications & travel writers.
7. Preparation of print and electronic material in the form of kits to the media as required.
8. Raise visibility and awareness through unpaid means of communication.
9. Organising Press trips for the media, as required.
10. Organising interviews of higher officials with top newspapers / magazines / TV channels.
11. Media management of various seminars, workshops, exhibitions and events to be organised by KSCADC.
12. Crisis communication: It is expected that the PR agency will help to counter any adverse publicity related to KSCADC.
13. Media tracking – online, print and electronic coverage. Submission of compiled reports every month with cost analysis.

PERIOD OF ASSIGNMENT

The assignment will be initially for a period of one year, extendable up to three years on satisfactory performance. The agreement may be discontinued if the services were not found satisfactory by giving one month notice.

MINIMUM ELIGIBILITY CRITERIA

Firms who fulfil the following minimum eligibility criteria **alone** may apply. Eols submitted by agencies who do not fulfil the minimum eligibility criteria will not be considered.

- a. The firm should have been in active existence for at least three years.
- b. The firm should have recorded a minimum turnover of **Rs.50 lakh** in each of the immediate preceding two financial years. In support of their eligibility under this criterion, firms should furnish self- attested copies of Audited Accounts / Balance Sheet /Annual report duly certified by the Auditor.
- c. The firm should have previous experience in PR consultancy/ media coordination / PR related solutions for Government Departments / Central PSUs /State PSUs /State Governments /Statutory Corporations. In support of their eligibility under this criterion, firms should furnish copies of contracts/agreements/ self attested copies of the work order/ copies of Certificates issued by clients.
- d. The firm should have its own office in Thiruvananthapuram with adequate qualified and trained manpower.

SUBMISSION OF BIDS

Each bid has to be submitted in a single envelope. Each cover should have two separate covers:

Cover 1 should be marked as **TECHNICAL BID DOCUMENT**

Cover 2 should be marked as **FINANCIAL BID DOCUMENT**

The Technical bid cover should include the details sought in the statement at **Annexure 1**, along with copies of all supporting documents mentioned therein.

The Financial bid cover should enclose the letter, providing the Financial bid, a model of which is given in **Annexure 2**.

The covers should be placed in a single envelope super scribing "EOI DOCUMENT FOR EMPANELMENT OF PUBLIC RELATIONS CONSULTANCY " and addressed to the , **Managing Director, Kerala State Coastal Area Development Corporation, Makayiram, T.C 16/1709, Ulloor Lane, Near DPI, Jagathy, Thiruvananthapuram – 14** with the name and address of the Bidder.

A bidder can submit only one proposal. If the Bidder submits more than one proposal, such proposals shall be disqualified. Bids received after the closing date and time mentioned above will be rejected without any further communication on the matter.

BID EVALUATION

Bids will be evaluated by an Evaluation Committee constituted for the purpose.

The first stage of evaluation will be based on the minimum eligibility criteria detailed above. Only those bids, which fulfill the above criteria, will be subjected to detailed technical evaluation. A two-stage procedure will be adopted for technical evaluation. Technical evaluation will consist of scrutiny of the documents submitted and awarding marks as per the bid evaluation criteria enumerated below. All bidders being considered at this stage will be invited for making a presentation before the Evaluation Committee.

TECHNICAL BID DOCUMENT should have the following sections:

Company Profile: Include firm name and address and list key members of the team. Provide a copy of the Registration document and PAN number. Provide contact information, including name, telephone and facsimile numbers and e-mail address.

Annual Turnover: Provide proof of annual turnover- audited balance sheet/audited accounts of the firm for the last 2 financial years.

Work experience: Please include details of background, expertise and experience in public relations and media management, particularly for government/public sector clients. Please provide copies of agreements/contracts/work orders to prove your claim.

Presentation: Please prepare a brief presentation that will outline an analysis of the present media presence of Kerala State Coastal Area Development Corporation Ltd, and provide a draft strategy outline to increase the visibility and create a positive presence in the media. Please outline the specific deliverables that you plan to provide, based on the scope of work outlined earlier.

FINANCIAL BID DOCUMENT shall be as per the model supplied.

Each firm should quote a fee to provide all the deliverables given in the Scope of Work. The quoted fee should not be a qualified or conditional one. The fee will be net, and all applicable taxes will be computed extra.

SELECTION PROCESS

The selection will be made on a Quality cum Cost Based System. The total score of each firm will be arrived on the following pattern:

Technical evaluation - 75 marks

Financial score – 25 marks

TOTAL - 100 marks

The Technical evaluation will be as per the criteria and weightage below:

SL No	Criteria	Max score	Guidelines	Proof to be submitted
1	Annual Turn over (Two Years)	10	Minimum Rs 50 Lakhs – 5 marks per year	Audited balance sheet of the company
2	Company Profile	15	Experience of key persons in media and PR	Brief profiles of key persons including period. Period of the company
3	Work experience with Government/Ministries/PSUs (No of clients)	15	5 marks for each client	Copies of work orders/performance certificates/letters.
4	Experience in handling clients in infrastructure development and corporate communication	15	5 marks for each client	Copy of work orders/sample clippings
5	Presentation	20	Based on the strength of the media plan, strategies, deliverables	Copy of the media plan/presentation
6	Financial Bid	25		Financial bid document
	Total	100		

Financial Score will be arrived at as follows:

The firm quoting the lowest fee will be awarded 25 marks. The other firms will be allocated marks based on the formula “ $25 \times PL/P$ ”, where P is the fee quoted by the firm and PL the lowest fee quoted. Based on the above scoring system, the firm scoring the highest marks will be awarded the work.

FEES & OTHER CHARGES

The selected agency will be paid a monthly retainer fee and service tax as applicable as professional charges.

KSCADC will reimburse the expenses arising out of any third party engagements in connection with the PR activities. Such expenditures will be disbursed, only if prior approval was taken from the concerned authorities and on submission of proof of payments.

Duly completed sealed hard copies of bids should reach

Managing Director, Kerala State Coastal Area Development Corporation, Makayiram, T.C 16/1709, Ulloor Lane, Near DPI, Jagathy, Thiruvananthapuram – 14 by 3 pm on 05/12/2014

KSCADC reserves the right to call for any further information. Any information furnished by the firm found to be incorrect at any stage would render their being declared ineligible. KSCADC shall not be responsible for any postal delay. Incomplete application may summarily lead to rejection of the application. All disputes are subject to Thiruvananthapuram jurisdiction. The competent authority shall have the right to reject any or all the bid without assigning any reason.

Annexure -1
TECHNICAL BID

SI No	Particulars	Details
1	Name	
2	Year of Establishment	
3	Place of Incorporation	
4	Address of Registered Office	
5	Address of Office in Thiruvananthapuram	
6	Details of branches/associates outside, Thiruvananthapuram	
7	Company profile (include brief profiles of team members/full time employees)	
8	Legal status of Bidder -(proprietor/partnership/private ltd/public ltd)	
9	Service Tax Registration (enclose copy)	
10	PAN no (enclose copy)	
11	Contact details of CEO/head of the agency (name, address, phone, email, mobile)	
12	Work Experience (provide details of clients)	
13	Experience in handling clients in infrastructure development and corporate communication	
14	Turnover (Enclose supporting documents as stipulated in the minimum eligibility criteria and bid evaluation criteria)	

DECLARATION

Certified that the particulars furnished above are true and correct.

Date Signature of authorized signatory

Stamp

Annexure 2
FINANCIAL BID

From
(Full name and address of the Bidder)

To
Managing Director,
Kerala State Coastal Area Development Corporation, Thiruvananthapuram – 14

Dear Sir,
I hereby submit the Financial Bid for the Selection Public Relations Consultancy Agency and related activities as envisaged in the bid document. I have thoroughly examined and understood all the terms and conditions as contained in the bid document and agree to abide by them. I hereby offer to fulfil the deliverables as per the scope of work outlined in the bid document for a monthly retainer fee of Rs plus service tax as applicable.

Yours faithfully,

Signature of the authorised representative

Full Name:

Designation:

Name and Address of the Agency:

Seal:

Date:

Place: