

No. KSIDC/TVM/W2E/08/2018

Date: 30.08.2018

EoI Document
For
Empanelment of Agencies for Public Relations & Media Coordination
Work - Waste to Energy Project



Kerala State Industrial Development Corporation Ltd

SCHEDULE OF BIDDING PROCESS

Sl. No.	Event Description	Date
1	Date of publication of EOI on website	31.08.2018
2	Pre-bid meeting with the qualified agencies	11.09.2018
3	Submission of Bids	22.09.2018
4	Creative/Strategy presentation	26.09.2018
5	Display list of Technically Qualified Applicants	28.09.2018
6	Opening of Financial Bids	29.09.2018

EOI FOR SELECTION OF PUBLIC RELATIONS AGENCY

The rapid urbanization, constant change in consumption pattern and social behaviour have increased the generation of municipal solid waste (MSW) in Kerala beyond the assimilative capacity of environment and management capacity of the existing waste management systems. Uncollected garbage- pileup and stinking waste across the State causes groundwater contamination and facilitate breeding of flies and mosquitoes and possibility of frequent outbreaks of communicable diseases, such as Malaria, Dengue fever, Chikungunya etc.

Therefore, there is an urgent necessity of improved and comprehensive planning and implementation of an Integrated Municipal Solid Waste management system in the state. Private sector participation is one of the best choices open to ensure smooth project development and an enhanced performance in solid waste management.

In this context, Government of Kerala through KSIDC, has decided to set up integrated waste processing (Waste to Energy) plants with state of the art technologies through private sector participation. The private partners for the project will be identified through global tendering process. State Government has also identified seven locations in Trivandrum, Kollam, Trichur, Kannur, Kozhikode, Malappuram and Palakkad districts for the project. A State Level Advisory Committee chaired by Chief Secretary is coordinating the project.

Kerala State Industrial Development Corporation Ltd.(KSIDC Ltd.) is inviting Tenders from qualified Public Relations agencies for the selection of a competent agency of repute and proven track record for managing the PR activities and media coordination in connection with the Government of Kerala's Waste to Energy Projects in seven districts.

The bids should be submitted in two separate sealed covers – technical bid and financial bid. The completed bids must be submitted along with necessary documents in a sealed cover to **Managing Director, KSIDC Ltd, Keston Road, Kowdiar, Thiruvananthapuram - 695003** on or before 22nd September 2018, 04:00 pm. The covers should be placed in a single envelope super scribing **EXPRESSION OF INTEREST FOR SELECTION AS EMPANELED PUBLIC RELATIONS AGENCY FOR WASTE TO ENERGY PROJECT.**

SCOPE OF WORK

- Preparation of PR strategy for raising the profile and media presence of Waste to Energy Projects and to create, plan and design strategies and programmes to position the projects in a positive framework in the print and visual media.
- Preparing and disseminating press releases/ briefs on major initiatives/ achievements/ programmes/ events as per requirement.
- To establish and maintain positive impact among the stakeholders in general and local public in particular.
- To render, advice and implement all programmes connected with publicity and public relations activities of Waste to Energy Project.
- Planning and organizing press conferences for national and regional media.
- To arrange media events, arrange printing of special articles, regular press releases through national media, regional media, magazines and online portals to ensure that a positive opinion/image of the Waste to Energy Projects is created among the targeted audiences.
- Arranging articles for advertorials in magazines & newspapers through print publications.
- Raise visibility and awareness through unpaid means of communication
- Organizing interviews of higher officials with top newspapers / magazines /TV channels.
- Crisis communication - It is expected that the PR agency shall be vigilant on all the news published in media on Waste to Energy Project and will help to counter any adverse publicity related to the Waste to Energy Project.
- Media tracking – tracking of online, print and electronic coverage. Submission of compiled reports every month with cost analysis.

DELIVERABLES

Sl. No.	Deliverables	Frequency	Timelines
1	Rollout plan covering PR strategy and Media plan with month wise activities proposed	Once	To be submitted to within 30 days of selection
2	Identification of 10 communication pillars in sync with strategies and campaigns	Once	To be submitted within 30 days of selection
3	Mapping of target media and stakeholders and develop a local/national media list	Once	To be submitted within 30 days of selection
4	Press releases in English and Malayalam based on new initiatives and activities of department, events, festivals etc	10 press releases in a month in local media and national media. At the time of special events the numbers to be increased	Every month
6	Story generation based on project activities and research data	At least 10 stories in a month to be shared with local and national media	Every month
7	Event based PR support: for pre event promotion and post event coverage of event organized by KSIDC in national/local media	24 events in an year	Action plan to be submitted 20 days prior to the event
8	Organize pre & post event press conferences and media briefings at events as per requirement.	Local press conferences as and when instructed.	Action plan to be submitted 20 days prior to the event
9	Conceive and create one day (4-6hours) media/Influencer/blogger and networking events in cities	At least four such events in a year to be organized	Action plan and requirements to be submitted 30

	(in geographic coverage given in bid) as per requirement of KSIDC.		days prior to the event
10	PR support in Crisis and other emergent situations: countering situations and negative news, incidents with well thought out plan	As requirement of situation	
11	Pitch for interviews by senior Journalists/Editors/influencers with Minister/Senior Officials. Key messages, FAQs, list of anticipated questions and answers, sound-bites and quotes to be prepared for these interviews.	Arrange at least one such interview in each month	
12	Regular reporting to department	Weekly report over phone & mail Monthly report and submission of next month plan Quarterly in person meeting with senior officials	
13	Coordination with other agencies of KSIDC: Agency is required to work in close coordination with other agencies engaged for promotional and marketing activities for seamless Promotion		
14	Submission of news clips highlighting the project	Daily by mail	

PERIOD OF ASSIGNMENT

The initial assignment will be for a period of 1 year, extendable on satisfactory performance of the agency.

MINIMUM ELIGIBILITY CRITERIA

The prospective PR agency/consultants must conform to the minimum eligibility criteria. Bids submitted by agencies that do not fulfill the minimum eligibility criteria will not be considered.

- a. The agency should have been in the business of providing Public Relations business/services in India for at least 5 years.
- b. The agency should have handled PR activities relating to at least one event in the past two years (proof should be attached).
- c. The agency should have undertaken at least one behavioral change campaign during the past 3 years (proof of work to be enclosed). In support of their eligibility under the b & c criterion, firms should furnish copies of contracts/agreements/ self attested copies of the work orders/ copies of Certificates issued by clients.
- d. The agency should have a full fledged office in Trivandrum or should be prepared to position sufficient manpower in Trivandrum for undertaking the proposed assignment.
- e. The firm should have recorded a minimum turnover of Rs. 2 crores (Two Crores only) in each of the immediate preceding Three financial years. The firms should submit self attested copies of Audited Accounts / Balance Sheets/ Annual Report duly certified by the Auditor.

DOCUMENTS COMPRISING BID

The Bid proposal prepared and submitted by the PR agency/consultant shall comprise the following;

A. Technical Bid

1. Bid Consent letter
2. Bid submission form (Annex1)
3. Agency Profile
4. Documentary proof meeting Minimum Qualification Criteria.
5. Copy of Registration/Certificate of Incorporation.
6. List of Offices

7. List of clients (with supporting documents - work orders/
Performance certificates/ letters)
8. Copy of PAN
9. Copy of GST Registration
10. Copy of Annual Report/Balance Sheet/Profit & Loss Account of the last
3 years (Annex II to be filled and enclosed along with other supporting
documents)
11. Copy of IT returns for the last 3 financial years

B. Financial Bid

1. Given in the enclosed format – Annex III

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 in the format as given in Annexure 2.

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. Evaluation of minimum eligibility: 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 three financial years.

Work experience: Includes 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 : KSIDC shall call the firms for presentation where in each agency shall present a draft communication strategy and media plan for positioning , projecting Waste to Energy Project and measures to eliminate the negative speculations / counter the negative news.

Financial bid: 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 for Scoring	Proof to be submitted
1	Annual Turnover (3 years)	9	Minimum Rs 2 Crores – 3 marks per year	Audited balance sheet of the company (last 3 financial years)
2	Company profile	16	Experience of key persons in media and PR	Brief profiles of key persons; including period Profile of the company.
3	Work experience with Government /Ministries/ PSUs	20	5 marks for each client	Copies of Work orders / performance certificates/ letters
4	Domain Experience (Waste Management/ Similar Area)	10	5 marks per client	Copy of work orders/ sample clippings
5	Presentation	20	Based on the strength of the media plan, PR strategies, and measures to counter negative speculations.	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 “ $25 * PL/P$ ”, 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 Lump sum fee in monthly installments and GST as applicable as professional charges.

KSIDC Ltd. reserves the right to call for any further information. Any information furnished by the firm found to be incorrect at any stage would render them being declared ineligible. The board shall not be responsible for any postal delay. Incomplete application may summarily lead to rejection of the application. The competent authority shall have the right to reject any or all the bid without assigning any reason

TECHNICAL BID

Sl.No.		Details
1	Name	
2	Year of Establishment	
3	Place of Incorporation	
4	Address of Registered Office	
5	Address of Office in Kerala	
6	Details of branches/associates outside Kerala	
7	Company profile : (include brief profiles of team members/ full time employees) : (Attach detailed profile)	
8	Legal status of Bidder : (proprietor/partnership/private ltd/public ltd)	
9	GST 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 in years (provide details of Government / Ministries/ PSUs clients)	
13	Domain Experience : (Provide details of experience in handling clients in similar area)	
14	Turnover : (Enclose supporting documents)	

SIGNATURE & NAME (along with seal)

FINANCIAL STATUS OF THE APPLICANT

Fill in the blanks for each of the last three fiscal years, duly certified by Chartered or Public Account or Chamber of Commerce

1 . Turnovers during last 3 financial years:

Amount	2015-16	2016-17	2017-18

(Signature of Applicant)

FINANCIAL BID

To

**Managing Director,
KSIDC Ltd,
Keston Road,
Kowdiar,
Thiruvananthapuram-695003**

Dear Sir,

I hereby submit the Financial Bid for the Selection of Media & PR 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 fulfill the deliverables as per the scope of work outlined in the bid document for a lump sum fee of Rs plus GST as applicable.

Yours faithfully,

(Signature of the authorized
representative)

Full Name:

Designation:

Name and Address of the

Agency: Seal:

Date:

Place: