

**Empanelment of Agencies for Public Relations & Media Coordination**  
**Work - Integrated Solid Waste Management with a Waste to Energy (WtE) Project (Tender No KSIDC/TVM/W2E/08/2018**  
**dated 30.08.2018)**

**Minutes of Pre Bid Meeting held on 11<sup>th</sup> September 2018 at 11.00 AM at KSIDC, THIRUVANATHAPURAM OFFICE**

1. The meeting held at Board Room of KSIDC.
2. The Pre Bid meeting as part of the tender procedure was convened on 11<sup>th</sup> September 2018 at KSIDC Trivandrum Office. The meeting was chaired by Shri.Harikesh P C, Project Director, PMU - Waste to Energy Projects.
3. Queries raised by prospective bidders were discussed in details and the draft replies to the queries are as below.

| Sr. No. | Company  | RFP Ref | Clarification Requested  | Response to Bidders queries and clarification of the clauses in the RFP   |
|---------|----------|---------|--|---|
| 1.      | MD Niche |         | Does the agency need to manage the Social Media platforms of the "Waste to Energy" project as there is no mention of this in the scope of work?  | Creation of exclusive Social Media platforms can be included as an aspect in strategy for raising the profile and importance of waste to energy projects. |
| 2.      | MD Niche |         | Should we give a separate financial bid for Social Media or Should we give one financial quote including all the items listed in the scope of work plus the social media management charges? | Single financial bid as per Annexure III of RFP document only to be submitted.  |

| Sr. No. | Company                            | RFP Ref | Clarification Requested   | Response to Bidders queries and clarification of the clauses in the RFP  |
|---------|------------------------------------|---------|---|--|
| 3.      | MD Niche                           |         | Under 'Eligibility Criteria', you have asked our experience in undertaking behavioral campaigns. Is it restricted only to Kerala?   | Experience in undertaking behavioural campaigns pan India will be considered.  |
| 4.      | MD Niche                           |         | Where can we have the details of your year-long activities for preparing the PR Strategy and Media Plan?  | The PR strategy and Media plan for WtE project is independent of KSIDC's other initiatives.  |
| 5.      | MD Niche                           |         | Is there any need for giving a certificate from the Chartered Accountant to show that the annual turnover of our company is from <b>professional fees for Public Relation activities and Media Consultancy?</b> | The annual turnover details to be submitted in line with Annexure II of RFP document.  |
| 7.      | Concept Public Relations India Ltd |         | The cost that should be quoted will have to be per year in the financial bid document?  | The financial bid is for the activities proposed to be undertaken for a period of one year.  |
| 8.      | Concept Public Relations India Ltd |         | The cost is mainly the consultancy charge for the PR activities and Social media strategy. Any paid social media campaign will be at extra cost   | Cost involves PR agencies cost in creation and management of social media platform also. However any cost to be paid for any external agency in connection paid social media campaign will be at extra |

| Sr. No. | Company            | RFP Ref | Clarification Requested  | Response to Bidders queries and clarification of the clauses in the RFP   |
|---------|--------------------|---------|--|---|
| 9.      | Edelman/ResPublica |         | What are the key markets of target apart from the locations mentioned in the tender document? Targets markets outside Kerala, would you target having PR campaign/activities in metros and other cities? | The prime objective of the campaign is to create a paradigm shift in the mindset of people across Kerala towards segregation of waste and proper waste management through waste processing plants. Hence the campaign need not to be done in other metro cities.                    |
| 10.     | Edelman/ResPublica |         | KSIDC anticipate any negative media and adverse public sentiments around the proposed WtE projects across the State? Something similar to what have been experienced with the Kochi Brahmapuram project? | Due to failure happened to some of the experiments in waste processing projects in the state there exist a negative response among public towards such plants.<br><br>However through effective PR campaign, it is expected a positive attitude towards the project can be created. |
| 11.     | Edelman/ResPublica |         | Does KSIDC look at using PR to attract significant players in the WtE segment globally to the State, as an outcome of this campaign?   | No. The prime objective of the campaign is to create a paradigm shift in the mindset of people across Kerala towards the waste processing plants.   |

| Sr. No. | Company            | RFP Ref | Clarification Requested   | Response to Bidders queries and clarification of the clauses in the RFP   |
|---------|--------------------|---------|---|---|
| 12.     | Edelman/ResPublica |         | Do we have the timelines for these locations/projects to be activated | <p>The Pilot project at Kozhikode is at the tendering stage only. Tender for Kozhikode district was published in June 2018. 15<sup>th</sup> September 2018 is the last date for the submission of bids.</p> <p>Tender document for the rest of the locations will be published in the second step after analyzing the responses to tender floated for Kozhikode district.</p> |

Based on the request from the prospective bidders, the following changes are made on the schedule of bidding process.

- Creative / Strategy Presentation – 3/10/2018
- Display list of Technically Qualified Applicants – 5/10/2018
- Opening of Financial Bids – 10/10/2018

Project Director,  
PMU – Waste to Energy Projects