

TENDER FOR SELECTION OF PUBLIC RELATIONS AGENCY

Spices Board India is inviting Tenders from qualified Public Relations agencies for the selection of a competent media agency of repute and proven track record for managing the PR activities and media coordination of the Board.

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 **Mr. Prathyush TP, Asst. Director, Spices Board, NH Bypass Road, Palarivattom – 682025** on or before 23rd June 2017, 5.00 pm. The covers should be placed in a single envelope superscribing **EXPRESSION OF INTEREST FOR SELECTION OF PUBLIC RELATIONS AGENCIES**.

SCOPE OF WORK

- Preparing a communication strategy for raising the profile and media presence of Spices Board.
- Planning and organising press conferences for regional, national & international media.
- Preparing and disseminating press releases/ briefs on major initiatives/ achievements/ programmes/ events as per requirement.
- Media management of various seminars, exhibitions, press conferences and events organised by the Board.
- To create, plan and design strategies and programmes to improve the corporate image.
- Preparation of print and electronic material in the form of kits to the media as required.
- 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 Spices Board and will help to counter any adverse publicity related to the Board.
- Media tracking – tracking of online, print and electronic coverage. Submission of compiled reports every month with cost analysis.
- To render, advice and implement all programmes connected with publicity and public relations activities of SB.
- To establish and maintain positive impact among the stakeholders in general and local public in particular.
- To arrange media events, arrange printing of special articles, regular press releases through international media, national media, regional media, magazines and online portals to ensure that a positive opinion/image of our company is created among the targeted audiences.
- To prepare speeches of the top management for special events
- To translate English to any other Indian language and vice-versa to English of any news, articles, press releases, speeches to suit the appropriate media.
- Arranging articles for advertorials in magazines & newspapers through print publications & travel writers.
- Raise visibility and awareness through unpaid means of communication
- Organising Press trips / bloggers trips for promotion of Indian Spices
- To bring in at least 10 journalists from outside the State to cover any event organized by the Board in any state.

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 services in India for at least 5 years.
- b. The firm should have recorded a minimum turnover of **Rs. 1 Crore (One Crore)** in each of the immediate preceding three 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 orders/ copies of Certificates issued by clients.
- d. The agency should have a pan-India presence and preferably a contact office in Kerala.

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 (Annex 1)
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 Service Tax 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
12. EMD of Rs 50,000/- in the form of DD from any nationalized bank, drawn in the favour of 'Secretary, Spices Board, Cochin.

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.

EMD (Earnest Money Deposit)

- Each technical Bid must be accompanied by an EMD of Rs. 50,000/- in the form of DD from any nationalized bank, drawn in the favour of 'Secretary, Spices Board, Cochin.'
- EMD of the unsuccessful bidders shall be refunded

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 – 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: The agency should attach a brief presentation that will outline an analysis of the present media presence of Spices Board India and provide a draft strategy outline to increase the visibility and create a positive presence in the media. The Board may call the firms for detailed presentation, if necessary.

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:

S. No	Criteria	Max Score	Guidelines for Scoring	Proof to be submitted
1	Annual Turnover (2 years)	10	Minimum Rs 1 Crore – 5 marks per year	Audited balance sheet of the company (past 3 years)
2	Company profile	15	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	15	5 marks for each client	Copies of Work orders / performance certificates/ letters
4	Domain (Food/ Commodities/ Similar Area)	15	5 marks per client	Copy of work orders/ sample clippings
5	Presentation	20	Based on the strength of the media plan, strategies, deliverable.	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.

Spices Board India 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

		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	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 in years (provide details of Government /Ministries/PSUs clients)	
13	Domain Experience : (Provide details of experience in handling clients in food industry)	
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 years:

Amount of	2014-15	2015-16	2016-17

(Signature of Applicant)

FINANCIAL BID

To
Spices Board
Sugandha Bhavan
Palarivattom
Kochi – 25

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 monthly retainer fee of Rs plus service tax as applicable.

Yours faithfully,

(Signature of the authorized representative)

Full Name:

Designation:

Name and Address of the Agency:

Seal:

Date:

Place: