

Selection of Public Relations & Media Coordination Work for Kerala Tourism

CORRECTIONS IN THE RFP

Ref -Page No. 19 in RFP

(1)

PART II : Evaluation Criteria for ascertaining Technical Marks:

11. Criteria for Selection: The department will select the most suitable bidder on the basis of

a- Technical Strength- It carries 70% weighthage (to be corrected as 80%). Bidder's agency profile, its understanding and the solutions proposed by it for effective PR and Media Coordination will be assessed through a marking system as per criteria given below. The bidder will have to make an AV presentation for the same:

(2)

Sr. no	Criteria	Maximum marks
1	Average Annual Turnover	10
	Turnover more than above 2 cr & up to 3 cr) - 5 Marks	
	Turnover more than above 3cr & up to 5cr) - 8 Marks	
	Turnover more than (above 5 cr)- 10 Marks	
2	Experience in PR work	10
	1 existing client in the field of travel/tourism in state/national level- 4 Marks	
	2 or more existing clients in the field of travel / tourism in state/national level - 6 Marks	
	1 existing state/central Government or PSU client in non-tourism sector - 4 Marks	

3	<p>Associates - Offices/Associates</p> <p>Full Fledged Office in Thiruvananthapuram – 4 marks</p> <p>1 associate in Europe – 3 marks</p> <p>1 associate in Australia/Middle East – 3 marks</p>	10
	<p>Awards</p> <p>1 International Award for PR Work – 2 Marks</p> <p>1 National/regional Awards for PR Work – 1 Marks</p> <p>2 or more National/Regional Awards for PR Work – 3 Marks</p> <p>2 case studies where agencies PR intervention has been remarkable - 4 Marks</p>	10
5	<p>Manpower</p> <p>1. Client Servicing Head– MBA/Masters degree in Literature/Journalism/Public Relations/Communication or equivalent with 5 years’ experience and 3 years experience in handling PR work and with 1 year in the Organisation – 2.5 Marks</p> <p>2. Media Manager-Bachelor/Masters degree in Literature/ Journalism/Public Relations/ Communication or equivalent with 5 years’ experience and 3 years experience in handling PR work and with 1 year in the Organisation – 2.5 Marks</p> <p>3. Copy/Content Writer- Bachelor/Masters degree in Literature/ Journalism/Public Relations/ Communication or equivalent with 5 years’ experience and 3 years experience in PR works and with 1 year in the Organisation – 2.5 Marks</p> <p>4. Visual Media Expert- Bachelor/Masters degree in Journalism/Public Relations/ Communication or equivalent with 5 years’ experience and 3 years experience in visual media/TV and with 1 year in the Organisation – 2.5 Marks</p>	10
6	Strategy/plan Presentation	50
	TOTAL	100

Given :

The evaluation parameters will be for the last 3 financial years (2015-16, 2016-17, 2017-18) and the supporting documents will have to be bound together and properly indexed. All the copies should be attested by the authorised signatory of the agency. **The Strategy/Design Presentation** will have to cover the sections given in the table below. The agencies can present their understanding, insights, plans, and innovations that will help Kerala Tourism to enhance it's profile and keeping the presence in all sectors of media.

Correction :

The evaluation parameters will be for the 3 financial years (2014-15, 2015-16, 2016-17) for item under sl. no.1, and for other items the period will be the last 3 Financial Years (2015-16, 2016-17, 2017-18). The supporting documents will have to be bound together and properly indexed. All the copies should be attested by the authorised signatory of the agency. **The Strategy/Design Presentation** will have to cover the sections given in the table below. The agencies can present their understanding, insights, plans, and innovations that will help Kerala Tourism to enhance it's profile and keeping the presence in all sectors of media.