



# **RFP DOCUMENT From Agencies for Public Relations & Media Coordination Work for Kerala Tourism**

**DEPARTMENT OF TOURISM**

**GOVERNMENT OF KERALA**

### SCHEDULE OF BIDDING PROCESS

	<b>Event Description</b>	<b>Date</b>
1	Date of publication of the RFP on website <a href="http://www.keralatourism.org">www.keralatourism.org</a>	12-6-2018
2	Last date & time of receipt of application	5.00 pm on 22-6-2018
3	Display list of agencies qualified for the Bidding process	26-6-2018
3	Pre-bid meeting with the qualified agencies	03-7-2018
4	Creative/strategy presentation and submission of Technical & Financial Bids	20-7-2018& 21-7-2018
5	Display list of Technically Qualified Applicants	25-7-2018
6	Opening of Financial Bids	27-7-2018

## **PART I Scope of Work and Terms of Reference**

### **1.0 Introduction:**

Kerala has been the pioneer state in tourism industry in India. Kerala Tourism is readying itself for the next leap in tourism and is looking for a well established, professional Public Relations & Media Coordination Agency to partner with it, in its Public Relations & Media Coordination Activities.

### **1.1 Objectives:**

Since Kerala Tourism is India's frontrunner in the industry, the Agency should be able assist Kerala tourism department to maintain the brand equity of the state and ensure that it can overcome competition from national and international destinations. It will require Agency with domain expertise, creative competency and qualified & experienced manpower to handle the various aspects of PR activities ranging from crisis management to image building strategies, from preparation of press releases & advertorials to organising press meets and interviews.

### **1.2 Minimum Pre-qualification Criteria (PQC)**

(Note: Agencies working in the field of Traditional PR can submit their bids. **Those who are working only in Digital PR field are not eligible for bidding**)

- A. Agency/Firm should be a single business entity with a standing of minimum 5 years. *(Copy of Certificate of incorporation countersigned by CA to be attached).*
- B. Should have a turnover of minimum **Rs. 2 crores** from PR activities for each year during the assessment years 2015-16, 2016-17, 2017-18 . *(Copy of audited financial statements filed with Registrar of Companies in case of agencies incorporated as Companies and with Income Tax Department in case of Firms and Partnerships proving the criterion should be attached. A certificate from CA stating that the turnover of Rs.2*

*crores and above in each year had been incurred from PR works should also be attached).*

- C. Should have at least one national client/brand in the client portfolio. *(Copies of Work Orders from the Client should be attached)*
- D. Should have at least one associate in United States , Europe or Australia & Middle East. *(letter of consent from the associate/s should be attached)*
- E. Should have a fully functioning office with a dedicated team in Kerala comprising of a Client Service Head / Media Manager, Copy/content writer (English & Malayalam), Minimum two members of the team must have minimum 5 years of experience in the field of PR. *(Telephone/Electricity bills as Proof of address of office, and PF document/Income tax Form 16 of the employees as proof of employment & experience shall be attached)*

## **2.0 SCOPE OF SERVICES & EVALUATION DETAILS**

Kerala Tourism intends to select a Public Relations Agency having proven track for elevating the profile and keeping the presence of Kerala Tourism in national & international media.

### **2.1 Scope of Services:**

- Preparation of PR strategy for raising the profile and media presence of Kerala Tourism.
- Planning and organising press conferences and media meets for national and international media.
- Preparing and dissemination of press releases/briefs on major initiatives/achievements/programme/events by Kerala Tourism as per requirements.
- Arranging articles for advertorials/Question & Answers in magazines and news papers

- Preparation of print and electronic materials in the form of PR kits to the media, as required.
- Organising press trips for the media, as required.
- Enhance visibility and awareness through unpaid means of communication.
- Media management of various seminars, workshops, exhibitions and events to be organised by Kerala Tourism.
- Crisis communication – It is expected that the PR agency will help to counter any adverse publicity.
- Media Tracking- Print and electronic coverage. Submission of compiled reports every month with cost analysis.

<b>S.N</b>	<b>Deliverables</b>	<b>Frequency</b>	<b>Timelines</b>
<b>1</b>	Annual rollout plan with month wise activities proposed	once in a year	To be submitted to department within 45 days of selection
<b>2</b>	Identification of 10 communication pillars in sync with Kerala Tourism strategies and campaigns	Once in a year	To be submitted within 45 days of selection
<b>3</b>	Mapping of target media and stakeholders and develop a local / national media list	Once in a year and to be updated frequently	To be done within 30 days of selection
<b>4</b>	Develop media information KIT and research based inputs for sharing with media and department	Once in a year and to be updated	To be done within 30 days of selection
<b>5</b>	Press releases in Hindi / 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
<b>6</b>	Story generation based on department activities and research data	Atleast 10 stories in a month to be shared with local and national media	Every month

<b>S.N</b>	<b>Deliverables</b>	<b>Frequency</b>	<b>Timelines</b>
<b>7</b>	Event based PR support: For pre event promotion and post event coverage of event organized by the Dept. in national media, Similar coverage of events like Onam , Nishagandhi , Utsavam which are conducted by Kerala Tourism and other events in which Kerala Tourism participates actively	As per annual calendar of Fairs & Festivals and events	Action plan to be submitted 20 days prior to the event
<b>8</b>	Organize pre & post event press conferences and media briefings at events or in big cities outside State as per requirement of the Dept (Expenses on Logistic arrangements to be borne by the Deptt)	Local press conferences as and when instructed by the department .  Atleast 2 such Press Conferences in a year to be organized outside Kerala	Action plan to be submitted 20 days prior to the event
<b>9</b>	PR around celebrity presence/visit to Kerala : Film, Sports related and other celebrities visit Kerala frequently. Media can be approached to publish Stories/Interviews around their experiences (Expenses on Logistic arrangements to be borne by Deptt)	Atleast 2 Stories/Interviews/travelogues around such visits to be prepared and disseminated/published in a month	
<b>10</b>	Conceive and Create one day (4-6 hours) media/Influencer/ blogger/travel writer's meet and media networking events in metro cities (in geographic coverage given in bid) as per requirement of the Deptt. (Expenses on Logistic arrangements to be borne by Deptt)	At least four such events in a year to be organized	Action plan and requirements to be submitted 30 days prior to the event
<b>11</b>	PR support in Crisis and other emergent situations: countering situations and negative news, incidents with well thought out plan	As per requirement of situation	
<b>12</b>	Pitch for interviews by senior Journalists/Editors/Influencers with Tourism Minister/ officials. Key messages, FAQs, list of anticipated questions and answers, sound-bites and quotes to be prepared for these interviews.(Expenses on Logistic arrangements- travel expense etc of journalists etc to be borne by Deptt)	Arrange at least one such interview in each month	

S.N	Deliverables	Frequency	Timelines
13	Schedule and organize journalists/blogger's/influencer's visits to Kerala : Programme trips to Kerala and handle all necessary groundwork, research and follow up.(Expenses on Logistic arrangements to be borne by Deptt)	minimum three in a quarter (ideally during or before a major event or Fair/Festival)	
14	Organise shootings in Kerala in coordination with producers and film makers		
15	Regular reporting to department	weekly report over phone & mail  Monthly report and submission of next month plan  Quarterly in person meeting with senior officials	
16	Coordination with other agencies of Department : Agency is required to work in close coordination with other agencies engaged by the Deptt. for promotional and marketing activities for seamless Promotion		
17	Submission of news clips highlighting Kerala or Kerala Tourism	Daily or twice a day by mail	

### ➤ 2.2 Specific Scope of Work:

Successful bidder will provide one PR coordinator who will be liable to coordinate between the department and single points of contact for overall execution of work. The coordinator will work in Head Office of Department of Tourism in Thiruvananthapuram and should have a sound knowledge of Kerala and Coordinator must possess minimum of 2 years of job experience in PR and media Coordination or related field.

### 2.3 Special Terms & Conditions

The following terms and conditions shall apply additionally:

1. In general, all travel, boarding –lodging and related expenses incurred by the agency on its staff in relation to bidding process and execution of Scope of Work shall be borne by the agency.
2. Where it is mentioned that the Department will provide logistic support, it is meant that the Dept. will bear the expenses of venue booking, boarding and lodging, Travel by Taxi, Train (AC2 and below) or air (economy class), local transportation. Agency's representatives/employees will not be considered for any personal reimbursement for any of the events. It is expected that agency will foresee all such expenses related to its own representatives/employees and thus will cover it in its quoted fee. For visit to Head Office, Thiruvananthapuram, by the agency representative/s for planning, reporting or monitoring/review meetings, no reimbursements of any kind shall be made.
3. All costs incurred by the bidder in respect of submission of RFP and presentation shall be borne by the bidder concerned.
4. DOT reserves the right to accept or reject any application, without assigning any reasons thereof.
5. Other Expenses payable outside Fixed Monthly Retainer Fee:  
The fixed retainer fee shall not include expenses toward:
  - Expenses on Invited guests and Hospitality etc: Taxi hiring, Train journeys (AC 2 and below), Airfare (economy), boarding – lodging, local transport, sightseeing, guide charges etc for invited guests. In particular cases depending upon stature of the guest, reimbursement for higher category ticket/s can be considered by the Deptt. Deptt will require actual bills/vouchers/invoices for reimbursements. No extra agency



charges or fee/commission shall be payable to the agency in such cases.

-creating an event/activation programs (other than those mentioned and are to be done as part of fixed deliverables as mentioned in Scope of Work section), translations in extra languages other than Malayalam and English, press kits, bags etc, souvenirs, travel, boarding- lodging to new places (other than geographies mentioned in the bid and activities fixed in scope of work) for events/ activities.

- Visits by the agency representative to Head Office, for monitoring and review etc shall be part of fixed deliverable and no extra payment shall be made.

- Designing & Printing of special stationery- brochures and pamphlets, AV presentations etc, standees, backdrop and other branding collaterals,

- Arranging and commissioning special events like seminars, conferences and workshops- cost of venue, F&B charges, translation of press release in languages other than Malayalam & English (over and above those mentioned in fixed deliverable and thus not covered)

- Bulk Postage etc. Bulk photocopying, cost of electronic media monitoring, and CD coverage (over and above those mentioned in fixed deliverable under Media Tracking head and thus not covered in monthly fee)

- Special projects like Market Research and dip stick survey

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## **2.4 Terms and Mode of Payment**

- Fixed Monthly Fee: The agency will provide monthly bills for activities done for the month along with report/s stat-

ing the status of works mentioned in Scope of Work (fixed deliverables) and delays along with reasons thereof, if any.

- Bills for other works (outside fixed deliverables) such as Management Fee / Press Meets out of geographic coverage, out of pocket or third party expenses as mentioned above, shall be billed separately. These will be paid on the basis of prior approval/s given by the Department and as per actual for which bills and vouchers have to be submitted by the agency.
- For the purpose of payment of retainer fee, the Deptt will examine the monthly bills and payments claimed in context of the deliverables mentioned in the bid document vis a vis execution of responsibilities to ensure deliveries.
- For the purpose of payments, all the components of fixed deliverable shall be treated of equal value. Pro-rata deductions shall be made or payment may be held for that particular component from monthly bills if it is found that the agency has not done work on any particular component/s satisfactorily or that the work is delayed without valid reasons.
- Where the deliverable are not of fixed nature or are not quantifiable, it will be the responsibility of the agency to prove that sincere efforts have been made for that deliverable in the month for which bill has been claimed.
- Where deliverables are subject to requirement and needs of the Deptt. they will be deemed to have been completed if the Deptt has not stated its requirements in writing for a particular month. There may be deliverables/activities which are one time activity such as strategy and planning etc. and where frequency and timelines are not specified or given in bid document, in such cases if the agency has

completed the activity, it will not be counted as a component in remaining monthly bills.

### **3. How to apply :**

The agencies that possess the eligibility criteria envisaged in the clause 1.2 above, can apply in the format appended (**ANNEXURE 1**), in the letter head of the agency. The application attached with the Demand Draft for **Rs.5000/-** (application fee) and copies of relevant documents attested by the Authorized Signatory for proving eligibility should be sent to : **The Director, Department of Tourism, Park View, Thiruvananthapuram-695033** (*The envelop should be super scribed with "Application for Public Relations Agency"*) by post/courier.

**(a) Application Fee: Rs.5000.00 (Rs. Five Thousands only)** to be paid by way of Demand Draft in favour of "Director, Department of Tourism" payable at Thiruvananthapuram. The Demand draft should not be older than 7 days from the date of application.

### **4. Selection Procedure:**

***The procedure for the selection of the agency will be carried out as detailed below, by a committee constituted by Government of Kerala.***

#### **(a)Minimum Pre Qualification Process:**

Only the agencies that satisfy the Minimum Pre Qualification Criteria (PQC) after initial screening will be invited for a pre-bid meeting. Others will be summarily rejected.

#### **(b)Pre Bid Meeting:**

The agencies invited for Pre Bid Meeting will be catered with the brief for the strategy and creative presentation, and the documents for submitting Technical & Financial Bids. The agencies will be given a notice period of minimum two weeks from the date of Pre-bid meeting, for submission of Technical & Financial Bids and to do the Creative/Strategy Presentation.

**(c) Earnest Money Deposit:** The agencies should submit an Earnest Money Deposit (**EMD**) of Rs. **1,00,000/-** (rupees one lakh) only along with the Technical & Financial Bids, by way of Demand Draft in favour “Director, Department of Tourism”, payable at Thiruvananthapuram, on the following conditions.

- i. Bids not accompanied by the EMD will be rejected.
- ii. EMD will be returned not later than 120 days from bid due date, without any interest, except in case of the 3 highest-ranked bidders. EMD of the 2<sup>nd</sup>& 3<sup>rd</sup> ranked bidders shall be returned on signing of the agreement with the selected bidder. The selected bidder's EMD shall be returned upon completion of the process of selection. The Demand draft should not be older than 7 days from the Bid submission date.
- iii. The EMD will be forfeited, if the applicant fails to abide by the conditions laid down in this RFP document or any other reasons significant in this process.

**(d) Bidding Process:**

Kerala Tourism has adopted a Two-Stage, bidding process (collectively referred to as the "Bidding Process") for selection of the agencies. The first stage of the evaluation referred to as “Technical Bid” and the second as “Financial Bid”.

(i) **Technical Bid:** The agencies supplied with the bid documents should submit the Technical & Financial Bid Documents in separate sealed covers super scribing **“Technical Bid” (Envelope 1) & “Financial Bid” (Envelope II)**. The Technical Bids will be opened by the evaluation committee and marks will be given based on the criteria detailed in the technical bid document. The Technical Marks obtained will be referred to as **Technical Scores (St)**. Agencies will be ranked on the basis of the Technical Score (St), and only agencies who have scored **70** or more marks, will be qualified for financial evaluation. The list of technically qualified applicants will be published in the website of Kerala Tourism on the date shown in the schedule of process.

(ii) **Financial Bid:** Financial bid shall carry 20% weightage. Financial bid is the amount in Indian Rupees which is being sought by a bidder from the Dept. for the work of PR and Media Coordination in the Financial Bid Proforma

$$Sf = 100 \times Fm/F;$$

in which Sf is the Financial Score, Fm is the lowest Financial Proposal, and F is the Financial Proposal under consideration.

### **Combined Technical and Financial Score**

For final evaluation, the Agencies will be ranked in accordance with their combined Technical (St) and Financial (Sf) scores with weightage. Since tourism destination marketing requires domain knowledge with creative competence, the Technical Score (St) will be given 80% weightage and Financial Score (Sf) will be given 20% weightage, so that the combined Score will be:

$$S = St \times Tw + Sf \times Fw;$$

Where S is the Combined Score, and Tw and Fw are weights assigned to Technical Score and Financial Score that will **0.80:0.20**.

(e) **Selection of the Agency:**

(a)The Agency with highest Combined Technical & financial Score (S) will be selected, based on the above QCBS System. In the event of two or more agencies obtain same highest Combined Technical & financial Score (S), the agency with maximum technical score will be selected.

(b)The selection of agencies will be for a period of 2 years from the date of orders issued by Government of Kerala, appointing the agency.

**(f)Performance security:** The successful bidder will have to submit Performance Security of **5 %** of Total bid amount before execution of the service agreement, in the form of a Bank Guarantee from a Commercial Bank in acceptable form or in the form of a Fixed Deposit Receipt pledged to the Director, Department of Tourism, Government of Kerala.

The Performance Security will remain with Department of Tourism till the completion of period of the agencies **ie. 2 years.**

## **5 . Terms of Payment to the Selected PR Agency.**

- I. Request for Advance payment will not be considered unless approved for emergent cases or is mandated by the Dept. as per rules.
- II. Payment will be made by way of electronic transfer of billed and passed amount in the bank account of the agency in Indian Rupees. The Agency will submit pre-receipt bills in triplicate, on monthly basis towards activities completed during the month, for settlement. The bills should be submitted clearly indicating the fixed monthly charges and other third party/out of pocket charges, if any, separately along supporting vouchers.
- III. The final month's payment, shall be released only after completion of the required works specified by the Dept. for the year/contract period and on submission of a statement of work having been executed as per the requirements de-

tailed in the EOI Document, or communicated subsequently by the Dept. of Tourism from time to time.

- IV. Tax/GST/VAT etc shall be paid extra and as applicable.
- V. For facilitating Electronic Transfer of funds, the selected PR Agency will be required to indicate the name of the Bank & Branch, account number (i.e. bank name, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of every bill submitted for payments by the selected PR Agency.

## **6.General Terms of Bidding**

6.1. All documents submitted by the Applicant(s) will be treated as confidential.

6.2. Authority reserves the right to accept or reject any or all applications, without thereby incurring any liability to the affected Applicant(s) or any obligation to inform the Applicant(s). Authority also reserves the right not to award or enter into any contract or agreement with any Applicant(s), and may terminate the selection process at any time without thereby incurring any liability to any Applicant.

6.3. Failure by any Applicant(s) to provide all of the information required in the proposal or any additional information requested by Authority may lead to rejection of the Applicant's proposal in its entirety.

6.4. Applicants have an obligation to disclose any actual or potential conflict of interest. Failure to do so may lead to disqualification of the Applicant or termination of its Contract at any stage.

6.5. A recommendation for award of Contract will be rejected if it is determined that the recommended Firm has directly, or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question; in such cases the Authority will declare the Firm and/or members of the consortium ineligible, either indefinitely or for a stated period of time and will be blacklisted.

6.6. Wherever required by applicable laws, Authority shall deduct taxes at source, from the amounts payable, and shall provide to the firm/Agency the appropriate tax deduction certificate evidencing payment of such taxes.

6.7. It may be noted that the Bidders cannot prescribe any time limit for the validity of all the rates quoted in the financial bid.

6.8. Department of Tourism will resort to re-notification, in the event of two or more agencies are not qualifying the Pre Qualification Criteria (PQC).

6.9 Clarifications Agency may request a clarification on any of the bid documents at the pre bid meeting or within 3 days from the date of pre bid meeting. Any request for clarification must be sent in writing by electronic mail to [events@keralatourism.org](mailto:events@keralatourism.org). Department of Tourism will respond through website and notify the clarifications thereon at any time within 7 days from the date of pre bid meeting. After this time limit no request for clarification shall be accepted and no clarifications shall be issued by Department of Tourism. All such clarifications, amendments/addendum will become part of the bidding document.

## **7. Sealing & marking of Bid**



The Bidder shall submit the Bid in two separate envelopes as below :-

Envelope I : Technical Bid

Envelope II : Financial Bid

The Technical & Financial Bids should be sealed in separate envelopes (Envelope I & II) and the sealed Technical & Financial Bid envelopes (Envelope I & II) should be put in an outer envelope and sealed. The envelopes shall be marked as follow:-

**Outer Envelop:** Bids for the “Selection of **Public Relations & Media Coordination Agency**”

**Envelope I : Technical Bid**

Technical Bid for the “**Selection of Public Relations & Media coordinator Agency**”

The Envelope I marked as ‘technical Bid’ shall contain the following:

- i) Earnest Money Deposit in a separate sealed envelope marked “EMD”.
- ii) Bid Document duly filled up with the copies of documents listed in the Bid Document.

**Envelope II : Financial Bid**

The Bidder should submit its Financial Bid in the formats specified, and seal it in Envelope II and mark it as suitably.

Example: "Financial Bid for “Selection of **Public Relations & Media Coordination Agency**”.

The two inner envelopes (Envelopes I&II) marked as ‘Technical Bid’ and ‘Financial Bid’ should be enclosed in the outer envelope and sealed. The inner and outer envelopes shall:

a) Bear the following identification:  
Technical and Financial Bid, as the case may be,

b) Indicate the name and address of the Bidder.

c) The bid should be addressed to:-

**The Director, Department of Tourism, Park View,  
Thiruvananthapuram-695033**

If the envelope is not sealed and marked as above, the Authority will assume no responsibility for the misplacement or premature opening of the Bid.

**8. Risk – Purchase Clause:** If the agency, after submission of RFP and the acceptance of the same, fails to abide by the Terms and Conditions of the RFP document or fails to complete the work within the specified time or at any time repudiates the contract, the Tourism department will have the right to:

a) Forfeit the EMD/Performance Security.

b) In case of completion through alternative sources and if price is higher, the agency will pay the balance amount to tourism department.

d) For all purposes, the work order accepted by the agency and issued by Department of tourism will be considered as a formal contract.

## **9. Arbitration**

1. In the event of any question, dispute or difference arising under this agreement or in connection there-with (except as to the matters, the decision to which is specifically provided under this agreement), the same shall be referred to the sole arbitration of the Secretary to Government-Tourism, Government of Kerala.

2. The arbitrator may from time to time with the consent of both the parties enlarge the time frame for making and publishing the

award. Subject to the aforesaid, Arbitration and Conciliation Act,1996 and the rules made there under, any modification thereof for the time being in force shall be deemed to apply to the arbitration proceeding under this clause.

3. The venue of the arbitration proceeding shall be the office of Secretary to Government of Tourism, Government of Kerala or such other places as the arbitrator may decide.

**10. Estimated Annual Budget of Work : 2,00,00,000/-**

**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% weightage. 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:

A specific format for the Technical Bid containing the below criteria, will be shared with the agencies during the Pre-bid meeting.

Sr. no	Criteria	Maximum marks
1	<b>Average Annual Turnover</b>	<b>10</b>
	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	<b>Experience in PR work</b>	<b>10</b>
	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	
3	Associates - Offices/Associates	<b>10</b>
	Full Fledged Office in Thiruvananthapuram – 4 marks	
	1 associate in Europe – 3 marks	
	1 associate in Australia/Middle East – 3 marks	
4	<b>Awards</b>	<b>10</b>
	1 International Award for PR Work – 2 Marks	
	1 National/regional Awards for PR Work – 1 Marks	
	2 or more National/Regional Awards for PR Work – 3 Marks	
	2 case studies where agencies PR intervention has been remarkable - 4 Marks	

	<b>Manpower</b>	
5	<p><b>1. Client Servicing Head</b> – 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><b>2. Media Manager</b>-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><b>3. Copy/Content Writer</b>- 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><b>4. Visual Media Expert</b> - 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>	<b>10</b>
6	<b>Strategy/plan Presentation</b>	50
	<b>TOTAL</b>	<b>100</b>

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.

Sr. no	Strategy/Creative Presentation – Evaluation Parameters	Maximum marks
1	PR strategy for raising the profile of Kerala Tourism – 20 Marks	50
	PR tools/models to be adopted – 10 Marks	
	New ideas/innovations - 10	
	Handling crisis communication – 10 Marks	

Marks will be given for each section based on the following criteria:

- a) Knowledge and Understanding
- b) Strategy
- c) Creativity/Execution
- d) Innovation

**B . Criteria for Financial Evaluation:**

A specific format for the Financial Bid, will be shared with the eligible agencies during the Pre-bid meeting. Total costs for each activity as per the format shown below should be included in the Financial Bid. The Grand Total of all the activities will be taken as the Financial Proposal to calculate the Financial Score (Sf).

**Activity 1 – PR Management**

Sl No.	Particulars	Amount in INR(excluding Tax) For a Month
1.	<b>Conceptualization and identifying story angles</b>	

	Identifying and creating unique story angles Selecting & short listing of media to create stories Providing inputs, leads on stories Identifying destinations/themes for coverage Preparing backgrounders and pitch notes on select themes/destinations	
2.	<b>Developing Press releases &amp; Translation</b>	
	Developing press releases on Kerala Tourism initiatives, awards, events, campaigns Developing quotes for officials Translation of the press releases to other languages Sending press releases	
3	<b>Media relations</b>	
	Maintaining media relations Liaison with key media Briefing media team Monitoring & coordination Follow - up for coverage	
4	<b>Organizing Journalists</b>	
	Selecting & identifying Journalist from key media Liaison with journalist for their travel Organizing and coordinating their travel	
5.	<b>Online PR &amp; Coverage</b>	
	Online Coverage of Kerala Tourism Events & Activities, Tracking of on ground events & activities, Creating online specific content/releases, Disseminating the event specific content through appropriate channel	
6	<b>Media coverage collation &amp; Report</b>	
	Tracking & Collating PR coverage Analysis of the PR coverage Submitting report	
	<b>Total (F1)</b>	

The Total Activity Cost (F1) will be deemed as the Financial Proposal for Financial Evaluation and the individual activity costs will be used as the reference cost for the multiple marketing and promotion activities that the Department will be undertaking

across the 2 years. No escalation in these costs will be allowed without significant variation in the event components or additional specifications. In certain exceptional situations, an escalation of not more than 10% of the quoted individual activity cost during the 2<sup>nd</sup> and 3<sup>rd</sup> years will be allowed if the department is convinced positively.

**12.Selection of the Agency:**

**Selection of the agency under the category “Public Relations Agency & Media Coordination” will be done on the basis of the criteria mentioned under Point 4 of Part I .**

**ANNEXURE 1**

**RFP FOR THE SELECTION OF PUBLIC RELATIONS & MEDIA  
COORDINATION AGENCY FOR DEPARTMENT OF TOURISM,  
GOVERNMENT OF KERALA**

**Proposal** for selection of **Public Relations Agency**

1	Name of the agency/firm	
2	Address of the agency/firm	



3	Address of office in Kerala, if any.	
4	Status (company/firm/partnership)	
5	Name of the Proprietor/Partners/Directors	
6	Name, Designation, E mail ID & Mob. No. of the contact person	
7	Name, Designation & specimen signature of Authorised Signatory on behalf of the agency/firm	
8	Telephone nos. of agency/firm & alternate E-mail ID, if any.	
9	PAN number	
10	GST No.	
11	3 major clients in corporate/Government sectors	
12	Total experience with clients related to tourism industry	
13	Amount & DD no of Application fee	

### **DECLARATION**

1. I / We have read the instructions contained in the RPF document and I/We understand that if any false information/document submitted by me/us in this bidding process is detected at a later date, any contract/agreement made between ourselves and Department of Tourism, Government of Kerala on the basis of the information given by me/us can be treated as invalid by Department of Tourism, Government of Kerala, and I / We will be solely responsible for the consequences.

2. I/We agree that the decision of Department of Tourism, Government of Kerala in selection of agencies/firms/companies will be final, and binding to me/us.

3. All the information furnished by me/us above here is correct to the best of my/our knowledge and belief.

4. I / We agree that I / We have no objection if enquiries are made about the information/documents submitted by me / us here in above and/or in the accompanying sheets.

Place.

(Seal of the Company)

SIGNATURE

Date.

Name & Designation