|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Technical Bid For the selection of** **Public Relations Agency for** **Department of Tourism, Government of Kerala**  Name of the Agency M/s. …………………..……………………………………………. | | | | | |
| Sr. No: | Criteria | Turn Over | | Maximum Marks | Marks Awarded (For authority use only) |
| **1.** | **Turnover** |  | | 10 |  |
| a. | More than Above 2 cr and upto 3 cr – 5 Marks |  | |  |  |
| b. | More than above 3 cr and upto 5 cr 7 Marks |  | |  |  |
| c. | More than 5 cr - 10 Marks |  | |  |  |
| **2.** | **Experience in PR Work** | Client | Activity/ Campaign | 6 |  |
| a &b. | Existing client in the field of travel/tourism in state/national level |  |  |  |  |
|  | (i) (4 marks) |  |  |  |  |
|  | (ii) (6 marks) |  |  |  |  |
| c. | 1 existing state/central Government or PSU client in non‐tourism sector | Client | Activity/ Campaign | 4 |  |
| **3.** | **Offices/Associates** | Name of the Office/Associate | City, Country |  |  |
| a | Full Fledged Office in Thiruvananthapuram – |  |  | 4 |  |
| b | Office/Associate in US &Europe |  |  | 3 |  |
| c | Office/Associate in Australia &Middle East |  |  | 3 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
| **4.** | **Awards:** | Award/ Authority | Title of the Work and Client | Maximum Marks | Marks Awarded (For authority use only) |
| a. | International Award for PR Work |  |  | 4 |  |
|  | (i) |  |  |  |  |
| b &c. | National/regional Awards for PR Work |  |  | 6 |  |
|  | * (3 marks) |  |  |  |  |
|  | * (6 marks) |  |  |  |  |
| **5.** | **Manpower:** | Name | No. of Years with the Agency |  |  |
|  | Client Servicing Head |  |  | 2.5 |  |
|  | Media Manager |  |  | 2.5 |  |
|  | Copy/Content Writer |  |  | 2.5 |  |
|  | Visual Media Expert |  |  | 2.5 |  |
|  | **Total** |  |  | **50** |  |
| **6.** | **Presentation:** |  |  | 50 |  |
|  | **Grand Total** |  |  | **100** |  |

I, ………………………………………………… (authorised signatory) hereby certify that the information furnished by me/us above here is correct to the best of our/my knowledge and belief. This bid document consists of …………….. number of pages, serially numbered from 1 to …… and bound together.

Date:

Place: Signature

Name & Designation

Seal

**Technical Bid For the selection to**   
**Public Relations Agency for**  
**Department of Tourism, Government of Kerala**

**ANNEXURE – 1**

**Turnover**

I ………………………………………………… (authorised signatory), hereby certify that annual turnover of …………………………………………………………. (name of the agency) from Public Relations Activities for the following financial years are:

|  |  |
| --- | --- |
| Financial Year 1 (2014-2015) | Rs.………………….. (Rupees ………………………………………....) |
| Financial Year 2 (2015-2016) | Rs.………………….. (Rupees ………………………………………....) |
| Financial Year 3 (2016-2017) | Rs.………………….. (Rupees ………………………………………....) |
| Average turnover during the above period | Rs.………………….. (Rupees ………………………………………....) |

|  |  |
| --- | --- |
| Maximum Marks Average Turnover more than 2Cr &up to 3 Cr- 5 Marks  Average Turnover more than 3 Cr &up to 5 Cr-8 Marks  Average Turnover more than 5Cr - 10 Marks | Marks awarded (for authority use only) |

Date Signature

Place Name and Designation of the Authorised signatory

(Seal)

NOTE:

* The Agency should enclose the Turnover certificate from their Statutory Auditor for all the 3 financial years mentioned above.
* Average turnover for the 3 financial years will be taken to award marks.

**Technical Bid For the selection to**   
**Public Relations Agency for**  
**Department of Tourism, Government of Kerala**

**ANNEXURE – 2 (a & b)**

**Experience in PR work**

**a & b. Existing clients in the field of travel/tourism in state/national level**

I, ………..………………. (authorised signatory), hereby certify that …………………… (name of the agency) have successfully carried out the following assignment(s) for our clients

|  |  |
| --- | --- |
| **Client 1** |  |
| Name of the campaign/assignment |  |
| City |  |
| Date |  |
| **Client 2** |  |
| Name of the campaign/assignment |  |
| City |  |
| Date |  |
| Maximum Marks: 6 (Six) | Marks awarded (for authority use only) |

Date Signature

Place Name and Designation of the Authorised signatory

(Seal)

Notes:

* Copies of work order/ letter of award/ estimates, issued/approved by the client and attested by the authorized signatory should be attached in support of each entry.
* Only projects/assignments handled during the financial years 2015-16, 2016-17 & 2017-18 will be considered.

**Technical Bid For the selection to**   
**Public Relations Agency for**  
**Department of Tourism, Government of Kerala**

**ANNEXURE – 2 (c)**

**Experience in PR work**

**c. Existing State/central Government or PSU client in non**‐**tourism sector**

I, ………..………………. (authorised signatory), hereby certify that …………………… (name of the agency) have successfully carried out the following assignment(s) for our clients.

|  |  |
| --- | --- |
| **Client** |  |
| Name of the Campaign/Assignment |  |
| City |  |
| Date |  |
| Maximum Marks: 4 (Four) | Marks awarded (for authority use only) |

Date Signature

Place Name and Designation of the Authorised signatory

(Seal)

Notes:

* Copies of work order/ letter of award/ estimates, issued/approved by the client and attested by the authorized signatory should be attached in support of each entry.
* Only projects/assignments handled during the financial years2015-16, 2016-17 , 2017-18 will be considered.

**Technical Bid For the selection to**   
**Public Relations Agency for**  
**Department of Tourism, Government of Kerala**

**ANNEXURE – 3**

**Offices/Associates**

I, ………..………………. (authorised signatory), hereby certify that ………………. (name of the agency) has Offices/Associates in the markets mentioned and their addresses are as follows.

|  |  |
| --- | --- |
| **Office/Associate in Europe** | City/Country: |
| Name of the Office/Associate |  |
| Address (with Tel &Email address) |  |
|  |  |
| Period of association |  |
| **Office/Associate in USA** | City/Country: |
| Name of the Office/Associate |  |
| Address (with Tel &Email address) |  |
|  |  |
| Period of association |  |
| **Office/Associate in Australia** | City/Country: |
| Name of the Office/Associate |  |
| Address (with Tel &Email address) |  |
|  |  |
|  |  |
| Period of association |  |
| **Office/Associate in Middle East** | City/Country: |
| Name of the Office/Associate |  |
| Address (with Tel &Email address) |  |
|  |  |
| Period of association |  |
| Maximum Marks: 10 (Ten) | Marks Awarded (for authority use only) |

Date Signature

Place Name and Designation of the Authorised signatory

Notes: In the case of own office, attested copy of proof of office should be attached.

In the case of Associates, letter of Association from each Associate should be submitted.

**Technical Bid For the selection to**   
**Public Relations Agency for**  
**Department of Tourism, Government of Kerala**

**ANNEXURE – 4 (a)**

**Awards won for Agency Work**

**a. International Awards**

I, ………………………………. (authorised signatory), hereby certify that ……………… (name of the agency) have received awards for the following Agency works:

|  |  |
| --- | --- |
| **Award 1** |  |
| Awarding Organization/ Authority |  |
| Project/ Campaign |  |
| Client |  |
| Year of Award |  |
| Maximum Marks: 4 (Four) | Marks Awarded: (for authority use only) |

Date Signature

Place Name and Designation of the Authorised signatory

(Seal)

Notes:

* Attested copies of award certificates or certificate from the client stating that the agency work had won the award.
* Press or Media Reports conferring the Award for the Agency can also be submitted.
* Awards received in the financial years 2015-2018 will only be considered.

**Technical Bid For the selection to**   
**Public Relations Agency for**  
**Department of Tourism, Government of Kerala**

**ANNEXURE – 4 (b & c)**

**Awards won for Agency Work**

**b & c. National/Regional level awards for PR Work**

I, ………………………………. (authorised signatory) certify that ……………… (name of the agency) has received the awards listed in the following table:

|  |  |
| --- | --- |
| **Award 1** |  |
| Awarding Organization/ Authority |  |
| Project/ campaign |  |
| Client |  |
| Year of Award |  |
| **Award 2** |  |
| Awarding Organization/ Authority |  |
| Project/ campaign |  |
| Client |  |
| Year of Award |  |
| Maximum Marks: 6 (Six) | Marks Awarded: (for authority use only) |

Date Signature

Place Name and Designation of the Authorised signatory

(Seal)

Notes:

* Attested copies of award Certificates or certificate from the client stating that the agency work had won the award.
* Press or Media Reports conferring the Award for the Agency can also be submitted.
* Awards received in the years 2015-2018 will only be considered.

**Technical Bid For the selection to**   
**Public Relations Agency for**  
**Department of Tourism, Government of Kerala**

**ANNEXURE – 5 (a)**

**Manpower**

**a. Client Servicing Head**

|  |  |  |
| --- | --- | --- |
| Sl No | Particulars | Details |
| 1 | Name of Personnel |  |
| 2 | Date of Birth |  |
| 3 | Designation |  |
| 4 | Educational Qualification- Institute/ University |  |
| 5 | Years of Experience in present organisation |  |
| 6 | Employment Record: (Starting with present position, list in reverse order every employment held.) |  |
| 7 | List of assignments on which the Personnel has worked (details of the name of assignment and Description of responsibilities) |  |
|  | Maximum Marks: 2.5 (Two and a half) | Marks awarded (for authority use only) |

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications and my experience.

Date: (Signature and name of the Key Personnel)

Place: (Signature and name of the authorised signatory of the Applicant)

Seal

Notes:

* Income Tax Form 16 / PF document proving 1 year of experience in the organization should be submitted.
* Attested copies of certificate proving educational qualification should be attached.

**Technical Bid For the selection to**   
**Public Relations Agency for**  
**Department of Tourism, Government of Kerala**

**ANNEXURE – 5 (b)**

**Manpower**

**b. Media Manager**

|  |  |  |
| --- | --- | --- |
| Sl No | Particulars | Details |
| 1 | Name of Personnel |  |
| 2 | Date of Birth |  |
| 3 | Designation |  |
| 4 | Educational Qualification- Institute/ University |  |
| 5 | Years of Experience in present organisation |  |
| 6 | Employment Record: (Starting with present position, list in reverse order every employment held.) |  |
| 7 | List of assignments on which the Personnel has worked (details of the name of assignment and Description of responsibilities) |  |
|  | Maximum Marks: 2.5 (Two and a half) | Marks awarded (for authority use only) |

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications and my experience.

Date: (Signature and name of the Key Personnel)

Place: (Signature and name of the authorised signatory of the Applicant)

Seal

Notes:

* Income Tax Form 16/ PF document proving 1 year of experience in the organization should be submitted.
* Attested copies of certificate proving educational qualification should be attached.

**Technical Bid For the selection to**   
**Public Relations Agency for**  
**Department of Tourism, Government of Kerala**

**ANNEXURE – 5 (c)**

**Manpower**

**c. Copy/Content Writer**

|  |  |  |
| --- | --- | --- |
| Sl No | Particulars | Details |
| 1 | Name of Personnel |  |
| 2 | Date of Birth |  |
| 3 | Designation |  |
| 4 | Educational Qualification- Institute/ University |  |
| 5 | Years of Experience in present organisation |  |
| 6 | Employment Record: (Starting with present position, list in reverse order every employment held.) |  |
| 7 | List of assignments on which the Personnel has worked (details of the name of assignment and Description of responsibilities) |  |
|  | Maximum Marks: 2.5 (Two and a half) | Marks awarded (for office use only) |

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications and my experience.

Date: (Signature and name of the Key Personnel)

Place: (Signature and name of the authorised signatory of the Applicant)

Seal

Notes:

* Income Tax Form 16/ PF document proving 1 year of experience in the organization should be submitted.
* Attested copies of certificate proving educational qualification should be attached.

**Technical Bid For the selection to**   
**Public Relations Agency for**  
**Department of Tourism, Government of Kerala**

**ANNEXURE – 5 (d)**

**Manpower**

**d. Visual Media Expert**

|  |  |  |
| --- | --- | --- |
| Sl No | Particulars | Details |
| 1 | Name of Personnel |  |
| 2 | Date of Birth |  |
| 3 | Designation |  |
| 4 | Educational Qualification- Institute/ University |  |
| 5 | Years of Experience in present organisation |  |
| 6 | Employment Record: (Starting with present position, list in reverse order every employment held.) |  |
| 7 | List of assignments on which the Personnel has worked (details of the name of assignment and Description of responsibilities) |  |
|  | Maximum Marks: 2.5 (Two and a half) | Marks awarded (for office use only) |

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications and my experience.

Date: (Signature and name of the Key Personnel)

Place: (Signature and name of the authorised signatory of the Applicant)

Seal

Notes:

* Income Tax Form 16/ PF document proving 1 year of experience in the organization should be submitted.
* Attested copies of certificate proving educational qualification should be attached.

**Technical Bid For the selection to**   
**Public Relations Agency for**  
**Department of Tourism, Government of Kerala**

**ANNEXURE – 6**

**The Strategy/Creative Presentation**

I, …………………………. (authorised signatory), hereby certify that we have enclosed the CD of the presentation covering the following sections

|  |  |
| --- | --- |
| **Strategy/Creative Presentation –** **Evaluation Parameters** | **Marks awarded** (for authority use only) |
| PR strategy for raising the profile of Kerala Tourism – 20 Marks |  |
| PR tools/models to be adopted– 10 Marks |  |
| New ideas/innovations – 10 Marks |  |
| Handling crisis communication – 10 Marks |  |
| Maximum marks: 50 (Fifty) |  |

Date Signature

Place Name and Designation of the Authorised signatory

(Seal)

**Financial Bid**

**For the selection of Public Relations Agency for**  
**Department of Tourism, Government of Kerala**

**Agency M/s ………………………………………**

**Activity 1 – PR Management**

|  |  |  |
| --- | --- | --- |
| **Sl. No** | **Particulars** | **Amount for a Month in INR without taxes** |
| 1 | **Conceptualization and identifying story angles** |  |
| A | Identifying and creating unique story angles  Selecting &short listing of media to create stories  Providing inputs, leads on stories  Indentifying destinations/themes for coverage  Preparing backgrounders and pitch notes on select themes/destinations |  |
| 2 | **Developing Press releases &Translation** |  |
|  | 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 | **Media relations** |  |
|  | Maintaining media relations  Liaison with key media  Briefing media team  Monitoring &coordination  Follow ‐up for coverage |  |
| 4 | **Organising Journalists through Interaction and fam trips** |  |
|  | Selecting &identifying Journalist from key media  Liaison with journalist for their travel  Organizing and coordinating their travel |  |
| 5 | **Online PR &Coverage** |  |
|  | 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 | **Media coverage collation &Report** |  |
|  | Tracking &Collating PR coverage  Analysis of the PR coverage  Submitting report |  |
|  | **Total (F1)** |  |

We quote Rs. …………………………. (Rupees……………………………………………. …………………………………………………………………..) as the Total Activity Cost (excluding tax). We agree to be bound by this offer if we are selected as the Public Relations Agency.

Date:

Place: Signature

Name & Designation of the Authorised Signatory

(Seal)