

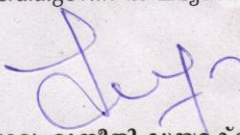


നമ്പർ: PC1-3135/2019

സാമൂഹ്യനീതി ഡയറക്ടറേറ്റ്
വിക്കാസ്ഭവൻ, തിരുവനന്തപുരം
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തീയതി : 18.5.2019

വിജ്ഞാപനം

സാമൂഹ്യനീതി വകുപ്പ് കൈകാര്യം ചെയ്യുന്ന നിരവധി നിയമങ്ങൾ, ചട്ടങ്ങൾ, സർക്കാരിന്റെ നയങ്ങൾ, മറ്റ് പദ്ധതികൾ, പോളിസിക്ൾ, മുതലായവ പൊതുജനങ്ങളിലെത്തിക്കുന്നതിനും അവബോധം സൃഷ്ടിക്കുന്നതിലേക്കും IEC Activities കൈകാര്യം ചെയ്യുന്നതിലേയ്ക്കുമായി പ്രവർത്തി പരിചയം നിശ്ചിത യോഗ്യതയുള്ള ഏജൻസികളിൽ നിന്നും താൽപര്യപത്രം ക്ഷണിച്ചുകൊള്ളുന്നു. താൽപര്യമുള്ളവർ ജൂൺ 15-ന് മുമ്പ് പ്രൊപ്പോസലുകൾ സാമൂഹ്യനീതി വകുപ്പ് ഡയറക്ടറേറ്റ്, വിക്കാസ്ഭവനിൽ സമർപ്പിക്കേണ്ടതാണ്. ഇതു സംബന്ധിച്ചുള്ള മാർഗ്ഗനിർദ്ദേശങ്ങൾ / വ്യവസ്ഥകൾ സാമൂഹ്യനീതി വകുപ്പിന്റെ വെബ്സൈറ്റായ www.sjd.kerala.gov.in-ൽ ലഭ്യമാണ്.


സാമൂഹ്യനീതി ഡയറക്ടർക്കു വേണ്ടി
JALAJA. S.
Assistant Director
Directorate of Social Justice
Vikas Bhavan
Thiruvananthapuram-33

db@



SOCIAL JUSTICE DEPARTMENT

(SJD)

Directorate of Social Justice Department

5th Floor, Vikas Bhavan, PMG,

Thiruvananthapuram -695033

Email: swdkerala@gmail.com, Website: www.sjd.kerala.gov.in

EXPRESSION OF INTEREST (EOI)

EMPANELMENT OF 'IEC & MEDIA CONSULTANCIES' FOR 2019-20

Dated 28/05/2019

EXPRESSION OF INTEREST (EOI)

Director, SOCIAL JUSTICE DEPARTMENT, 5th Floor, Vikas Bhavan, PMG,
Thiruvananthapuram-33 invites sealed EOI in prescribed Performa from
professional agencies:

1. Name of EOI: Empanelment of “**IEC MEDIA CONSULTANCIES**” for
handling IEC Activities & Media Coordination.
2. **Last Date & Time for Submission of EOI:** 15/06/2019 till 5.00 pm
3. Address for submission of Proposal:

Director,
SOCIAL JUSTICE DEPARTMENT,
5th Floor, Vikas Bhavan, PMG, Thiruvananthapuram-695033
4. Mode of submission: Direct /or Speed Post

Introduction

Social Justice Department working with the concept of welfare state, supporting socio-economic development plans of Kerala Government. The department is working hard for the upliftment of marginalised groups and targeting the disadvantaged and marginalised groups of the society for their social, educational and economic empowerment as well as welfare of these groups. The target groups in the sector are generally persons with disabilities, senior citizens, social deviants, vulnerable migrant labourers, Transgenders, victims of alcoholism and substance abuse etc. The Directorate of Social Justice is the nodal agency for implementing the social legislations and schemes of the State Government and various welfare schemes of the GoI for the above categories. Under the IEC plan head of the Department it is provided for the following-

- i) Developing IEC Plan with professional support
- ii) Use of visual, print, and audio media for dissemination of programmes and policies
- iii) Organise street play, road show, Day Celebration Events/Other Events etc. for dissemination of rights- based enactments and policies.

The involvement and support of general community is very much essential for mainstreaming of persons in the marginalised sector. At present this area is not getting much attention of the community and hence sufficient number of awareness campaigns, behavioural change communication programmes and advocacy programmes need to be organized. The Department has designed and introduced many schemes for the rehabilitation and upliftment of the marginalised sector. But unfortunately many of the deserving beneficiaries are unaware of their rights/schemes of the Department and other Govt. schemes for their betterment. Hence necessary advertisement by Radio programmes, TV advertisements, advertisement in leading Dailies and other publicity strategy is required for effective reach of the programmes to the targeted group.

Under the IEC plan of the Departments various awareness activities are being done through print, audio, digital, Social, visual media, workshop, seminars etc. The department wish to publish a Social Justice Magazine under the name 'Suneethi' for show casing best practices, sharing of developmental experience and for providing information on latest approaches and strategies of all functionaries of the department. The department has been observing the following days and weeks

of national and importance viz., Social Justice Day, Old Age Day, Elderly Abuse prevention Day, World PwDs Rights Day.

2. INVITATION

SJD invites Expression of Interest from qualified media consultancy agencies for their empanelment for handling the IEC activities, media coordination PR solutions which includes handling, managing and improving the perceptions about it and publicising its activities, policies, initiatives and programmes to the marginalized sector and the public at large. Despite many efforts from the part of the government, implementation at the ground level poses numerous challenges due to lack of knowledge as well as awareness of various initiatives of the state by the down trodden and under privileged sector. The publicity plan should take into account the most effective strategy to reach the masses.

The agency should assess and suggest the creative mode and media of Information, Education and Communication that effectively penetrates the masses. They should design materials that are high in creativity so that it captures the attention of those concerned, thereby bringing about the required change in society by mainstreaming the marginalized sectors.

3. SCOPE OF WORK

- a. Preparing a communication strategy for raising the profile and media presence for the Department.
- b. Planning and organizing interactive events with opinion makers with a view to publicise the activities and initiatives of SJD.
- c. Preparing and disseminating Press releases/briefs on major initiatives/achievements/programmes/events by SJD.
- d. Preparation of speeches and articles in Malayalam / Hindi / English, as required.
- e. Arranging articles for advertorials in Departmental Magazines, Suneethi & Newspapers through print and Digital Publications .
- f. Preparation of print and electronic material in the form of kits to the Media/Public as required.
- g. Raise visibility and awareness of skill development through unpaid means of communication.

h. Organising interviews of higher officials with top newspapers / magazines / TV channels.

I Media management of various seminars, workshops, exhibitions and events to be organised by SJD. Developing IEC Plan with professional support.

j. Coordinate development, production, distribution of audio visual, web based and other broadcast media materials including active development and use of social media especially in face book, twitter etc.

k. Crisis communication: It is expected that the media agency will help to counter any adverse publicity related to SJD.

l. Media tracking – online, print and electronic coverage. Submission of compiled reports every month with cost analysis.

m. Content development and creatives : The content are expected to be in the form of written slogans, attractive pictorials, Ad creatives & stories etc for printed versions, audio jingle, video clips etc for electronic media and for theatre ads.

n. Publication of booklets, brochures, pamphlets, development of audio video materials related to various schemes of the Department.

o. The agencies are expected to come up with innovative methods of reaching beneficiaries of the Department all over the state.

4. PERIOD OF ASSIGNMENT

The empanelment will be initially for a period of one year, extendable up to three years on satisfactory performance. The agreement may be discontinued if the services were not found satisfactory by giving one month notice.

5. MINIMUM ELIGIBILITY CRITERIA

Firms who fulfil the following minimum eligibility criteria **alone** may apply. EoIs submitted by agencies who do not fulfil the minimum eligibility criteria will not be considered.

- a. The firm should have been in active existence for at least three years.
- b. The firm should have recorded a minimum turnover of **Rs.50 lakh** in each of the immediate preceding two 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 order/ copies of Certificates issued by clients.
- d. The firm should have its own office in Thiruvananthapuram with adequate qualified and trained manpower.
- e. The agency should have adequate experience in handling domestic and international print and electronic media including Radio, cellular phones, Internet etc.
- f. Preference will be given to agencies empanelled by Public relations Department;

6. SUBMISSION OF EOI

The EOI should be submitted in the prescribed format given as **Annexure** for Technical Proposal along with approximate budget for each proposed activity. Overall budgeting is not required. There should be separate cover for the document, which should be super scribed “**EOI FOR THE EMPANELMENT OF IEC & MEDIA CONSULTANCIES 2019-20**” “and addressed to:

Director,
SOCIAL JUSTICE DEPARTMENT,
5th Floor, Vikas Bhavan, PMG, Thiruvananthapuram-695033

The following should be there inside the main Envelope:

Technical proposal marked as “**TECHNICAL DOCUMENT**”

The main envelope should contain the name, address and contact details of the Proposer. A Proposer can submit only one proposal. If the Proposer submits

more than one proposal, such proposals shall be disqualified. Proposals received after the closing date and time mentioned above will be rejected without any further communication on the matter.

7. PROPOSAL EVALUATION

Proposals will be evaluated by an Evaluation Committee constituted for the purpose.

The first stage of evaluation will be based on the minimum eligibility criteria detailed above. Only those proposals, which fulfil 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 evaluation criteria enumerated below. All Proposers being considered at this stage will be invited for making a presentation before the Evaluation Committee. Technical score will be awarded by the Evaluation Committee by evaluating the documents and the proposals.

8. TECHNICAL PROPOSAL 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 3 financial years. Copy of Service Tax returns of last two financial years shall also be submitted.

Work experience: Please include 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: Please prepare a brief presentation that will outline an analysis of the present media presence of **SOCIAL JUSTICE DEPARTMENT**. Provide a draft strategy outline to increase the visibility and create a positive presence in the media about the importance of skill development. Please outline the specific deliverables that you plan to provide, based on the scope of work outlined earlier.

During the presentation, the following aspects are evaluated i) Quality of the creatives ii) Design of promotional materials and brochures iii) Strategy for execution and effectiveness of the strategy iv) Suitability of the media plan.

9. SELECTION PROCESS

The selection will be made on the basis of the Score for the Technical Proposal. Agencies getting marks above the criteria fixed by TC. Will be empanelled as Media Consultancy Agency(ies) for the Department.

10. The Technical evaluation will be as per the criteria and weightage below:

Sl.No	Criteria	Max. Score	Guidelines	Proof to be submitted
1	Annual Turnover (2 years)	25	Min.Rs.50 Lakhs Mark will be awarded based on turnover and components of turnover	Audited balance sheet of the Company and Service Tax returns
2	Company Profile	20	Experience of key persons in media and PR and overall experience of the proposer entity	Brief profile of key persons including the period in the entity and profile of the entity
3	Work experience with Govt./Ministries/ PSUs (No.of clients)	15	Based on number of companies	Copies of work orders/performance certificates/letters etc.
4	Experience in handling skill development, training and corporate communications	15	Based on number of works handled	Copy of work orders/ sample clippings etc.
5	Presentation	25	Based on the plan, strategies, deliverables	Copy of the presentation/media plan
	TOTAL	100		

11. Award of Work : Out of the empanelled Agencies works will be awarded based on the requirement of the Department. Department will invite Quotations from all empanelled Agencies before award of work. Based on the rates quoted by the Agencies work will be awarded to the L1, but before award of work, quality of the work or previous experience of the work with the agency shall also be taken into consideration. If there is only one Agency gets Empanelment their work will be awarded after negotiation by a Committee constituted by Director for the above purpose.

12. OTHERS

The proposer shall sign on all pages of the Proposal.

Duly completed, signed and sealed hard copies of proposal should reach

Director, SOCIAL JUSTICE DEPARTMENT, by 5 pm on 15/06/2019

SJD reserves the right to call for any further information. Any information furnished by the firm found to be incorrect at any stage would render their being declared ineligible. SJD shall not be responsible for any postal delay. Incomplete application may summarily lead to rejection of the application. All disputes are subject to Thiruvananthapuram jurisdiction. The competent authority shall have the right to reject any or all the proposal without assigning any reason.

(Name of the Proposer)

Annexure

TECHNICAL PROPOSAL

Sl No	Particulars	Details
1	Name	
2	Year of Establishment	
3	Place of Incorporation	
4	Address of Registered Office	
5	Address of Office in Thiruvananthapuram	
6	Details of branches/associates outside Thiruvananthapuram (details of offices in Kerala to be given separately)	
7	Company profile (include brief profiles of team members/full time employees)	
8	Legal status of Proposer -(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 (provide details of clients) & Attach Relevant documents	

13	Experience in handling skill development, training and corporate communications (Please attach Separate Write up & Photos/Certificates for the activities taken so far.)	
14	Turnover (Enclose supporting documents as stipulated in the minimum eligibility criteria and proposal evaluation criteria)	
15	Proposed Strategy and IEC Plan for the Department (in detail)	
16	Details of Budget Estimate (Approximate for each proposed activity.)	

DECLARATION

Certified that the particulars furnished above are true and correct.

Date Signature of authorized signatory

Stamp

CALENDAR OF ACTIVITIES

SL. N.O	PARTICULARS	DATE
1	PUBLICATION OF EOI	28/05/2019
2	DUE DATE OF SUBMISSION OF THE PROPOSAL	15/06/2019 5pm
3	PRESENTATION OF PROPOSAL OF AGENCIES	24/06/2019
4	EOI TECHNICAL & FINANCIAL PROPOSAL EVALUATION	26/06/2019
5	FINALISATION AND SELECTION OF AGENCY	28/06/2019