



## **Expression of Interest (EOI)**

for

### **Public relation Agency**

**For promotion of Developmental Activities being undertaken by Sukma  
District administration**

VIKAS shakha Office of the Collector District - Sukma, Chhattisgarh 494111

Contact- Office phone no. 07864-284001, Fax No. 07864-284002 , Mob No. 9437608423

Email - [dmsukma.cg@gmail.com](mailto:dmsukma.cg@gmail.com)

website - [www.sukma.gov.in](http://www.sukma.gov.in)

**Due date for submission 22.05.2017 11.00 am**

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## Expression of Interest

No./ /VIKAS/PR-EOI/2017-18

Sukma Date - /05/2017

VIKAS shakha Office of The Collector, District Sukma invites this Expression of Interest from reputed public relations agencies within the country for "**Coverage and promotion of previous progress and various developmental activities being undertaken by district administration for public welfare in social media platforms, national, international level print/electronic media**"

The document can be requested for observation from VIKAS Shakha office of the Collector District Sukma in office time and can also be viewed from [www.sukma.gov.in](http://www.sukma.gov.in). Response to this **Expression Of Intrest (EOI)** shall be deemed to have been done after careful study and examination of this document with full understanding of its implications. This section provides general information about the issuer, important dates and addresses and overall eligibility criteria for the parties.

### Issuer

VIKAS Shakha (Office of the collector)

District Sukma Chhattisgarh 494111

Office phone no. 07864-284001, Fax No. 07864-284002

Mob No- 9437608423, Email - [dmsukma.cg@gmail.com](mailto:dmsukma.cg@gmail.com)

**Due date for submission 22.05.2017 11.00 am**

**Deputy Collector  
(Officer In charge VIKAS Shakha)  
District Sukma**

### **Disclaimer**

The information contained in this Expression of Interest (hereinafter referred to as "EOI") documents provided to the bidders, by VIKAS shakha office of the collector District Sukma hereinafter referred to as Issuer or any of their employees or advisors, is provided to the bidder(s) on the terms and conditions subject to which such information is provided.

The purpose of this EOI document is to provide the interested agencies with information to assist in the formulation of proposals. This EOI document does not aim to hold all the information each agency may require. This EOI document may not be appropriate for all persons, and it is not possible for VIKAS Shakha their employees or advisors to consider the business/investment objectives, financial situation and particular needs of each agency which reads or uses this EOI document. Each agency should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this EOI document and where necessary obtain independent advice from appropriate sources.

Issuer, their employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the EOI document.

Issuer may, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this EOI document.

## 1. Fact Sheet

1	<b>EOI No and Date</b>	
2	Name of work	"Coverage and promotion of previous progress and various developmental activities being undertaken by district administration for public welfare in social media platforms, national, international level print/electronic media"
3	Name of the Issuer of this tender	VIKAS Shakha Sukma
4	Date of issue of tender document	15.05.2017
5	Last date for submission of proposals	22.052017
6	Date of opening of proposals	22.05.2017 12.30 pm
7	Place of opening of proposals	Meeting Hall collectorate Sukma by a committee
8	Address for communication	VIKAS Shakha Office of the Collector District Sukma, Email - <a href="mailto:dmsukma.cg@gmail.com">dmsukma.cg@gmail.com</a> Office phone no. 07864-284001, Fax No. 07864-284002
9	Validity of proposal	Proposal must remain valid 180 days after the submission date.

### Note:

1. Issuer (Collector, District Sukma) reserves the right to change any schedule of bidding process.
2. Proposals must be received not later than time, date and venue mentioned in the fact sheet. Proposals that are received after the deadlines WILL NOT be considered in this procurement process.

## 2. Executive Overview

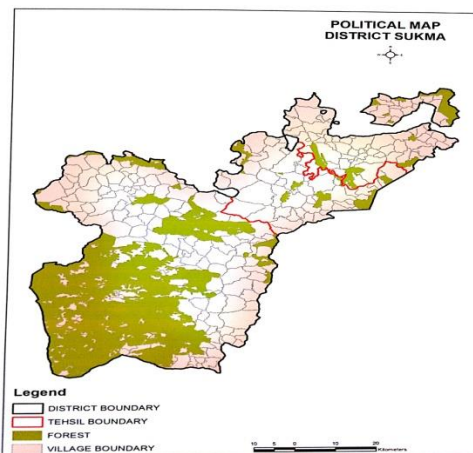
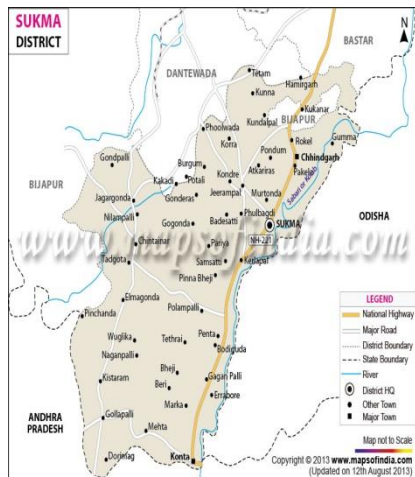


Figure 1-2 Political Map of District Sukma

The Sukma District is situated at Raipur– Konta National highway No. 30. Sukma District formed on 16 January 2012 by separation from Dantewada District. Sukma is situated at a distance of 410 km away from the Raipur. Sukma situated in Bastar Plateau part of the Chhattisgarh state and Sukma District is located at Longitude  $81^{\circ}39^0, 38^{\circ}$  Latitude  $18.24^{\circ}, 27^{\circ}$

The Sukma District is administratively divided in one sub-division along with 3 blocks in which 132 gram Panchayat and 377 villages.

One district hospital situated in Sukma & primary health center at village level and many other private clinic and nursing home with highly facility provide for public health.

Total geographical area and population of the district is 352.271 (000 ha.) and 250159 respectively and its categories in General 9628 Schedule caste 4056 Schedule tribe 216220 Obc 9628.

Total Villages	393
Gram Panchayat	135
Block	03 (Sukma Chhindgarh and Konta)
Nagar Palika	01 (Sukma)
Nagar Panchayat	02 (Konta and Dornapal)
Tehsil	3

The proposed work is for covering and highlighting and also by video making, in the social media platforms, national international print and electronic media, all the success stories of the development works that have brought in visible transformation in the lives and living standards of the public of Sukma district, so that all the welfare activities are properly projected and also reach the targeted/deserving sections of the society.

### 3. Scope of works:

1. Identify potential opportunities for content gathering and dissemination.
2. Formulating PR and outreach strategy for the district based on inputs received from the district along with the field visit made by the staff, if needed.
3. Reaching out to social media national and international media.
  - Coverage should appear in at least one of the five leading news papers each in hindi and English languages and at least one international newspaper.
  - Frequency of news coverage is also very important. Agency shall ensure social media coverage of success stories on daily basis with variety of posts on different developmental aspects and activities.
  - Social media post should be in English and Hindi languages.
  - Coverage about the district should be included in at least two leading national magazines of Hindi and English as well as five leading national news channel.
  - Coverage should be intensive and well placed.
  - Stories should appear in national/state editions of news papers and shall not be contained to regional editions alone.
4. Formulating and activating social and digital media strategy.
  - District should be actively represented in all forms of social media in regular interval.
  - Should have a dedicated facebook page and a twitter handle with decent size of regularly interacting followers.
  - Should have a dedicated website popularized enough to attract at least 2000hits a month.
5. **Making videos** on developmental progress of various departmental programs, success stories, educational achievements, and other creative work being undertaken by district administration, which will project exact scenario of efforts of Sukma district administration and help people understand the real image of Sukma district.
6. Campaign implementation on digital and other platforms.
7. Media monitoring and tracking. Media analytics in case of requirement.
8. Engaging with media influencers. Engaging with bloggers.
9. Exploring opportunities to engage national and international media.
10. Organize and conduct media familiarization trip and media sensitization workshops – at least one trip in each quarter of the year.
11. Cataloguing of DMF work.

### 4. Terms of reference

1. The agency should be able to depute one personnel on demand at the given location for at least 4 days in a month.
2. The agency should have the capability to manage international campaigning as well as public relation.
3. The agency should be able to deliver optimum result in multiple languages.
4. The agency shall report its work to the **Assistant Director, Public relations, District Sukma Chhattisgarh.**
5. Agency should submit its track record in a report for the assessment purpose, about the PR work done by it for public private or government sector, with detailed representation of work done especially for government sector.
6. Agency should be in existence for at least 1 year.
7. The company should have permanent staff strength of at least 15 employees on its pay roll.

#### 5. Clarification on EOI document

A prospective bidder, requiring any clarification on the EOI document shall notify to issuer in writing or by FAX or by email on or before date -21/05/2017.

1. The format on which the clarification is to be sent is given below. In case the clarification is sought by the bidder via email, the same shall be in MS- Excel sheet(s) only.

S.NO	Section	Clause	Brief description of the clause	Ref page no in EOI	Comments of agency

#### 6. Clarification of EOI bid

To assist in the examination, evaluation and comparison of EOI bids, Issuer may, at its description ask the bidder for the clarification of its bid. The request for the clarification and the response shall be in writing. However no post bid clarification at the initiative of the bidder shall be entertained.

#### 7. Submission of bids

##### 7.1 Preparation of bids

The bids are to be submitted in separate sealed envelopes as mentioned below.

- a. **Technical Bid** for "Coverage and promotion of previous progress and various developmental activities being undertaken by district administration for public welfare in social media platforms, national, international level print/electronic media"



- b. **Financial Bid** for "Coverage and promotion of previous progress and various developmental activities being undertaken by district administration for public welfare in social media platforms, national, international level print/electronic media"

7.1.1 **Technical Bid:** The technical Bid prepared by the bidder shall be provided in the following model response Format to be returned duly signed:

**Model Response format**

- Certificate of registration as company or firm registered in India
- Service tax registration certification
- Company's audited account statement of last year, duly stamped by a registered auditor.

**Presentation:**

During the presentation the bidder shall focus on the following points

1. Details of the organization
  2. Preliminary details of the team to be placed in Sukma.
  3. Strategy chalked out for Sukma.
  4. Past achievements
  5. Any other points worth mentioning.
  6. Video making strategy.
- The registered address (along with email address, fax and telephone numbers of the organization (corporate HQ as well as the regional office), contact details (postal address, email address and telephone numbers) of the person in charge of the Chhattisgarh region.
  - HR certificate stating the name, email address, contact number and date of joining of employees who are on company's pay roll.

**7.1.2 Financial Bid**

1. The financial bid shall indicate the total cost of the project (in Indian Rupees).
2. Quoted prices should be inclusive of service tax or any other tax/charges applicable.
3. Prices quoted by the bidder shall be fixed during the bidder's performance of the contract and not subject to variation on any account. A bid submitted with an adjustable price, quotation will be treated as non responsive and will be rejected.
4. All prices and other information like discount etc. having a bearing on the price/information will be treated as final.

5. Rates should be valid for 180 days from the date of opening of technical bids.

## **7.2 Sealing and marking of Bids**

The bids (outer envelope) shall be submitted in separate sealed cover, which shall be marked as “for Public relation Agency for promotion of Developmental Activities being undertaken by Sukma District administration.

1. The 2 inner envelopes containing technical bid and financial bid shall be marked as **Technical bid** for “Public relation Agency for promotion of Developmental Activities being undertaken by Sukma District administration.” and **Financial bid** for "Public relation Agency for promotion of Developmental Activities being undertaken by Sukma District administration.”
2. The inner envelopes shall indicate the name and address of the bidder to enable the bid to be returned unopened in case it is declared late.
3. Every page of the technical and financial bid shall have the signature and seal of the appropriate authority of the bidder. After closing the envelope, the seal and signature of the appropriate authority of the bidder shall be placed on the sealed part of the envelope.

## **7.3 Deadlines for submission of bids**

1. Bids must be received by VIKAS Shakha Sukma at the address given in section 1, not later than the time and date specified on the cover page. In the event of the specified date for submission of date being declared a holiday for Sukma district administration, the bids will be received up to the appointed time on the next working day.
2. Officer In charge VIKAS Shakha Sukma may at its discretion extend this deadline for submission of bids by amending the bid documents in which case all rights and obligation of the VIKAS Shakha and bidders previously subject to deadline as extended.

## **7.4 Late bids**

Any bids received by VIKAS Shakha Sukma after the deadline for submission of bids prescribed by the district administration will be rejected and/ or returned unopened to the bidder.

## **8. Limitations of liability**

Notwithstanding any other provision of this EOI document, neither party shall be liable to the other party for any indirect, consequential, special, incidental or punitive damages, or for any lost profits of any kind or nature whatsoever, foreseeable or not, arising for its performance of its obligation under the EOI document, whether from negligence or otherwise.

#### **9. Evaluation criteria**

The issuer shall be evaluating the response to the Expression of Interest on the basis of the reputation and other essential qualification of the bidder and the cost of the proposal. The Issuer after completion of the evaluation will declare the proposals submitted by the agencies and may call these agencies to participate in tender to select an implementing agency to execute the services as specified in the scope of work in this document.

#### **10. Payment**

1. Advance payment request will not be entertained.
2. Payment will be effected in Indian Rupees payable only in the form of Cheque.
3. Payment shall made in five instalments which are as follows:

Instalments	Time	Percentage of Total amounts
First	Within 20 days of finalizing the RFP	20
Second	At the end of 3 months	20
Third	At the end of 6 months	20
Fourth	At the end of 9 months	20
Fifth	At the end of 12 months	20

4. Demand for payment for video making can be added in bills based on number of videos made and as per the quoted cost of video per minute, if given work order for video making also.
5. Successful bidder will submit demand for the payment after the completion of each activity. The vendor shall submit the signed receipts after receiving the payment to VIKAS Shakha Office of the Collector District Sukma.

## ANNEXURE-1

### Financial Bid (Including service tax, TDS or any other tax)

Cost for the services offered for "Public relation Agency for promotion of Developmental Activities being undertaken by District administration at Sukma District, Chhattisgarh."

Estimated cost is to be provided in the format given below:

S.No	Requirements	Details	Cost (in Rs.) inclusive of all taxes
1	For "Public relation Agency for promotion of Developmental Activities being undertaken by District administration at Sukma District, Chhattisgarh."	Total Project cost per year	
2	For "Public relation Agency for promotion of Developmental Activities being undertaken by District administration at Sukma District, Chhattisgarh." <b>By making Videos.</b>	Video cost per minute	

### Details of the applicable tax and duties if any (expressed in % terms):

The work shall be started within 10 days of submitting the acceptance letter

**The price quoted should be inclusive of all miscellaneous expenses and inclusive of applicable taxes.**

(Signature of the Bidder)

Name:

Place:

Seal

Date:

