

Expression of Interest from Promotional Agencies

The State Government has procured coir products through the PPSS scheme for development of coir sector, one of the traditional industries and to uplift the coir workers in Kerala. In order to sell these products on a reasonable price, Government plans to organise a Coir Sales Festival during the upcoming Onam season at 100 centres across 14 districts under the leadership of Coir Development Directorate and in association with Kerala State Coir Corporation, CoirFed and Foam Matting (India) Ltd.

The Director, Directorate of Coir Development, invite Expression of Interest (EOI) from professional agencies to partner with it in this campaign for two months and to publicise it through audio-visual, print media and online/social media .

The Scope of work, pre-qualification criteria and procedure for empanelment is as follows:

Scope of work

The following will be the scope of work for the empanelled agencies:

1. Spreading awareness in the general public about the coir products and thus urging public to visit exhibition / trade fairs in various parts of the state.
2. PR activities highlighting the Coir sector / products across all media within the state. Maximise local coverage during exhibition / trade fairs in various parts of the state to boost the sale
3. Creating advertisement material for Print Media, Television, Radio and Social Media campaigns.
4. Conceptualisation, Designing, copy-writing and production of publicity material like banners, hoardings, posters, brochures, leaflets, handbills, POP, danglers, stickers, information booklets, etc.

Eligibility Criteria

Only those agencies who meet the following eligibility criteria will be shortlisted. On evaluation as per Annexure-2, only those agencies scoring above 60 marks will be invited for making presentations to a committee constituted by the Directorate.

Accreditation: The promotional / advertising agency should be **fully accredited** with the Indian Newspaper Society (INS), Doordarshan, All India Radio, as on 01.06.2017 for the last five financial years and is valid as on date.

Experience: **Minimum 10 years' experience** in handling PR, Advertising/ Promotional activities for Govt. /PSU clients. Should have been on the panel of **at least two or more Govt. departments / PSUs.**

Financial Standing: The agency should have a minimum **turnover of Rs. 20 crore** consecutively for the last three financial years, i.e., 2013-14, 2014-15, and 2015-16 as per duly audited/certified by CA.

Offices: Agency should have full-fledged functional offices in Thiruvananthapuram and Ernakulum. **More offices across the state** will be an added advantage. Address, Telephone and location of offices required.

Public Relations: The firm should have previous experience in handling PR consultancy / media coordination/ PR related solutions.

Advertisements: The agency must have executed promotional campaigns / advertisements in the print media, television, radio and social media for major GOI/ State Govt/ PSUs/ Quasi-Government clients.

Print/Production: The agency must have capabilities for designing and printing of event-specific brochures, leaflets, pamphlets, corporate house journals etc.

Audio Visual: The agency must have capabilities for production of films and audio-visuals and radio jingles as well as online advertising.

Servicing Team: The agency should be in a position to provide a dedicated team (as per client's approval) for conceptualising and executing the work.

Agency should not have been black listed by any Central/ State Govt./ PSUs of Central or State Government.

Period of Selection:

The assignment will be purely for the state-wide marketing campaign to be organised by Directorate and will terminate at the end of one month from the conclusion of the Event.

Director of Coir Development reserves the right to award the work to one or more agencies.

The selected agency is expected to maintain high level of professional ethics & will not act in any manner, which is detrimental to department's interest. Agency will maintain confidentiality on the matters disclosed till proper instruction is issued for publication.

Selected agency should be able to execute orders at short notice.

If the services of the agency are not found satisfactory, the Director of Coir Development shall have the right to terminate the contract at any time without assigning any reason thereof.

Procedure for Empanelment

EOIs are invited from all eligible and interested Promotional/ PR agencies for the specific marketing campaign organised by Directorate as per the following procedure:

- Submission of EOI and Media Plan.[As per Annexure – I]
- Evaluation and short-listing of agencies based on the criteria mentioned and documents submitted.[As per Annexure – II]
- Presentation of short-listed agencies before a selection committee.

A brief presentation that will provide a strategy outline to increase the sale during the said period and to create a positive impact in the state for the sector.

EOI, along with comprehensive Media Plan should reach the Director, Coir Development Directorate, Coir Bhavan, Nandavanam, Palayam,Thiruvananthapuram -695033, in a sealed cover superscribing "Selection of Promotional / PR Agencies" on the envelope. EOI duly filled in all respects will be received up to **3.00 pm on 18.07.2017**. Directorate shall not be responsible for any postal delay.

The Director, Coir Development Directorate, reserves all rights to accept or reject any or all the EOIs received without assigning any reason whatsoever. The decision of the Director shall be final and binding in this regard.

For any further details, please contact

**Director of Coir Development,
Coir Bhavan, Nandavanam, Palayam,Thiruvananthapuram -695033
Phone No. : 0471-2322287, 0471-2322046, Fax: 0471-2330370
Email: coirdirector@yahoo.com / adcdcoir@gmail.com
Website: www.coir.kerala.gov.in**

Annexure-1

Name of the Agency	
Registered Office	
Year of Establishment	
Name of Director /Proprietor / Partners (With address and telephoneNo.)	
Address of Trivandrum , Kochi and other offices	
Telephone number of the contact Person (Mobile number if any)	
Annual Turnover certificates for the last 3 financial years.	
Service Tax Registration No. (attach photocopy)	
PAN of the Agency	
Accreditation with INS,Doordarshan and AIR. Proof to be attached	
Whether empanelled by Govt/ PSU's Organizations/ Institutions. Proof to be attached	
List of PR clients	
PR activities undertaken for clients	
Media Plan & Quote	<i>To be attached separately in separate sealed envelopes</i>

Authorized Signatory

Name & Details

Seal

Annexure -2

The evaluation will be as per the criteria and weightage indicated below:

Sl.No	Criteria	Max. Score	Marks awarded	
1	Annual Turnover (3 years)	15		
2	Full Accreditation: INS -5 marks Doordarshan-5 marks AIR -5 marks	15		
3	Office at Trivandrum & Kochi. More offices across the state	5 5		
4	10 years' work experience with Govt. /PSUs. No. of Govt / PSU clients (marks only for 2 and above)	5 5		
5	Experience in PR	10		
6	Brochures, In house magazines etc	10		
7	Presentation	30		
	TOTAL	100		