

# **TRAVANCORE DEVASWOM BOARD**

**NANTHANCODE, THIRUVANANTHAPURAM, 695003**

0471-2317983, 2316963, 2310921, 2723240

**e-mail : devaswomcommissionertdb@gmail.com**

**www.travancoredevaswomboard.org**

**Office of the Devaswom Commissioner**

**31/10/ 2016**

---

**DETAILED TENDER NOTICE FOR THE APPOINTMENT OF A PUBLIC RELATION  
AGENCY IN CONNECTION WITH THE SABARIMALA FESTIVALS IN 1192 M.E  
FROM 16/11/2016 TO 20/1/2017.**

**Tender Document No ROC 90/16/SAB**

**Dated 31/10/2016**

For and on behalf of the Travancore Devaswom Board, the Devaswom Commissioner invites e-tenders from Government Agencies, Co-operative Institutions, Private Agencies and Private Firms for A Public Relation Agency For the Sabarimala Festivals in 1192 M.E.

The Travancore Devaswom Board, (a statutory Institution) intends to hire a PR Agency for the upcoming festival in Sabarimala Temple for the period 2016-17 (1192 ME) - The Event will start on 16th November, 2016 . The event is to be held at Sabarimala Devaswom , Pathanamthitta District.

## **A. Scope of Work**

A.1 The PR agency will be broadly required to carry out but not limited to the following tasks:

- Ensure news coverage of the Festival
- Press / Media Management during the event
- Collate and provide news coverage in the form of an structured report
- Draft Pre and Post Event Press Releases
- Press Release of the day to day events occurring during the festivals.(Including the arrivals of delegates, Celebrities etc at Sabarimala)
- Coordination with Doordarshan and other media houses including Media

invitation for event and following up for news coverage

- Arranging Executives for managing media counter at the venue
- Issuing pre-event press release before the event and post event release during the function along with the photographs.

A.2• The Firm is bound to work the office at Sabarimala Sannidhanam during the festival period from 16.11.2016 to 20.1.2017.

- The Firm must have adequate machineries, Computer peripherals, Cameras and all the related materials for the smooth functioning of the office and The Travancore Devaswom Board will not be liable to issue any machinery, manpower etc for the running of the PR office
- Electricity, Fooding & Lodging of the Executives will be borne by the Travancore Devaswom Board.
- The Firm shall be entitled to release the news relating to the day to day events of the festivals
- The Firm shall provide adequate number of staff including the Reporter, DTP Operator, Photographer etc for the smooth running of the Office.
- Fifty percentage of the payment will be released on the end of Mandalam Festival and the remaining fifty percentage after the Makaravilakku Festival.
- The Firm under any circumstance is not entitled to claim additional payment other than the agreed tender amount.
- The Firm shall be bound to keep the hard copies of the news, and videos published and the copy of the same shall be handed over to the Public Relation Officer of the Travancore Devaswom Board at the end of the event.
- There will not be any advance payment to the selected PR Agency.
- Minimum Guarantee must cover the newspapers/Channels from the respective groups given below:

- Print Media (South India Editions): Times of India, The Hindu, Economic Times, New Indian Express, Deccan Chronicle, Malayala Manorama, Mathrubhumi, Deshabhimani, Kerala Kaumudi
- E Media: NDTV India/24X7, DD4 , DD1, CNN-IBN, any other five regional E media.

### **B - How to Apply**

- Interested agencies are required to submit the proposal in Two Bid System.
- The first bid is the technical proposal which should include the following :-
  - The process and methodology to carry out the task defined under Scope of Work.
  - The competency to undertake the defined job successfully
  - Client list for the last two years, supported by documentary evidence.
  - Documentary evidence in support of eligibility criteria to be enclosed along with the technical bid.
- The second bid is the financial proposal
  - The total cost or fee for undertaking the entire task as defined in the Scope of Work.
  - Type of taxes may be quoted separately in clear percentage terms.
  - Financial Bids of only those agencies who clear technical evaluation by at least 70% marks, will be opened.
  - Final selection of agency will be based on the lowest price quoted in the financial bids for the work defined in the Scope of Work.

### **C - Eligibility criteria for bidding**

- The PR Management Firm should be registered and be in the business for at least three years in the field.
- The Annual turnover of the Firm with regard to PR management should not be less than fifty lakh rupees for the last three years (Documentary evidence to be provided).
- The Firm must be exclusively a PR Agency
- The Firm must have adequate experience in such tasks (Documentary evidence to be provided).
- The Firm should not have been black listed by any Central Govt. / State Govt. / Central / State PSU and an undertaking to be provided along with the proposal.
- If the Travancore Devaswom Board is of the opinion that the function of the hired agency is not satisfactory, the tender will be cancelled with immediate effect.

The rate quoted should be inclusive of taxes, freight up to respective designation, loading and unloading charges and all other expenses.

Necessary agreement should be executed with the Devaswom Commissioner Travancore Devaswom Board within the stipulated time.

**Tenders should be submitted through online on or before 8.11.2016 ,10.30 a m. Tenders will be verified on 11.11.2016 ,11.00 am .**

- Details of pre-qualification criteria for the tenders, time and schedule and cost of bidding document, EMD to be submitted by the bidder for participation in this bid are given below.
    - (a) Earnest Money Deposit - Rs 25,000/- (By the form of Demand Draft in favour of the Devaswom Commissioner, Travancore Devaswom Board payable at Nanthancode,Thiruvananthapuram)
  - The tenderers are required to furnish following documents ;-
- 1) A declaration as to the legal status of the tenderer (viz. whether the tenderer is a Government Agency,Co-operative Institution, Partnership Firm registered with the Registrar of Firms or a (company incorporated under the provisions of the Companies Act). accompanied by documents to prove the legal status of the tenderer.
  - 2) In the case of Partnership Firms, true photocopies of the Partnership Deed, Registration Certificate issued by the Registrar of Firms and the name and full particulars of all the continuing partners as entered in the Registrar of Firms and in the case of Companies, the Memorandum of Association and the Articles of Association along with the Certificate of Incorporation and the Rules or Bylaws of the company attested by a Gazetted Government Servant or a Notary Public.
  - 3) The Balance Sheet and the profit and loss account for the three preceding financial years, duly attested by a Chartered Accountant.
  - 4) Certificate showing the experience in the respective field issued by the District Level Officers of the Industries Department of the State Government.
  - 5) Mode of submission of tender :Tender should be submitted online in " **etenders.kerala.gov.in**".
  - 6) Tender documents consisting of qualification information and eligibility criteria of bidders, Technical specification, schedule of quantities etc. are available in the web site " **etenders.kerala.gov.in**".

- 7) Other details of tender documents will be available In the website "[etenders.kerala.gov.in](http://etenders.kerala.gov.in)".
- 8) Travancore Devaswom Board reserves right to reject any or all tenders without assigning any reason thereof.

Special instructions to the bidder for the e-submission of the bids

1. Bidder should do the registration in the tender site <http://etenders.kerala.gov.in> using the option available. Then the Digital Signature Registration has to be done with the e-token, after logging into the site. The e-token may be obtained from one of the authorized certifying authorities such as SIFY/TCS/nCode.
2. If there is any clarification, this may be obtained online through the tender site or through the contract details. Bidder should take into account of the corrigendum published if any before submitting the bids through online.
3. After the bid submission, the acknowledgement number given by the e-tendering system should be printed by the bidder and kept as a record of evidence for online submission of bid for the particular tender.
4. The Tender Inviting Authority (TIA) will not be held responsible for any sort of the delay or the difficulties faced during the submission of bids through online by the bidders.
5. The bidder shall submit the bid documents by online mode through the site <http://etenders.kerala.gov.in>.
6. Each document to be uploaded through online for the tenders should be less than 2 MB. If any document is more than 2 MB, it can be converted to rar/zip format and then the same can be uploaded. However if the file size is less than 1 MB the time for uploading transaction will be very fast. The total size of the documents in all the covers put up together, should be less than or equal to 12 MB.
7. The bidder should ensure that the bid documents submitted should be free from virus and if the documents could not be opened, due to virus, during tender opening, the bid is liable to be rejected.
8. The time settings fixed in the server side and displayed at the top of the tenders will be valid for all actions of requesting bid submission, bid opening etc In the e-tender system. The bidders should follow this time during bid submission.

9. All the data being entered by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered will not be viewed by authorized persons during bid submission and not be viewable by any one until the time of bid opening. The submitted tender documents become readable only after the tender opening by the authorized individual.
10. The confidentiality of the bids are maintained since the secured Socket Layer 128 bitEncryption technology is used. Data storage encryption of sensitive field is done.

Any doubt or queries in this regard may be forwarded to any of the following email addresses.

- (h) Tender closing date : 08/11/2016,10.30 am
- (i) Tender opening date : 11/11/2016,11.00 am

**Thiruvananthapuram**

**DEVASWOM COMMISSIONER,  
TRAVANCORE DEVASWOM BOARD**

Phone No: 0471-2314288