



# TENDER DOCUMENT

### EMPANELMENT OF PUBLIC RELATIONS AGENCY

**CSIR-NATIONAL INSTITUTE FOR INTERDISCIPLINARY SCIENCE AND  
TECHNOLOGY**

*Tel: 0471 2535530 / 2515334*

## **Notice Inviting Tender for the empanelment of Public Relations Agency**

CSIR-NIIST, Thiruvananthapuram is interested in empanelling a Public Relations Agency for which tenders are invited from interested bidders under two bid system, Part I Technical Bid & Part II Financial Bid .

Tenderers are advised to download the tender documents from CSIR-NIIST website <https://www.niist.res.in>. The bids are to be submitted in **two separate sealed envelopes** , one containing Technical Bid and the other containing Financial Bid. The envelopes are to be superscribed as “Tender for empanelment of PR Agency- Technical Bid” and “Tender for empanelment of PR Agency- Financial Bid”. Bidders who do not submit the financial bid separately or quote price along with technical bid document will be disqualified.

The bids are to be deposited at the office of the Administrative Officer or to be sent to the address given below so as to reach on or before **7<sup>th</sup> August 2023, 10:30 a.m.** Technical Bid will be opened on the same day at 11:00 a.m. Bidders qualified as per the eligibility criteria would be called to make a presentation on a later date before the Committee constituted for the purpose at CSIR-NIIST, Thiruvananthapuram.

Price bids of those bidders whose are shortlisted will be opened subsequently.

The **EMD of Rs.10,000/- (Rupees Ten Thousand only)** must be received in original on or before the technical bid opening date, by Demand Draft favouring Director, CSIR-NIIST payable at Thiruvananthapuram. Tenders submitted without EMD shall be rejected. EMD exemption for NSIC/MSME registered units with Udyog Aadhar Number will be allowed as per rules.

**Tender should be addressed to:**

**The Director**

**CSIR-National Institute for Interdisciplinary Science and Technology**

**Industrial Estate PO, Thiruvananthapuram, Kerala - 695019**

**CSIR-NIIST seeks the services of Public Relations Agency to meet out the following objectives.**

- Positioning CSIR-NIIST as the “INTERDISCIPLINARY FACE OF CSIR” among prospective students
- Highlighting CSIR-NIIST as a vibrant, eco-friendly and multicultural campus.
- Positioning CSIR-NIIST among prospective faculty highlighting the high-end Science & Technology work including processes and services being done on campus
- Positioning CSIR-NIIST as top Institute for National and International Collaborations highlighting industry and regulator -friendliness of campus
- Highlighting innovation and skill development culture of campus

**1.Target audience of the Public Relations Agency would be:**

- Schools/ Colleges
- Post graduate and Research Students
- Academic and Research Faculty from India and abroad
- R&D organizations/ Academic institutions – India and international
- Industry/ Regulators/ MSMEs
- Government – Policy makers, Ministry of Science & Technology/ Ministry of HRD
- Skill Development Programs/ Start ups/ Incubators
- Public at large

**2. Eligibility Criteria of the Public Relation Agency:**

- Minimum 3 years experience in the field of public relation services and preferably with one Govt. R& D organisation client.
- The agency should have at least 10 permanent employees.
- The agency should have average annual turnover of minimum 50 lakhs in the last 3 years, i.e, 2019-20, 2020-21 and 2021-22 .
- The agency should have an office at Thiruvananthapuram, Kerala.

The eligibility criteria should be sufficiently supported with all relevant documentary evidences.

- The agency is expected to submit a brief plan of action as to how the agency will deploy resources (including personnel) to achieve the desired objectives and should also give the detailed financial quote to provide the service to CSIR-NIIST

**3. Other Important Information**

- CSIR-NIIST reserves the right to reject any offer without assigning any reason whatsoever.

- CSIR-NIIST reserves the right to cancel the tender at any stage without assigning any reason. Also, CSIR-NIIST reserve the right to change the condition at any later stage.
- The proposals should be complete in all respect. Conditional / incomplete proposals are liable to be rejected
- Empanelment with this Institute does not ensure business of any quantum, whatsoever.
- The agency empanelled will have to execute an agreement with the CSIR-NIIST in the format approved by the CSIR-NIIST. The same will be provided after finalization of empanelment. If the selected Agency differs/does not agree on any conditions/terms of the contract, CSIR-NIIST has the right to appoint the next ranked agency without any obligation or without assigning any reasons to anyone and shall not be held liable for any losses or damages caused by such action.
- Any deviation from the Terms & Conditions mentioned above will imply disqualification for the firm.

#### **4. Scope of Work**

- The goal of this activity is to disseminate positive information on the research programs and scientific initiatives of CSIR - NIIST, through various channels including print, online and visual media that reach the general public.
- To establish and maintain positive impact amongst the stakeholders in general and local population in particular.
- To educate & influence key stake holders including local bodies, key social influencers and community audiences to take a supportive stance on the programs of CSIR - NIIST.
- Conceptualize, plan and implement adequate press & media coverage.
- Arrange media events, arrange printing of special articles, prepare regular press releases in English and Malayalam and Hindi, if needed, through regional media, magazines and online portals to ensure that a positive opinion/image of CSIR - NIIST is maintained.
- Events, awareness programs, lectures, conferences etc. of CSIR - NIIST are to be covered as per requirement so as to reach the public with the positive aspects of programs.
- Organizing interviews of higher officials with newspapers / magazines / TV channels and online media.
- Liaison with different public forums to disseminate information. Identifying, Communicating and Organising strategic meetings with key personnel of media houses, opinion makers and other support forums as well.
- It is expected that the PR agency will help to counter any adverse publicity.

## **5.Agency reporting and monitoring / measuring outcomes**

- The agency will work with the Institute's Communication officer on a day-to-day basis for the above activities.
- The agency will submit a weekly report on activities in progress, a monthly report, a monthly plan and quarterly review with the Director .
- The agency will submit a detailed analysis of the coverage garnered for the Institute in national media and its impact on a monthly, quarterly and annual basis.
- The measurement of the success of the communication strategy will be based on achieving key objectives mentioned above.

## **6. Agency resources**

The agency must have a senior team counseling the Institute on the communication strategy. An on-site resource person should be placed on campus on the occasion of important events. Resources must be made available always for execution of strategy for CSIR NIIST at national level.

## **7. Selection Process**

A dual scoring mechanism (qualitative score and price score) will be adopted for arriving at the selection of PR agency for empanelment. 80% weightage will be given for Technical quality and 20% for the Financial Bid.

Bidders qualified as per the eligibility criteria would be required to make a presentation before the Committee constituted for the purpose at CSIR-NIIST, Thiruvananthapuram.

The qualitative score will be assigned on the basis of the following parameters based on the presentation and the documents submitted.

Qualitative Indicator	Marks
Experience with R&D organizations – number of events covered.	25
PR abilities based on the presentation given by the party.	25
Crisis management plan.	20
Number of locations where the bidders has presence.	5

Total man power proposed to be used for the Institute.	5
TOTAL	80

**Only the agencies scoring qualifying marks as decided by CSIR-NIIST will be short listed for the purpose of participation in financial bidding.**

The score of price bids will be as under

L1-20 marks

L2- 18 marks

L3- 16 marks

L4 -14 marks and so on.

The combined score of technical and financial bids will determine the H1, H2, H3, H4 and so on. The Agencies scoring the highest combined marks (H1) based on the above principles would be selected to work as PR agency for the Institute.

In case of tie among bidders after combining the quality and price score, the bidder of higher technical quality score would be selected for empanelment.

**8. Empanelment of Agency :** The contract will be initially awarded for a trial period of three months. The empanelment will be for a period of one year from award of contract, extendable on a yearly basis, based on the performance of the agency, for a maximum period of three years.

**9. Terms of Payment:** No advance payment will be considered. Payment for work awarded will be made to the agency, after completion of work to the satisfaction of CSIR-NIIST. The Empanelled PR Agency will submit pre-receipted bills in duplicate for settlement. The bills may be raised on monthly basis and CSIR-NIIST will release the payment within 20 days of receipt of bill. In case of unsatisfactory performance by the agency, a penalty leading to a deduction up to a maximum of 10% of the total amount of bill for a particular month will be imposed.

**10.** CSIR-NIIST will review the performance of the selected empanelled agency periodically and reserves its right to withdraw their empanelment at any time.

**11. Approval before Sending to any external party:** The Agency will have to work in coordination with the representative of the CSIR-NIIST for each assignment. The entire document or any sort of information which goes to the media or any other external party has to be approved by the CSIR-NIIST representative.

- 12. Termination :** The contract may be terminated by either party by giving one month's notice period.
- 13. Force Majeure:** Neither party will be liable in respect of failure to fulfill its obligations if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. The party affected by an event of Force Majeure will immediately notify the other party of such an event and will also notify the unaffected party on cessation of disability resulting from such Force Majeure act.
- 14. Arbitration/ Dispute resolution :** In the event of any dispute or difference relating to interpretation, such dispute shall be taken up by either party for resolution through Delhi International Arbitration Centre (DIAC), Delhi High Court, New Delhi.
- 15. Jurisdiction:** The contract shall be governed by laws of India and all Government rules on this matter issued from time to time and in force for the time being are applicable to this contract tender.
- 16. Rights in Intellectual Property and Material**
- a. All the rights relating to the Trade Marks and Copy Rights in respect of publicity work generated by the Agency on behalf of CSIR-NIIST and paid for by CSIR-NIIST shall vest with CSIR-NIIST.
  - b. All concepts, communications etc. created or conceived by the Agency on behalf of CSIR-NIIST and involving the name of CSIR-NIIST shall not form part of any award or competition or promotion unless prior written consent of CSIR-NIIST has been obtained therefore.

**ADMINISTRATIVE OFFICER**



**CSIR - NATIONAL INSTITUTE FOR INTERDISCIPLINARY SCIENCE &  
TECHNOLOGY (Council of Scientific & Industrial Research)  
THIRUVANANTHAPURAM – 695 019.**

**TECHNICAL BID PART 'A'**

**Technical Bid for Empanelment of Public Relations Agency at CSIR-NIIST, Thiruvananthapuram**  
(To be filled-up and signed by the Tenderer in their official letter head)

**Public Relation (PR) Agency brief Profile**

Sl. No				
1	Name of the Agency			
2	Address and Telephone Numbers			
3	Registered/Head office			
4	Address of the other offices in the country			
5	Address of the office in Thiruvananthapuram			
6	Legal status of Agency (Proprietor /Partnership /Pvt/Pub. Ltd)			
7	Name of the Proprietor/ Partners/ Directors			
8	Date of Establishment/Incorporation			
9	Nature of Main Activity			
10	Infrastructure	Staff strength in each branch of the agency	Number of media experts	Language translation facilities ( English, Malayalam and Hindi)
11	Membership with any organizations			
12	Major clients in the last 3 years			



## **TECHNICAL BID PART 'B'**

(This format is to be used in your official letter head. The order in the format must be strictly adhered to. No rates must be quoted in the Technical bid. Bidder who quotes the rate in the Technical bid will be rejected as non-responsive. **Tenderers are required to number all the pages of the Technical Bid** in BLACK/BLUE INK and indicate the TOTAL page number below and append signature at the end of this response format. )

Sl.No	Technical Requirement	Details of Compliance by the Agency	Please write the corresponding page number(s) of your technical bid for reference
1	EMD ( Rs10,000/- Rupees Ten thousand only) DD favoring Director CSIR-NIIST payable at Thiruvananthapuram		
2	Registration certificate of the Establishment Quote the registration number:		
3	GST registration certificate Quote the registration number:		
4	PAN card Copy		
5	Turnover details	Copies of balance sheet/audited financial statements to be enclosed	
	Year	Gross Turnover Rs.(in lakhs)	Gross profit Rs.(in lakhs)
	2019-20		
	2020-21		
	2021-22		
6	Address of your Office in Thiruvananthapuram		
7	Address of the other offices in the country		

8	Details of major contracts for PR work done for Govt organizations/ R&D organisations etc during the last 3 years .(Please enclose documentary evidence in support of the claim)				
	Sl.No	Name of the Client	Nature of work done	Period of engagement	Contract value
9	Satisfactory client certification from 3 different clients served during the last 3 years				
10	Total manpower proposed to be allotted for CSIR-NIIST, Thiruvananthapuram				
11	Has your firm ever been debarred by any Court of law OR penalized by any Government/CSIR/Private organization?				

Signature of the Bidder

Name and Seal of the Agency  
Address & Mob. No.



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**FINANCIAL BID**

**Financial Bid for Empanelment of Public Relations Agency at CSIR-NIIST, Thiruvananthapuram**  
(To be filled-up and signed by the Tenderer in their official letter head)

Sl.No	Head	Amount quoted (in Rs.)
1.	National Coverage (approx.. 3 to 4 events per annum)	
2.	State level coverage (approx.. 8-10 events per annum)	
3.	Local coverage (approx.. 20-25 events per annum)	
		<b>Grand Total</b>

**GST thereupon would be charged for separately and should not be included in the financial quote.**

Signature of the Bidder

Name and Seal of the Agency  
Address & Mob. No.