

Uttar Pradesh State Industrial Development Corporation

**Invitation
for
Expression of Interest (Eoi)
from
Reputed Media Agencies
for
Empanelment of Media Management Agencies
in
Uttar Pradesh State Industrial Development Corporation (UPSIDC)**

Issued by



Uttar Pradesh State Industrial Development Corporation Ltd.

UPSIDC Complex, A-1/4 Lakhanpur Kanpur-208024

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Table of Content

Contents

1. Back Ground.....	3
2. Broad Scope of Work (indicative for empanelment)	3
3. Prequalification Criteria	4
4. Desirable Criteria	5
5. General Considerations for Empanelment	5
6. General Empanelment Process	5
7. Selection Process of Event Management Agency Subsequent to Empanelment	5
8. Processing Fee	6
9. Validity of Empanelment.....	6
10. Fact Sheet.....	6
Annexure- I: Proposal Covering Letter	7
Annexure- II : Brief about Agency	8
Annexure- III : Details of qualification criteria	9
Annexure- IV : Bidder Experience for each project	10

1. Back Ground

UPSIDC is a public sector undertaking of the Government of Uttar Pradesh spearheading the development of industrial infrastructure in the State about six decades. Pioneer in development of industrial areas, UPSIDC have delivered iconic industrial Areas, Townships and Industrial Parks on more than 42000 acres of land, which houses more than 26,000 units providing direct employment to lacs of people. By providing contemporary infrastructure facilities and services to entrepreneurs as its objective, UPSIDC strive to build on strength as a pillar of the pulsating industrial ecosystem of Uttar Pradesh that contributes toward the economic, development of the State in particular and the Country in general. To cater to the modern demands of High-tech quality infrastructure, the Corporation has ventured into many new areas by developing High-tech integrated industrial townships.

With an objective to deal with the emerging concept of 'Competitive Federalism' and assisting the corporation in its investment promotion activities, UPSIDC desires to empanel Media Agencies based on technical and financial eligibility as defined in this document. The empanelment would be applicable for a period of at least one year from the date of issuance of "Letter of Empanelment" and shall deemed to be extended, unless UPSIDC explicitly ends the empanelment of the specific agency with/ without due notice as deemed fit.

After empanelling Media Agencies, UPSIDC may invite technical/ financial bids from any or all empanelled agencies, based on "Terms of Reference (TOR)" for any activity or event, exhibition, conference, meet and other promotional activity to select one agency to provide end-to-end assistance in covering that particular activity or event at site. The empanelled agency will broadly help UPSIDC in Media, Public Relations and Design activities and detailed TOR would be shared for each event or activity. UPSIDC may invite technical and financial bids for big events or activities.

2. Broad Scope of Work (indicative for empanelment)

The Scope of services shall include but shall not limit to the following components:

1. Plan, Execute and Manage, in consultation with UPSIDC, the best possible and cost effective media strategy and advertising campaign for any promotional campaign of UPSIDC.
2. Plan, Execute and Manage, in consultation with UPSIDC, the best possible and cost effective international media strategy and advertising campaign for any International promotional campaign of UPSIDC.
3. Publication of Classified (Tenders, EOIs, auction call/ Notices) and display advertisement and any other publications of such nature as required by UPSIDC by observing the dates of publication as well as economy in terms of space.
4. Suggest communications plans that conceptualize and develop positive storyboards on UPSIDC and showcase them nationally and internationally and suggest tools to execute the same in a stepwise manner.
5. Handle all English, Hindi and Regional media channels during any promotional campaign of UPSIDC and measure the effectiveness of the campaign.
6. Develop all associated Promotional Material like press releases, articles, write-ups, advertisements, storyline, and edit and proofread them to finalize written material with the help of their creative and research expertise, in both Hindi and English languages and also any regional or foreign language, as and when required, as per the input and requirements of UPSIDC for publication in print media and telecast/ broadcast media such as TV, radio and internet, in consultation with UPSIDC or as and when instructed by UPSIDC to do so (free of cost).

7. The Promotional Material for advertorial use can be in the form of Digital advertisements (including creative, graphics, dropouts), Audio (including FM, jingles and voice overs) and Electronic Media (including pictorial, slides, movies, scrolls and strips)
8. Conceptualize, design and develop pages on social networking sites such as Twitter, Facebook, LinkedIn, YouTube etc. in consultation with UPSIDC or as and when instructed by UPSIDC to do so.
9. Provide creative writers in English, Hindi and Regional (if and when required) languages, professional advertisement designers, manpower, infrastructure, services and facilities as required during the advertising campaign.
10. Provide softcopies of all the creatives/ designs and other material as required by UPSIDC along with a follow-up report and deliverables (including copy of articles, advertisements, documents, frequency, outreach, share of voice in media) after the campaign.
11. Interact and negotiate with media, on behalf of UPSIDC to get the best possible rates and coverage for the promotional campaign.
12. Assist UPSIDC in end-to-end arrangement for press-conferences, whenever required, by inviting and ensuring media attendance, as per the requirements and in consultation with UPSIDC including preparation of press releases, press reports, press kits and co-ordination with print, electronic and other media.
13. Facilitate national and international media partnerships/ alliances and manage crisis/ unfavourable situations during the campaign.
14. Draft/ edit/ proof read speeches for key government officials, in close coordination with government PR department, in English and Hindi languages and also any regional or foreign language, as and when required.
15. Keep all documents, in terms of media buying and releases handy for spot checks and audit purposes and provide proofs of circulation details and other information as and when required by UPSIDC.
16. Planning, designing ad execution of any other work related to the assignment as required and as identified during the course of assignment.

3 Prequalification Criteria

The Applicant/ Bidder/ Agency must possess the requisite experience, strength and capability in providing the services necessary to meet the requirements as described in the EOI document

- a. Legal Entity: The agency should be a single Business Entity. For the purpose of this Invitation for EOI document, a Business Entity shall mean a company registered in India under the Companies Act 1956, or a partnership firm registered under the Limited Liability Partnership Act of 2008, and operating for the last 10 years in Media/ PR/ Design Services as on project due date (registration certificate).
- b. Accreditations: The applying Agency should have been accredited by Indian Newspaper Society (INS) (certificate).
- c. Financial Capacity: The Responder should have a minimum annual turnover of INR 10 (ten) crore from Indian operations in Media/ PR/ Design Services in each of the previous three financial years (auditor certificate).
- d. Turnover from Government Services: The agency should have a minimum cumulative turnover of INR 2 Crore from Media, PR and Design work for Government/ Public Sector in India in each of the last 3 financial years (auditor certificate).
- e. Bidder Experience: The agency should have been in the business of providing media strategy/ media services/ multimedia design services/ similar services to State/ Central Government/

PSUs/ trade bodies/ private organizations in India for at least 5 years or more, from the date of submission of the tender. (Work order needs to be submitted to specify the scope of services and date of award of work).

- f. Blacklisting: The Bidder should not have been blacklisted by any State Government or Central Government entity/ PSU in the last 10 years (self-undertaking).

4 Desirable Criteria

- a. Preference shall be given to firm/ company who has their Branch Office at Lucknow or Kanpur, and other metro cities (subject to verification by UPSIDC).
- b. Preference shall be given to those having experience in organizing at least 10 events with Government of Uttar Pradesh in various sectors.

5 General Considerations for Empanelment

- a. UPSIDC is free to empanel any number of agencies who meet the eligibility criteria. UPSIDC in its discretion may not empanel few agencies who meet the criteria and may modify the turnover criteria for number of agencies post receipt of applications depending upon number of received applications who have qualified.
- b. All information supplied by bidders may be treated as contractually binding on the Bidders, on successful Empanelment by the UPSIDC on the basis of this EoI.
- c. No commitment of any kind, contractual or otherwise shall exist unless and until a formal written Empanelment letter has been given by or on behalf of the UPSIDC. Any notification of preferred bidder status by the UPSIDC shall not give rise to any enforceable rights by the Bidder.
- d. UPSIDC may cancel this empanelment at any time prior to a formal written contract being executed by or on behalf of the UPSIDC
- e. This EoI supersedes and replaces any previous public documentation and communications, and Bidders should place no reliance on such communications.
- f. The response Expression of Interest must be complete in all respects, Indexed and Hard Bound. The page numbers must be clearly marked on each page and cross reference be indicated on the Index Page.
- g. In case of any misconduct by the empanelled agency or conflict with any empanelled agency, UPSIDC reserves right to terminate the empanelment of that particular agency, with/ without due notice, as per discretion of UPSIDC.

6 General Empanelment Process

The evaluation of the submitted EoIs will be on the basis of criteria (but not limited to) like Turnover, Experience, Manpower, National and International branch offices.

UPSIDC may issue RFP for above mentioned scope of work or part for scope of work or any new scope item for an event or multiple events at a time with a request to submit technical with financial/ financial bid.

7 Selection Process of Event Management Agency Subsequent to Empanelment

UPSIDC may invite technical/ financial bids from any or all empanelled agencies, based "Terms of Reference (TOR)" for any activity or event, exhibition, conference, meet and other promotional

activity to select one agency to provide end-to-end assistance in successfully planning, executing and managing that particular activity or event at site.

8 Processing Fee

The response to EoI should be submitted along with the necessary supporting documents and a processing fee of INR 10, 000/ (ten thousand) (Non-refundable) as demand draft in favour of Uttar Pradesh State Industrial Development Corporation, Payable at KANPUR.

9 Validity of Empanelment

The empanelment would be applicable for a period of at least one year from the date of issuance of "Letter of Empanelment" and shall deemed to be extended, unless UPSIDC explicitly ends the empanelment of the specific agency with/ without due notice as deemed fit or the empanelment as a whole.

10 Fact Sheet

Serial No	Particulars	Details
1	EoI Availability	13 th November, 2017
2	Pre Bid Meeting/ Discussion on queries	24 th November, 2017
3	Last date for submission of your proposal as well as qualification criteria	3 rd December, 2017
4	Website for EoI Documents	http://onlineupsidc.com/
5	Contact Details	Ms Monika Kumar Nodal Officer, BPPC E-mail id: upsidc.etc@gmail.com Phone: +91-522-4233139
6	Address	UPSIDC, 3 rd Floor, PICUP Bhawan Lucknow 226010 Uttar Pradesh, India. http://onlineupsidc.com/

Annexure- I: Proposal Covering Letter

Date:.....

To,

Managing Director

UPSIDC,

3rd Floor, PICUP Bhawan

Lucknow 226010

Uttar Pradesh, India.

E-mail id: upsidc.etc@gmail.com

Phone: +91-522-4233139

www.upsidc.com;

Sub: Expression of Interest for Empanelment of Media Management Agency

Dear Sir,

We (Agency name) hereby submit our Expression of Interest in response to your invitation for empanelment of Media Management agency issued vide dated, document no. and confirm that :

1. All information provided in this proposal and in the attachments is true and correct to the best of our knowledge and belief.
2. We shall make available any additional information if required to verify the correctness of the above statement
3. Certified that the period of validity of EoI is 180 days from the last date of submission of response
4. We are quoting for all the services mentioned in the tender.
5. We, the responders, are not under a Declaration of Ineligibility for corrupt or fraudulent practices or blacklisted by any of the Government agencies
6. Uttar Pradesh State Industrial Development Corporation (UPSIDC) may contact the following person for further information regarding this tender:
 - a. Name of Contact person
 - b. Contact No.
 - c. Email ID
 - d. Company Name
 - e. Address of Company
7. We are submitting EoI along with this letter, both original and copy form, along with DD of Processing fee of INR 10,000/-

Yours sincerely,

Signature

Full name of signatory

Designation

Name of the Responder (firm etc.)

Annexure- II : Brief about Agency

Provide here a brief (maximum 10 pages) description of the organization, business activities and profile of your association.

Annexure- III : Details of qualification criteria

1	Name and Address of the Organization				
2	Telephone No.				
	Fax No.				Website:
3	Contact Person				
4	Year of Establishment (submit supporting documents):				
5	Legal Entity: The agency should be a single Business Entity. For the purpose of this Invitation for EoI document, a Business Entity shall mean a company registered in India under the Companies Act 1956, or a partnership firm registered under the Limited Liability Partnership Act of 2008, and operating for the last 10 years in Media/ PR/ Design Services as of project due date				Certificates of Registration/ Incorporation, MoA
6	Financial Strength (INR)				
	Year	2013 – 14	2014 – 15	2015-16	2016-17
	Total Turnover Rs. (INR)				
	Audited (Yes/No)				
* Certificate from statutory auditor /audited financial statements for the three previous financial years.					
7	Turnover from Government Services (INR)				
	Year	2013 – 14	2014 – 15	2015-16	2016-17
	Total Turnover Rs. (INR)				
	(Audited/ Unaudited)				
* Certificate from statutory auditor /audited financial statements for the three previous financial years.					
7	Bidder Experience: Refer Annexure IV for Format				
8	Indian Newspaper Society (INS)				Supporting documents with validity
9	Blacklisting				Self-certification. False certification and/ or nondisclosure will blacklist by the State of Uttar Pradesh
9	Total No. of Employees No. of employees at Lucknow office (submit supporting documents)				
10	PAN Number of the Association (Attested copy of proof may be attached separately)				
11	GST No.				
12	Any other details in support of your fulfilling Eligibility Criteria:				

Annexure- IV : Bidder Experience for each project

Assignment Name		Country
Project Location within the Country		Professional Staff provided by your Firm/ Company
Name of Client		No. of Staff
		No. of Person Months
Start Date	Completion Date	Approx. Value of Services
Name of Associated Firms (s)if any		No. of Professional Staff Months provided by Associated Firms(s)
Name of Senior Staff(Project Director/ Coordinator, Team Leader)involved and functions Performed		
Detailed Narrative Description of Project		
Detailed Description of Actual Services Provided by your Firm		