

REQUEST FOR PROPOSAL

Empanelment of Marketing
/Brand Promotion agencies
for Kerala IT Parks



Duration of Engagement: 4 Years
(01.01.2022 to 31.12.2026)



RFP NO: ETPK/CR/2021/EMPANELMENT/03

DATE: 26/11/2021

IMPORTANT DATES TO BE REMEMBERED:

Event	Date (dd/mm/yyyy)
<p>Date of Pre Bid Meeting at Park Centre Conference Hall, Technopark Campus, Trivandrum. VC facility also will be available for those bidders who cannot attend at office</p> <p>Topic: Pre-bid meeting_RFP of Marketing Agencies for Kerala IT Parks_Empanelment</p> <p>Time: Dec 3, 2021 03:00 PM IST</p> <p>Join Zoom Meeting</p> <p>https://us02web.zoom.us/j/81306316813?pwd=dWhqUzdscXBKMWtUMzRnNGlWMGFKOT09</p> <p>Meeting ID: 813 0631 6813</p> <p>Passcode: 520634</p>	03/12/2021
Last date of Submission of bid (sealed quote)	10/12/2021
Shortlist Agencies based on document verification; Shortlisted agencies will be communicated to make presentation.	17/12/2021
Presentation by shortlisted agencies in front of the Screening Committee (can be offline or on virtual mode). Venue will be informed.	23/12/2021
Announcement of results	24/12/2021

DISCLAIMER

1. This document does not constitute an agreement nor should it be interpreted as an offer from the Kerala IT to empanel/engage an Agency.
2. This document is meant to provide information only and upon the express understanding that the recipients will use it only for the purpose set out herein.
3. It shall not be assumed that there shall be no deviation or change in this document.
4. While this document has been prepared in good faith, neither Kerala IT nor any of their officers or employees make any representation or warranty or shall have any responsibility whatsoever in respect of this document. Any liability is accordingly and expressly disclaimed.
5. This document constitutes no form of commitment on the part of Kerala IT
6. Kerala IT may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.
7. The issue of this RFP does not imply that Kerala IT is bound to select a bidder or to appoint the selected bidder for the Project and Kerala IT reserves the right to reject all or any of the bidders or bids without assigning any reasons whatsoever.



KERALA IT: A SNAPSHOT

Kerala, the Southernmost State in India is one of the most sought after tourist destinations for domestic and international travelers alike. The State of Kerala is also a proven destination for technology companies. Kerala has been a front runner in attracting IT companies to the State. India's first technology park model of development started at Trivandrum, Technopark became operational in 1995. The other States in India also followed the development model. The Govt.of Kerala then started Technology parks in Kochi and Calicut to distribute the developments across the State. Since the State has abundant human capital availability everywhere in the State, unlike any other State, Kerala has the potential to distribute the developments to every district. Now there are many technology MNCs operating from Kerala and Govt. is the major IT Park developer in the State. Today the IT Parks in Kerala houses over 1000 IT/ITES Companies and more than 1.25 lakhs IT professionals working from the State.

Kerala IT Parks follows a Co-development model in which Private players in infrastructure development space are also partnering with Govt. for the development of IT Parks in the State. Govt. remains as the principal developer and initiate marketing efforts to bring in IT/ITES Companies to the State. The IT Parks in Kerala branded under a unified brand of 'Kerala IT'. The marketing and promotion efforts over these years has brought a good brand image for Kerala as a technological investment destination and also the major hub cities in the State like Trivandrum, Kochi and Calicut got wide recognition as potential investment destination.

Rapid infrastructure development in terms of roads and Public spaces, Good healthcare and Law & Order system, growth of social infrastructure etc. has boosted the potential of Kerala as a Technology destination in all aspects. Metro Rail, Ease of Connectivity between cities, easy access to tourist destinations has bought a unique identity to the Cities in Kerala for shaping up as a preferred destination for companies. The days post pandemic seems more promising for the State as workplace can be anywhere for technology companies. More companies are eyeing at Kerala to tap the rich human resource availability here. It is high time for the State to strengthen the marketing and promotional efforts to grab the attention of major MNCs looking to start centers in India.

The main objective of calling this RFP is to get reputed and experienced agencies for joining us in the marketing initiatives for building Kerala as a favorite destination for Technology MNCs.

NOTIFICATION FOR THE SELECTION OF MARKETING AGENCIES FOR KERALA IT

Kerala IT is looking for well established, professional agencies to partner with it in its various marketing and promotional activities for its three IT parks viz, Technopark, Infopark & Cyberpark. The notification is called for empanelment of agencies in the below mentioned categories for a period of 4 (four) years from January 2022 to December 2026.

CATEGORY 1: MEDIA & PUBLIC RELATIONS

Kerala IT proposes to engage an agency for coordination of Media & Public Relations for the term mentioned in the Scope of Engagement as detailed below:

I. **SCOPE OF WORK:**

1. **Long term strategy** : To assist in the corporate communications efforts of IT Parks by developing a long term media and communication strategy. Media strategy should be well aligned to promote Kerala as a sustainable Technology destination.

2. **Media Relations:**
 - To maintain excellent media relations to ensure adequate and positive coverage of Kerala IT in a sustainable manner
 - To disseminate information on national basis or locally (as per Kerala IT's requirement) in various media i.e. print, electronic, digital and any other emerging media through press releases including emerging modes of communications.
 - Assist in managing one to one relationships of the management with all identified media professionals relevant to Kerala IT apart from managing all media events including one-to-one meetings/interviews of the authorized spokesperson of Kerala IT.
 - To provide and maintain an updated list of media professionals relevant to Kerala IT

3. **Media Monitoring & Crisis Communication:**
 - To track mainline, regional business and Trade Publications, magazines along with electronic and digital media to monitor specific coverage and perceptions about the Kerala IT/Parks on a day to day basis. Preparing and submitting a report on a daily basis (soft copy and Hard copy) covering news on Kerala IT/Parks in particular and IT Sector related news in general.



- To submit a comprehensive report at the end of every month giving detailed coverage for the IT Parks and analysis of the same in print, electronic and digital media vis-à-vis its major competitors.
- To handle and bring to the notice of the IT Parks any coverage that is detrimental to the interest of Kerala IT. Prepare a proactive strategy for crisis communication and chalk out the key message, communication plan and ensure effective implementation of the plan for desired results.

4. Corporate Communications:

- **Internal:** To assist Kerala IT Parks in publishing internal House Journals / Magazines, employee Communications and similar other.
- **External:** To generate adequate unpaid coverage across different media for new Project launches, new company inaugurations, any awards or recognitions, Park related and company related news/events and any tactical / strategic announcements; provide media training programs for authorized spokespersons of the Kerala IT Parks. To devise communication strategy for better media and investor/ client relations.

5. **Market Intelligence:** To provide competitive information on a periodic basis. Market insights about technology companies and the IT/ITES sector as a whole.

6. **Event Management associated with PR:** To organize Press Conferences, Project launches, Seminars/webinars, Road shows etc.

7. **Duration of Engagement:** Empanelment shall be for a period of 4 (Four) years. Agencies empanelled will be given opportunity for servicing Kerala IT through a Commercial bidding process which is tentatively fixed as one year each on retainer model.

8. Desired Geographic Presence:

Kerala IT Parks has got the main IT Parks in Trivandrum, Kochi and Calicut. Its satellite centers are located at Kollam, Cherthala and Koratty. The empanelled/selected agencies should have the bandwidth to serve the whole Kerala and also at National level. The agency should have direct offices in either Kochi or Trivandrum with network to support Calicut and other locations in Kerala. The scope of work of selected PR Agency may also be extended in case when Kerala IT goes for International expos or delegations. However, the PR exercise for foreign destinations will be assigned to PR agency on project basis and cost for the same will be reimbursed as per mutually agreed project cost.

II. ELIGIBILITY CRITERIA:

The Agencies meeting the following minimum qualifying criteria are eligible to apply. Any Agency not meeting any of the criteria or not submitting any of the documents shall be liable to be rejected. A list of eligibility criteria and the supporting documents that need to be submitted is as under. (Please ensure in the RFP document submission, the below stated 12 enclosures need to be 'clearly highlighted/specified' as individual header, so that it helps during document scrutiny process. Please arrange in the below chronological order).

<u>SL.NO.</u>	<u>ELIGIBILITY CRITERIA</u>	<u>DOCUMENTS TO BE ENCLOSED</u>
1	The Core Business of the Agency should be P R and if it is a subsidiary, the fee income earned exclusively from P R should be minimum of Rs.20 lakhs p.a (per annum) during 2018-19, 2019-20 and 2020-21 in each financial year OR a cumulative fee income earned not less than Rs 50 lakhs in the last three financial years.	In case, the Agency provides non PR services as well, <u>only the fee Income from PR services will be considered</u> . Fee Income should be certified by the Auditor/CA. (Copy to be enclosed)
2	The current ratio of the agency should be positive during each of the previous 3 financial years (2018-19, 2019-20 and 2020-21).	Copies of duly audited balance sheet and profit & loss accounts, duly certified by auditor along with the auditor's report to be enclosed. Provisional Balance Sheet and Provisional Profit & Loss A/c for 2020-21 are to be submitted to be signed by one of the Directors/Partners, if audited statements of the same are not ready.
3	The Agency shall not have been blacklisted / debarred by any Central/State Government/Public Sector Undertakings/Banks and not involved in any major litigation that may have affected or compromise the delivery of services required.	Self-certification on letter head to be provided. However Kerala IT PARKS has the right to independently verify the same.

4	<p>The agency should have a full- fledged direct office (not through partner network) in Kochi or Trivandrum and geographical presence to serve Calicut location through branch office or any partner network. The Agency should also have extensive experience for at least 5 years in handling large clients across different industries. Experience in IT Sector or other large / media sensitive sectors could be an advantage</p>	<p>(a) Certificate of incorporation/Partnership Deed or any documentary proof to be submitted specifying the direct office address in Trivandrum or Kochi or Calicut. However Kerala IT Parks has the right to independently verify the same.</p> <p>(b) Enclose documents / proofs pertaining to the direct office along with key contact person name, mobile number, email address and a brief write up about the present staff pattern & number of staff... etc (Undertaking letter should suffice).</p>
5	<p>The Agency should be very adept at crisis management efforts through P R and should demonstrate this ably with past experiences.</p>	<p>Enclose documents / proofs pertaining to case studies + reference / contact points</p>
6	<p>List of clients acquired on retainer ship basis by the agency in the last 3 financial years</p>	<p>Furnish the information along with documents pertaining to the same. (example – consent letter/testimony/work order specifying the duration of engagement from the client).</p>
7	<p>List of active clients' (on retainer ship basis).</p>	<p>Furnish information and enclose documents / proofs (testimony or work order issued by the client specifying the duration of engagement)</p>

		pertaining to the same.
8	Rich experience in utilizing digital media for PR management, both for routine business and for crisis matters. Specific experience across all social media platforms is mandatory.	Furnish information and enclose documents / proofs pertaining to the same.
9	In-house professional content writer with 3 years journalistic experience in writing articles for the Industrial sector/IT.	Furnish information and enclose documents / proofs pertaining to the same (Undertaking letter specifying the Resource person name, contact number, email id and no: of years of experience)
10	Agency should be able to dedicate onsite Media P R Lead for handling the Kerala IT account (can be stationed in any of the three IT Parks). The Lead should have sufficient knowledge in the PR services and 3 years of minimum experience is required.	Furnish information of the lead person with contact details and their proof of experience. (Undertaking letter specifying the Resource person name, contact number, email id and no: of years of experience)
11	List of active National Clients with proof of documents of the National level PR done	Work Order received for National level PR/ Testimony. Consent letter/testimony/work order specifying the duration of engagement from the client.
12	If the agency has any direct office outside India for handling International PR (not a mandatory requirement).	Please produce the proof (office registration document in agency name).

CATEGORY 2- SOCIAL MEDIA AND ONLINE PROMOTION

Kerala IT proposes to engage a Social Media agency for managing the Social media platforms of Kerala IT Parks/ Kerala IT brand. The Scope of engagement includes digital/online promotion of IT Parks and the technology destinations in Kerala

I. SCOPE OF WORK IN DETAIL:

- Design and implementation of Social media communication strategy for Kerala IT and for each park under the Kerala IT brand.
- Develop social media accounts, periodical contents, pages, channels on different social media platforms as required by KERALA IT PARKS.
- Positioning the Kerala IT/IT PARK'S Brand in Social Media in compliance of existing laws and other regulatory guidelines.
- Establish IT Parks brands on existing and future social media sites with relevant content
- Content management of the social media platforms of Technopark, Infopark, Cyberpark and Kerala IT.
- Short video production, Marketing presentations, Photography and graphic/creative designs to support the creative requirements of IT Parks.
- A dedicated Account Lead should be stationed onsite in Kochi or Trivandrum IT Park with bandwidth to serve Calicut location as well. The Account Lead should be supported with a Camera man (can be on third party roll) or the Account Lead should himself be able to capture and document the campus events and happenings on day to day basis.
- Content writing support/ SEO for websites of IT Parks.
- Preparing guidelines on “managing online crisis and handling comments from people”.
- Creation and Maintenance of Kerala IT Park's Accounts/Handles/Channels on Twitter, Facebook, YouTube, Instagram, LinkedIn, Blogs, Wikipedia, monthly e-newsletters, Flickr, websites.... etc. and at least 3 social media platforms which may emerge within the contract period.
- Creation of relevant blog spot and forums wherein the participation of targeted audience can be invoked.
- Daily informative and promotional updates in the form of relevant text, photos, audio, interactive content, interviews, news, organize online surveys, quizzes, contests and others on all the social media platforms in consultation with Kerala IT Parks.
- Publicize all cultural events on all the social media platforms.
- Create relevant tagging & linkages of content on the all platforms.
- Agency while handling Kerala IT accounts should submit a calendar of activity for the one year contract period in the first month of the contract itself detailing the digital communication strategy/roadmap for the following months.

II. ELIGIBILITY CRITERIA:

The Agencies meeting the following minimum qualifying criteria are eligible to apply. Any Agency not meeting any of the criteria or not submitting any of the documents shall be liable to be rejected. A list of eligibility criteria and the supporting documents that need to be submitted is as under. (Please ensure in the RFP document submission, the below stated 14 enclosures need to be 'clearly highlighted/specified' as individual header, so that it helps during document scrutiny process. Please arrange in the below chronological order).

<u>SL.NO.</u>	<u>ELIGIBILITY CRITERIA</u>	<u>DOCUMENTS TO BE ENCLOSED</u>
1	The agency must have a minimum fee income earned of Rs.40 lakhs p.a (per annum) in the last 3 financial years ie, 2018-19, 2019-20 and 2020-21 OR a cumulative fee income earned not less than Rs 1 crore in the last three financial years.	In case, the Agency provides non social media services as well, <u>only the fee Income from social media services will be considered</u> . Fee Income should be certified by the Auditor/CA. (Copy to be enclosed)
2	The current ratio of the agency should be positive during each of the previous 3 financial years (2018-19, 2019-20 and 2020-21).	Copies of duly audited balance sheet and profit & loss accounts, duly certified by auditor along with the auditor's report to be enclosed. Provisional Balance Sheet and Provisional Profit & Loss A/c for 2020-21 are to be submitted to be signed by one of the Directors/Partners, if audited statements of the same are not ready.
3	The Agency shall not have been blacklisted / debarred by any Central/State Government/Public Sector Undertakings/Banks and not involved in any major litigation that may have affected or compromise the delivery of services required.	Self-certification on letter head to be provided. However Kerala IT PARKS has the right to independently verify the same.

4	<p>Agency should have full-fledged office in any of the South Indian States or in Mumbai (not in rest of Maharashtra) with a branch office in Kerala (either in Trivandrum or, Cochin or in Calicut). The onsite Account Lead shall be under the direct payroll of the agency for a minimum of last 6 months. Account Lead shall possess an overall experience in social media management and online marketing not less than 8 years.</p>	<p>(a) Certificate of incorporation/Partnership Deed or any documentary proof to be submitted specifying the direct office address in any of the specified locations. However Kerala IT Parks has the right to independently verify the same.</p> <p>(b) Enclose documents / proofs pertaining to the direct office along with key contact person name, mobile number, email address and a brief write up about the present staff pattern & number of staff... etc (Undertaking letter should suffice).</p> <p>(b) Enclose documents / proofs pertaining to the Account Lead along with his credentials such as person name, mobile number and email address, number of years of relevant experience... etc (Undertaking letter should suffice).</p>
5	<p>The Agency should be very adept at crisis management efforts digital mediums and should demonstrate this ably with past experiences.</p>	<p>Enclose documents / proofs pertaining to case studies + reference / contact points</p>

6	The Agency should also have extensive experience for at least 3 years in handling social media platforms of reputed institutions, large clients across different industries. Experience in IT /destination promotion Sector or other large / media sensitive sectors could be an advantage. Experience in handling Govt. Institutions also will be given weight age.	Furnish the information along with documents pertaining to the same. (example – consent letter/testimony/work order specifying the duration of engagement from the client).
7	List of clients acquired on retainer ship basis by the agency in the last 3 financial years.	Furnish the information along with documents pertaining to the same. (example – consent letter/testimony/work order specifying the duration of engagement from the client).
8	List of active clients' (on retainer ship basis).	Furnish the information along with documents pertaining to the same. (example – consent letter/testimony/work order specifying the duration of engagement from the client).
9	Rich experience in utilizing digital media for PR management, both for routine business and for crisis matters. Specific experience across all social media platforms is mandatory.	Furnish information and enclose documents / proofs pertaining to the same.
10	Agencies should have experienced resources in content writing and designing of creative's and deliver as per the requisite within specified time. Resources should possess a minimum of 4 years' experience.	Enclose documents / proofs pertaining to Content writers along with their credentials such as person name, mobile number and email address, number of years of relevant experience... etc (Undertaking letter should suffice).

11	Agency should be capable of placing a dedicated resource Onsite- Account Lead (in any of the three IT Parks location) to manage the requirements of Kerala IT. Account Lead should have sufficient knowledge in the Social Media Management /Digital/Online Marketing with 8 years of minimum experience required.	Enclose documents / proofs pertaining to the Account Lead along with his credentials such as person name, mobile number and email address, number of years of relevant experience... etc (Undertaking letter should suffice).
12	Agency should have crew members to support Photography and video production requirements as and when required by Kerala IT Parks (Either the Account Lead should possess these skills or he should be able to mobilize the required resource locally (can be third party) as & when it is required.	Produce the credential proof of the in-house resource of the agency through an undertaking letter. OR if the agency is going with third party support, produce an undertaking of the same.
13	Agency must be willing to travel to cover major events across locations in Kerala in specific to events organized by IT parks under Kerala IT brand.	Please submit an undertaking expressing the willingness to travel across the State for Kerala IT related events
14	If the agency has any direct office outside Kerala (not a mandatory requirement)	Please produce the proof (office registration document in agency name).

CATEGORY 3- ADVERTISING AND BRAND PROMOTION

Kerala IT proposes to engage an agency for advertising and brand promotion of Kerala IT Parks and to establish a strong brand positioning for 'Kerala IT' for projecting Kerala as a potential IT/ITES destination post the pandemic days.

I. **SCOPE OF WORK:**

1. Formulating and implementing Creative Strategy for Local/National audience.
2. Brand positioning of 'KERALA' as a technological investment destination under the 'Kerala IT' Brand
3. Establishing a Brand identity for Satellite IT Parks by designing a communication strategy/promotional campaign.
4. Assist in developing all communication to be disseminated to media/stakeholders/publics.
5. Designing of creative's for print, digital and electronic media and facilitating the designing of panels, display boards, signage, tableau, mobile exhibition units etc.
6. Designing and preparation of brochures, promotional materials, booklets, seminar kits, newsletters, annual reports etc. under supervision of IT Parks.
7. Production of short films, Marketing/corporate video promoting Kerala IT Parks. In addition, sector specific short videos on success stories.
8. Organizing/Creative support for investor summits/road shows/Marketing events/B2B meets/HNI Connects
9. Creation of Marketing presentations
10. Any other creative work that may be assigned from time to time.

II. **ELIGIBILITY CRITERIA:**

The Agencies meeting the following minimum qualifying criteria are eligible to apply. Any Agency not meeting any of the criteria or not submitting any of the documents shall be liable to be rejected. A list of eligibility criteria and the supporting documents that need to be submitted is as under. (Please ensure in the RFP document submission, the below stated 14 enclosures need to be 'clearly highlighted/specified' as individual header, so that it helps during document scrutiny process. Please arrange in the below chronological order).

<u>SL.NO.</u>	<u>ELIGIBILITY CRITERIA</u>	<u>DOCUMENTS TO BE ENCLOSED</u>
1	Agencies with a direct office in Kerala either in Trivandrum, Cochin or in Calicut with adequate man power & infrastructure facilities.	<p>(a) Certificate of incorporation/Partnership Deed or any documentary proof to be submitted specifying the direct office address in Trivandrum or Kochi or Calicut. However Kerala IT Parks has the right to independently verify the same.</p> <p>(b) Enclose documents / proofs pertaining to the direct office along with key contact person name, mobile number, email address and a brief write up about the present staff pattern & number of staff... etc (Undertaking letter should suffice).</p>
2	Minimum 5 years' experience in handling (not to be specific on IT alone) advertising and brand promotion activities of Institutions/Corporate. Experience in destination promotion campaigns/activities will be given weight age.	<p>(a) An undertaking letter in agency letter head stating that the agency was active in advertisement field for the last five continuous years ie, starting from 1st April 2017 onwards.</p> <p>(b) Certificate of Incorporation of agency which should specify the date of formation of the agency (issued</p>

		by an authorized Govt. body).
3	The Agency should have the fee income earned exclusively from Advertising and Brand Promotion (excluding P R and Social Media/Online Marketing) should be minimum of Rs.30 lakhs p.a (per annum) during 2018-19, 2019-20 and 2020-21 in each financial year OR a cumulative fee income earned not less than Rs 75 lakhs in the last three financial years.	In case, the Agency provides non advertising services as well, <u>only the fee Income from advertising and brand promotion services will be considered.</u> Fee Income should be certified by the Auditor/CA. (Copy to be enclosed)
4	The current ratio of the agency should be positive during each of the previous 3 financial years (2018-19, 2019-20 and 2020-21).	Copies of duly audited balance sheet and profit & loss accounts, duly certified by auditor along with the auditor's report to be enclosed. Provisional Balance Sheet and Provisional Profit & Loss A/c for 2020-21 are to be submitted are to be signed by one of the Directors/Partners, if audited statements of the same are not ready.
5	The Agency shall not have been blacklisted / debarred by any Central/State Government/Public Sector Undertakings/Banks and not involved in any major litigation that may have affected or compromise the delivery of services required.	Self-certification on letter head to be provided as per Annexure- IV. However Kerala IT PARKS has the right to independently verify the same.
6	List of clients acquired by the agency in the last 3 financial years.	Furnish the information along with documents pertaining to the same. (example – consent letter/testimony/work order specifying the duration of engagement from the client).

7	List of active clients’.	Furnish the information along with documents pertaining to the same. (example – consent letter/testimony/work order specifying the duration of engagement from the client).
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CATEGORY 4 - EVENT MANAGEMENT

Kerala IT proposes to engage an agency for conducting and organizing of various events under Kerala IT Parks. The scope of work is end to end coordination of events. Event includes Inaugurations, IT Expos, Project Launch, Investor Summits, B2B Meets, HNI Conclave, Road shows etc.

I. **SCOPE OF WORK:**

1. Organizing of various Govt. events, Inaugural functions presided by Ministers following all the Govt. protocols
2. Organizing of IT Expos/Investor Summits/B2B Meets/Road shows/Project Launch/HNI Conclaves
3. Conceptualization of stall design and erection of stalls in various Local and National Expos.
4. Organizing of Press meets/stakeholders meeting
5. Media coordination in International expos.
6. Organizing of B2B meets/HNI Conclaves
7. Artist Management and coordination
8. Arranging all required Govt. clearances/ permissions/ licenses to conduct the event.
9. Event photography and video coverage.
10. Event on-site registration management.
11. Development and management of mobile apps/exclusive website for the event.
12. Signage design, printing of marketing collaterals, timely ensure all required arrangements are in place, to coordinate and conduct of the event end-to-end.

13. Wi-Fi arrangements at the venue
14. Bar-coded photo badges
15. Delegate kits & souvenirs and printing (as desired)
16. Transport arrangements and management.
17. Any other feature or facilities which organization can provide if Kerala IT feels necessary
18. Conducting of virtual events presided by CM or other ministers.
19. Being in the Technology/Digital space, Agency need to have the ability to showcase the event on a futuristic scale.

II. ELIGIBILITY CRITERIA:

The Agencies meeting the following minimum qualifying criteria are eligible to apply. Any Agency not meeting any of the criteria or not submitting any of the documents shall be liable to be rejected. A list of eligibility criteria and the supporting documents that need to be submitted is as under. (Please ensure in the RFP document submission, the below stated 12 enclosures need to be 'clearly highlighted/specified' as individual header, so that it helps during document scrutiny process. Please arrange in the below chronological order).

IMPORTANT NOTICE:

- (1) Relaxation in eligibility criteria will be granted if any of the State/Central institutions are participating in this category. The Screening Committee will evaluate such institutions credentials in delivering event management services.
- (2) It shall be noted that International Events/Expos are outside the scope of this empanelment/bid process.

SL.NO.	ELIGIBILITY CRITERIA	Supporting Document Required
1	Agency should be a partnership firm, LLP or company registered in India and <u>should be in existence for at least 5 years.</u>	(a) An undertaking letter in agency letter head stating that the agency was active in Event Management field for the last five continuous

		<p>years ie, starting from 1st April 2017 onwards.</p> <p>Certificate of Incorporation of agency which should specify the date of formation of the agency (issued by an authorized Govt. body).</p>
2	The agency must be registered in India with appropriate tax and other administrative authorities.	<p>GST Registration Certificate, Agency PAN Card, Labour License No, PF Registration No. ESIC Registration No.</p>
3	Agencies with a direct office in Kerala either in Trivandrum, Cochin or in Calicut with adequate man power & infrastructure facilities.	<p>(a) Certificate of Incorporation/Partnership Deed or any documentary proof to be submitted specifying the direct office address in Trivandrum or Kochi or Calicut. However Kerala IT Parks has the right to independently verify the same.</p> <p>(b) Enclose documents / proofs pertaining to the direct office along with key contact person name, mobile number, email address and a brief write up about the present staff pattern & number of staff... etc (Undertaking letter should suffice).</p>

<p>4</p>	<p>Minimum 5 years' experience in event management business (<u>Please note:</u> In this category we are looking for Agencies who have executed the events on an end-to-end mode and not on a piece-meal type of association).</p> <p><u>IMPORTANT</u></p> <p>The work order/testimony/consent letter issued by the client to the agency shall specify the total amount to organize & conduct the event, name of the event, date of the event. (Mandatory Requirement).</p>	<p>(a) Details of the events conducted for Institutions/Corporate in the last 5 years (ie, from FY2017-18 onwards) with date, type of event etc.</p> <p>(b) Furnish the information along with documents pertaining to the same. (example – consent letter/testimony/work order specifying the duration of engagement from the client).</p> <p>(c) The work order/testimony/consent letter issued by the client to the agency shall specify the total amount to organize & conduct the event, name of the event, date of the event. (Mandatory Requirement).</p>
<p>5</p>	<p>Agency should have organized <u>at least two National Events during the period FY2018-19 or in FY2019-20</u> for the capacity of minimum 100 delegates with activities similar to those described in the scope of works. Organizations who have coordinated State level or National level events in the ranks of Chief Minister/ Governor of the State/</p>	<p><u>Specific to two national events organized.</u></p> <p>Work Order of such contracts and testimony of satisfactory performance from the client. (Testimonials from Government Institution</p>

	<p>Prime Minister of India/ Vice President of India/ President of India, are encouraged to apply and would be given weight ages. <u>The above mentioned two events cumulatively should have an event contract worth of at least Rs.30 lakhs.</u></p> <p>Agency should have conducted at least one virtual event <u>(not mandatory requirement, but will be given due weight age)</u> in the ranks of Chief Minister/ Governor of the State/ Prime Minister of India/ Vice President of India/ President of India during the last one year ie, from FY2020-21 onwards.</p>	<p>would carry more weight age).</p> <p>Proof of virtual event – A testimony and work order from the Client is necessary.</p> <p>The work order/testimony/consent letter issued by the client to the agency shall specify the total amount to organize & conduct the event, name of the event, date of the event. (mandatory requirement).</p>
6	<p>The current ratio of the agency should be positive during each of the previous 4 financial years (2017-18, 2018-19, 2019-20 and 2020-21).</p>	<p>Copies of duly audited balance sheet and profit & loss accounts, duly certified by auditor along with the auditor's report to be enclosed. Provisional Balance Sheet and Provisional Profit & Loss A/c for 2020-21 are to be submitted to be signed by one of the Directors/Partners, if audited statements of the same are not ready.</p>
7	<p>The Agency shall not have been blacklisted / debarred by any Central/State Government/Public Sector Undertakings/Banks and not involved in any major litigation that may have affected or compromise the delivery of services required.</p>	<p>Self-certification on letter head to be provided. However Kerala IT PARKS has the right to independently verify the same.</p>
8	<p>The Agency should have a minimum fee income earned exclusively from Event Management (excluding P R ,</p>	<p>In case, the Agency provides non Event Management</p>

	Social Media/Online Marketing and Advertising) of Rs.30 lakhs p.a (per annum) during 2017-18, 2018-19, 2019-20 and 2020-21 in each financial year OR a cumulative fee income earned not less than Rs 1 crore in the last four financial years.	services as well, <u>only the fee Income from Event Management services will be considered.</u> Fee Income should be certified by the Auditor/CA. (Copy to be enclosed)
9	Agency should be preferably ISO certified and approved by Ministry of Tourism, Govt. of India for making travel related arrangements.	Certificate and other relevant documents.
10	No pending cases or violation of any statutory laws related to illegal activities or financial fraud.	Self Declaration on agency letter head to be submitted (Mandatory).
11	Organization that are recipients of National/International awards of Excellence in event management would be given due weight age.	Documentary Proof to be enclosed.
12	Agency should give <u>at least three references</u> of the clients with their contact details (Organisation name, name of the person/officer, his designation, mobile no:, official email id) <u>to whom satisfactory services have been provided in the last four years (ie, on or after 1st April 2017) .</u> (Copy of the appreciation letters/Testimonials may also be attached).	Copy of the appreciation letters/Testimonials/work orders.

HOW TO APPLY:

Agencies who qualify the above eligibility criteria may apply with documentary proofs for pre-qualification. Shortlisted Agencies will be called for a presentation before the Screening Committee. The date of presentation will be informed to all shortlisted agencies. Details of pre-qualification criteria, supporting documents, scope of services and evaluation criteria can be had from www.keralait.org/tenders and also in the respective websites of Technopark, Infopark and Cyberpark.

Interested agencies may apply in sealed envelope with documentary proofs to 'The Chief Executive Officer, Park Centre, Technopark campus, Trivandrum 695581, Kerala' by the end of office hours ie, 5 pm on or before 10th December 2021, Friday. Separate application should be submitted for each category super scribed as "**Category 1- Media and Public Relations**" or "**Category 2- Social Media and Online Promotion**" or "**Category 3- Advertising and Brand promotion**" or "**Category 4- Event Management**".

Please Note: In Category 1 & Category 2, Kerala IT look forward to associate with the agency on a monthly retainer-ship model for one year period at a time and in Category 3 & 4 the association would be on Project based requirements. For more information, please contact Customer Relationship, Technopark at 0471-2700222 or email to marketing@keralait.org

Yours faithfully,



John M Thomas

Chief Executive Officer, Kerala IT Parks

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