
 <b>eTendering System Government of Kerala</b> <b>Tender Details</b>		Date : 08-Aug-2023 01:27 PM	
 Print			
<b>Basic Details</b>			
<b>Organisation Chain</b>	Technopark Technology Business Incubator		
<b>Tender Reference Number</b>	KSUM/RFP/PRA/DMA/2023-24/01		
<b>Tender ID</b>	2023_T TBI_593691_1	<b>Withdrawal Allowed</b>	Yes
<b>Tender Type</b>	Open Tender	<b>Form of contract</b>	QCBS
<b>Tender Category</b>	Services	<b>No. of Covers</b>	2
<b>General Technical Evaluation Allowed</b>	Yes	<b>ItemWise Technical Evaluation Allowed</b>	No
<b>Payment Mode</b>	Online	<b>Is Multi Currency Allowed For BOQ</b>	No
<b>Is Multi Currency Allowed For Fee</b>	No	<b>Allow Two Stage Bidding</b>	No
<b>Payment Instruments</b>		<b>Cover Details, No. Of Covers - 2</b>	
<b>Online Bankers</b>	<b>S.No</b>	<b>Bank Name</b>	
	1	SBI MOPS	
<b>Cover No</b>	<b>Cover</b>	<b>Document Type</b>	<b>Description</b>
1	Fee/PreQual/Technical	.pdf	Audited balance sheet of the vendor for the FY 2020-21, 2021-22, 2022-23
		.pdf	Detailed profile of the vendor including details requested in criteria mentioned in the RFP
		.pdf	Team details with CV of key personals and details shall be given as per the evaluation criteria
		.pdf	Works completed-List out the URLs of PR work completed and Social Media Pages of clients



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		.pdf	Bid Forms - All forms as a single document (Form 1, 2 and 3)
		.pdf	Any other document that is relevant to the given RFP
2	Finance	.xls	BoQ

**Tender Fee Details, [Total Fee in ₹ \* - 2,500]**

<b>Tender Fee in ₹</b>	2,500		
<b>Fee Payable To</b>	Nil	<b>Fee Payable At</b>	Nil
<b>Tender Fee Exemption Allowed</b>	No		

**EMD Fee Details**

<b>EMD Amount in ₹</b>	50,000	<b>EMD through BG/ST or EMD Exemption Allowed</b>	Yes
<b>EMD Fee Type</b>	fixed	<b>EMD Percentage</b>	NA
<b>EMD Payable To</b>	Nil	<b>EMD Payable At</b>	Nil

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**Work /Item(s)**

<b>Title</b>	RFP for Selection of Public Relations Agency and Digital Marketing Agency				
<b>Work Description</b>	RFP for Selection of Public Relations Agency and Digital Marketing Agency				
<b>Pre Qualification Details</b>	Please refer Tender documents.				
<b>Independent External Monitor/Remarks</b>	NA				
<b>Show Tender Value in Public Domain</b>	Yes				
<b>Tender Value in ₹</b>	42,48,000	<b>Product Category</b>	Consultancy	<b>Sub category</b>	Public Relations Agency and Digital Marketing Agen
<b>Contract Type</b>	Tender	<b>Bid Validity(Days)</b>	90	<b>Period Of Work (Days)</b>	7
<b>Location</b>	Kerala Startup Mission, TVM	<b>Pincode</b>	695581	<b>Pre Bid Meeting Place</b>	Kerala Startup Mission, TVM
<b>Pre Bid Meeting Address</b>	Kerala Startup Mission, Thejaswini, G3B, Technopark Rd, Karyavattom, Thiruvananthapuram, Kerala 695581	<b>Pre Bid Meeting Date</b>	11-Aug-2023 11:00 AM	<b>Bid Opening Place</b>	Kerala Startup Mission, TVM
<b>Should Allow NDA Tender</b>	No	<b>Allow Preferential Bidder</b>	No		

**Critical Dates**

<b>Publish Date</b>	08-Aug-2023 01:30 PM	<b>Bid Opening Date</b>	22-Aug-2023 11:30 AM
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<b>Document Download / Sale Start Date</b>	08-Aug-2023 01:35 PM	<b>Document Download / Sale End Date</b>	18-Aug-2023 06:00 PM
<b>Clarification Start Date</b>	NA	<b>Clarification End Date</b>	NA
<b>Bid Submission Start Date</b>	11-Aug-2023 01:00 PM	<b>Bid Submission End Date</b>	18-Aug-2023 06:00 PM

### Tender Documents

NIT Document	S.No	Document Name	Description	Document Size (in KB)
	1	Tendernotice_1.pdf	NIRFP	265.78

Work Item Documents	S.No	Document Type	Document Name	Description	Document Size (in KB)
	1	Tender Documents	RFP_PR_DM_2023.pdf	RFP Document	422.27
	2	BOQ	BOQ_880014.xls	BoQ	331.00

### View GTE /QCBS Details - QCBS PRA and DMA

S.No	Particulars	Expected Value	Mandatory	Points (Weightage)
1.0	<b>QCBS PRA and DMA</b>		Yes	
1.01	Average Annual Turnover for PRA	7	Yes	10
1.02	Awards for PRA	7	Yes	10
1.03	Experience in PR and Social Media works	5	Yes	7
1.04	International Media Coverage	7	Yes	10
1.05	Location Presence PRA	2	Yes	3
1.06	Manpower - PR	11	Yes	15
1.07	Manpower - Social Media	10	Yes	15
1.08	Strategy / Plan Presentation	21	Yes	30

### Bid Openers List

S.No	Bid Opener Login Id	Bid Opener Name	Certificate Name
1.	sumi@startupmission.in	Sumi P	SUMI P
2.	vinod@startupmission.in	Vinod Kumar B G	VINOD KUMAR. B.G
3.	surya@startupmission.in	Surya Thankam S	SURYA THANKAM S

### Tender Properties

<b>Auto Tendering Process allowed</b>	No	<b>Show Technical bid status</b>	Yes
<b>Show Finance bid status</b>	Yes	<b>Show Bids Details</b>	No
BoQ Comparative Chart model	Normal	BoQ Compative chart decimal places	3
BoQ Comparative Chart Rank Type	L	Form Based BoQ	No
Show Bid Details in Public Domain stage	Technical Bid Opening		

### Tender Inviting Authority

<b>Name</b>	The Chief Executive Officer
<b>Address</b>	Kerala Startup Mission, Thejaswini, G3B, Technopark Rd, Karyavattom, Thiruvananthapuram, Kerala 695581

### Tender Creator Details

<b>Created By</b>	Vinod Kumar B G
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<b>Designation</b>	Technical Officer
<b>Created Date</b>	08-Aug-2023 01:07 PM



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