



THE KERALA STATE
CIVIL SUPPLIES CORPORATION LTD.
(A Fully owned Government of Kerala undertaking.)

GSTIN: 32AAACK6767FH25 CIN: U52209KL1974SGC002615

KSCSC/133/2023-PIO

Date:25/10/2024

Notice

Expression of Interest

The Kerala State Civil Supplies Corporation(Supplyco) desires to engage credible professional agency/individual to carry out promotional activities across various media with special focus on social media and print media. In this context, Expression of Interest is invited from the Category A or Category B of empanelled agencies as per I&PRD GO (Ms)No 4/2024/I&PRD dated 20-02-2024. Supplyco will determine whether to engage separate agencies for social media and print or a single agency for both , following the presentation and submission of proposals by the agencies,at the CMDs discretion.

The agency is expected to effectively communicate Supplyco's operational details and announcements to a broad audience through various channels with special focus on social media and print media. Interested organizations and individuals are invited to submit their proposals for promotional responsibilities in various sectors under Supplyco's purview, including retail outlets, medical stores, petrol stations, and activities related to paddy procurement and NFSA.

All the requirements such as manpower,tools,creative content,etc will have to be met by the agency.Agency must have expertise in media and promotional-related activities.The entire data will also be stored/archived and the agency has the responsibility to provide it to Supplyco and maintain the backup,storage and recovery mechanism.All the real and virtual creations will be the right of Supplyco and IPR will rest with Supplyco.

As part of digital media marketing, the agency should prepare digital content such as colour posters, cards, videos, and audio stories in both Malayalam and English, and post these continuously on social media platforms like Facebook, X (formerly Twitter), and Instagram. The agency should also establish systems for creating and publishing print advertisements and should be able to provide diverse content across different media formats.

The proposal must address corporate branding, ambient media, product integration, public relations, online promotions, reach enhancement, influencer mechanisms, customer feedback, and marketing opportunities through WhatsApp Business.

Those submitting proposals must be able to prepare and deliver content within 24 hours of notice. The agency should be ready to update and enhance promotional content according to guidelines from Supplyco's central office at specified intervals. The agency must also provide the name and contact number of a representative for continuous communication with Supplyco.

The agency should submit the proposal at Supplyco Head Office, Kadavanthra, Kochi, along with a presentation before the judging committee on the date given below.

Evaluation Method

The evaluation and selection of the agency will be based on Quality and Cost Based System (QCBS).

1) Participating agencies should be among the Category A or Category B of empanelled agencies as per I & PRD GO (Ms) No 4/ 2024/ I& PRD dated 20-02-2024.

2) Evaluation will be based on three major factors

E1) Agency credentials – 30 marks

The agencies participating in the presentation should prepare a company profile, which will be the first part of the presentation. They will be evaluated based on

1) Professional experience with focus on social media and print media management

2) Agency's profile and major clients' profile

3) Previous popular works

4) Previous association and campaigns in the govt sector

E2) Presentation on media strategy – with focus on social media and print media-70 marks

This will be evaluated based on

1. Understanding the coverage of Supplyco's activities and Supplyco brands

2. Understanding of stakeholders
3. Understanding of the target group
4. Anticipated campaigns and their impact
5. Number and quality of elements used in campaigns to increase reach to the target audience
6. Overall communication strategy
7. Media plan for the whole year

Total presentation time (E1+E2) should not exceed 30 minutes. The evaluation committee can curtail /end the presentation at any point at its sole discretion. One hard copy and soft copy of the presentation should be given to the judging committee on the day of presentation. Only those agencies securing a minimum of qualifying mark (total 50 marks for E1+E2 above) will be considered for E3.

E3) Financial proposal will be invited from agencies who secured the minimum qualifying mark mentioned above. The financial proposal should be submitted in a sealed envelope at the Supplyco Head office at a later date communicated via email. It will be evaluated as follows:

Normalised financial score will be calculated based on the financial quote submitted by the agencies

Normalised financial score = $\frac{\text{Lowest financial quote among the bidders}}{\text{Financial quote of the bidder under consideration}} * 100$ (Adjusted to two decimals)

Combined Score Calculation Based on QCBS

The combined score will be calculated through Quality and Cost Based Selection Method, with technical score having 60 % weightage and financial score having 40 % weightage.

Combined score = $(0.60 * (E1+E2) + 0.40 * (\text{Normalised financial score (E3)})$

3) Presentation date & time –December 10,2024 ,11am

* Interested parties may reach Supplyco head office at Gandhi Nagar, Kadavanthara, Kochi on 10/12/2024 at 11 AM to submit their proposal and to present their creative work and detailed plants to the judging committee. The contract will initially be for one year, subject to extension on mutual consent. For more information, please contact

0484 2205165

Sd/

Chairman & Managing Director

//Approved for issue//

Public Relations Officer

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