



**Jammu And Kashmir Energy Development Agency (JAKEDA)**  
**Tawanai Ghar, SDA Colony, Bemina, Srinagar**

**EXPRESSION OF INTEREST (EOI) FOR ENGAGEMENT OF MEDIA  
CONSULTANT**

**1.0 Introduction:** -JAKEDA, Science & Technology Department is intending to engage a consultant for scripting, formulating, drafting and implementing a media strategy for the department. It is emphasised that the department is looking forward to solicit proposals from young, dynamic and creative professionals who are willing to take on the challenge of scripting an out of box, innovative media solution in sync with the current challenges. The media plan will have to be holistic and focus on all forms of media including social media. The recurring theme in the selection process will be the creative content, freshness of the proposal, newness of ideas and the stretch of the eclectic context.

In this context, Expression of Interest (EOI) affixed with Rs 5/= (Rupees five only) Revenue stamps are invited from individuals or parties (hereinafter called Consultants) for the purpose as stated above. The EOI addressed to Chief Executive Officer, JAKEDA Tawanai Ghar should be accompanied by tender fee amounting to Rs.10,000/- (non-refundable) in the shape of Demand Draft favouring Chief Executive Officer, JAKEDA payable at Srinagar and should reach his office by or before **16.10.2017** up to **04:00 PM**. The bids will be opened on same day or any other day convenient to the Department in presence of bidders who choose to be present.

**2.0 Scope of Services:** The main objective of engagement is to advice/handhold the Department in all matters related to the development of a media strategy, content generation for various media formats and its successful implementation.

The scope shall mainly comprise as under:

**2.1** Conceptualize detailed and comprehensive media strategy giving the Department multiple options to choose from various print, electronic and other communication platforms including social media for creating mass awareness/promotion of various flagship schemes, initiatives and other programmes which the department might propose.

- 2.2 Develop/generate creative content for the modules selected by the Department.
- 2.3 Advise on rolling out the content so developed/generated.
- 2.4 Launching the module.
- 2.5 Participate in conference events to be organized by the department
- 2.6 Make presentations before the Department/Government about the strategy also exhibiting the product developed by the Consultant.
- 2.7 Implementing the strategy by launching the software on all digital medium/electronic/print media including i.e Whatsapp, Facebook and all other possible Social /digital media.
- 2.8 All such acts that is necessary for taking the objective to its logical conclusion/completion.
- 2.9 Provide necessary backend support to the Department for 01year from the launch date to ensure successful implementation of the strategy.

### 3.0 SUBMISSION OF EOI:

- 3.1 A two Envelope System shall be followed in submission of the EOI.  
**Envelope-I** duly sealed and marked “Technical Bid “shall contain the tender document fee and documents in support of Technical Qualification.  
**Envelope-II** duly sealed and marked “Price bid “shall contain Price bid as per the following format:

S. No	Activity	Price ( in Rs.)
1	Conducting a comprehensive communications strategy Needs Assessments vis-a-vis the main stakeholders, as well as target groups.	
2	Designing of Advertisements for Print media	
3	<b>Designing of</b>	
	a) Information Broachers (Two leaf/ foldable)	
	b) Pamphlets- (single leaf)	
	c) Posters- (single leaf)	
	d) Banners- (3ftX 5ft)	
	e) Calendars (1ft X 1.6 ft- 13 leaf)	

<b>4.</b>	<b>Printing of</b>	
	a) Broachers (Two leaf/ foldable) (1000 Nos.)	
	b) Printing of Pamphlets- (single leaf) (1000 Nos.)	
	c) Printing of Posters- (single leaf) (1000 Nos.)	
	d) Printing of Banners- (3ft x 5ft) (1 No.)	
	e) Printing of Calendars (1ft X 1.6 ft- 13 leaf) (1000 Nos.)	
<b>5.</b>	Designing Bi- Annual/ Annual Magazine (100 pages)	
	Printing of Bi- Annual/ Annual Magazine(100 pages) (1000 Nos.)	
<b>6</b>	<b>Making Documentary Film (s) in HD quality</b>	
	30 minute category	
	15 minute category	
<b>7.</b>	<b>Ad Films for promotions and information</b>	
	3 minute category	
	1 minute category	
<b>8</b>	<b>Animation films (2d)</b>	
	3 minute category	
	1 minute category	
<b>9</b>	<b>Graphic film</b>	
	3 minute category	
	1 minute category	
<b>10</b>	<b>Radio Ads</b>	
	30 seconds category	
	1 minute category	

	<b>Radio spots</b>	
	5 minute category	
	3 minute category	
<b>11.</b>	Drawing up detailed communication dissemination strategy based on the popularity, reach, acceptance and suitability of a medium or consortium of mediums of mass communication.	

*All taxes and duties shall be deducted at source and necessary TDS certificate shall be issued by the Department. The price quoted by the bidder shall be firm and final.*

Both these Envelopes shall then be placed in another Envelope duly sealed and marked “EXPRESSION OF INTEREST FOR ENGAGEMENT OF MEDIA CONSULTANT FOR JAKEDA”.

The EOI shall be submitted to **Chief Executive Officer, JAKEDA Tawanai Ghar, Bemina, Srinagar** by hand / post by or before **4.00 PM** on **16.10.2017** noting that in case of submission by Post, the Department shall not be held responsible for postal delays and only EOIs received before the stipulated time and date shall be entertained. EOIs sent by Email shall not be entertained.

#### **4.0 Payment Schedule:**

The payment to the Consultant shall be given on Pro rata basis as per the rate finalized after execution of the particular assignment.

#### **5.0 Evaluation Of Tenders:**

**5.1 Technical Criteria:** The following shall be the criteria for Techno Commercial evaluation of proposals:

**5.1.1** Period from which the bidder is in profession/ business of multimedia content generation:- **10 points (2 points for each year subject to maximum of 10)**

**5.1.2 Relevant Qualifications:** Bidders are expected to have performed similar nature of assignments. Bidders with maximum experience of generating multimedia content for Govt/Semi-Govt/Private Companies which has been exhibited through various media with proof. *(20 points for maximum number and remaining to be scaled accordingly)*

**5.1.3 Approach Work Plan & Methodology:** The Party with the best work plan and approach shall be awarded maximum points and remaining to be scaled accordingly *(30 points)*

**5.1.4 Presentation:** The Party will be required to make a presentation detailing his ideas/approach and the vision he has for the department in terms of dissemination of information through audio visual and print media. The party with the best presentation shall be given full marks and the rest scaled accordingly *(40 Points)*

**5.2 Qualifying Technical Score:** The minimum qualifying technical score, for being eligible for consideration for next stage of evaluation, against the maximum score of 100, shall be 60 Points.

**5.3 Technical Evaluation:** The bidder with highest technical score shall be given a score of 100 and the scores of other Bidders shall be normalized directly in proportion to the technical secured by them.

**5.4 Financial Evaluation:** The proposal with the lowest financial bid shall be given a score of 100 and score other bidders shall be calculated as per below formula

$$F_s = 100 \times F_m / F_q$$

*F<sub>s</sub> = Financial Score*

*F<sub>m</sub> = lowest financial bid*

*F<sub>q</sub> = Financial bid quoted*

**5.5 Overall Evaluation:** The total score of each Bidder shall be worked out on Quality Cum Cost Basis Selection (QCBS) by adding 70% weightage to Technical score and 30% of weightage to financial score.

$$\text{Total Score} = (0.7 \times \text{Technical Score} + 0.3 \times \text{Financial Score})$$

## **6. Other Terms and Conditions:**

**6.1.** The successful bidder shall be required to sign a Contract Agreement with the Department for completion of the job and shall furnish a performance security in shape of D.D/ Bank Guarantee for an amount of Rs. 1.00 lakhs. Performance Security will be returned only on successful completion of the contract period (i.e one year). Failure of successful bidder to furnish Performance Security within 7 days receipt of Letter of Award (LoA), shall constitute breach of contract, cause annulment of the award, forfeiture of Performance Security and/or blacklisting/debarment the firm from participating in the tenders of the Department for a minimum period of 5 years,

**6.2.** The successful bidder shall maintain confidentiality in respect of information/documents etc, during execution of job. The Successful bidder shall have to start the work immediately upon the issuance LoA for consultancy.

**6.3.** The Bidder shall bear all costs associated with the preparation and submission its bid and the Department will in no case be responsible or liable for those costs regardless the outcome of bidding process.

**6.4** The Department reserves the right to accept or reject or all bids, at any time prior to the award without incurring any liability to the affected bidder or bidders and to annul the contract.

**6.5** Taxes shall be deducted at source as per applicable laws

**6.6** The Department shall reserve the right to terminate the Contract at any point of time if it is convinced that the service provider has defaulted in timely supply of the services. In that case, performance security of the Firm shall be forfeited.

**No.ST/EDA/84/2017/3303**

**Dt.28 .09.2017**

Sd/-

**Chief Executive Officer  
JAKEDA**