

## **Expression of Interest (EOI) for Empanelment of Creative Agencies for Energy Management Centre Kerala**

### **1. Introduction:**

The Energy Management Centre Kerala (EMC), operating under the Department of Power, Government of Kerala, is dedicated to promoting energy efficiency, conservation, and sustainable energy practices across the state. EMC undertakes various programs and initiatives to create awareness and implement energy-efficient solutions. To enhance its outreach and communication strategies, EMC seeks to empanel reputed creative agencies for the production and release of publicity materials through various mediums for a period of one year.

### **2. Objective:**

The purpose of this empanelment is to select experienced and innovative creative agencies to conceptualize, design, and execute promotional content aligned with EMC's mission of energy conservation and sustainable energy practices. The selected agencies will support EMC in disseminating key messages through print, digital, multimedia, and other communication channels effectively.

### **3. Eligibility Criteria**

- The agency should be company registered under Indian Companies Act 1956, a company incorporated under the Companies Act 1956/2013 or Society/ Trust/ Partnership/ Proprietorship/ or Consortium/Joint Venture of any of the above,

that submits, or intends to submit, a proposal in response to this RFP; either directly or in association/tie-up with expert agencies.

- The Agency should have proven track record in the business of PR and media consultancy services in India for at least 3 years with operations in Kerala for at least 2 years (Attach proof)
- The agency should have minimum average annual revenue of Rs 50 Lakhs from advertising and media consultancy services in the last three financial years. (attach certificate from CA)
- The agency should have handled the advertising and marketing of at least one major government event in the past two years (attach proof)

#### **4. Selection Process:**

Agencies will be empanelled based on the following criteria:

- **Experience and Expertise:** The agencies must have a minimum of three years' experience in producing high-quality creative and publicity materials. Experience with government agencies or reputed private sector firms will be an added advantage.
- **Creative Portfolio:** Agencies must submit a portfolio showcasing their previous works, highlighting creativity, innovation, and design capabilities, particularly in the energy or sustainability sector.
- **Understanding of the Project:** Agencies must exhibit a clear understanding of EMC's objectives, target audience, and key messaging through their proposal or concept note.

- **Timeliness:** Agencies should demonstrate a proven ability to meet deadlines and deliver high-quality work within stipulated timeframes.
- **Innovative Solutions:** Agencies must be able to provide fresh, creative, and impactful ideas that align with EMC's vision of promoting energy conservation and efficiency.
- **Team Strength and Resources:** The agencies should have a skilled team with adequate resources to efficiently manage project requirements of varying complexity and volume.

## SECTION I : DATA SHEET

1.1	Technical Proposal to be submitted in sealed envelope Name of the assignment : "Engaging agencies for managing various social-media platforms of Energy Management Centre Kerala as part of IEC campaign
1.2	Last Date & time of submission of proposal: 02/05/2025; 11:00 am
1.3	Date & time of opening of Technical proposal: 05/04/2025; 04:00 pm
1.4	<b>Venue for Bid Submission: Office of Energy Management Centre Kerala, Thiruvananthapuram</b>
1.5.	Financial Bid opening: 06/05/2025 (11:00 am)
1.8	Agencies must submit only one hard copy which will be deemed as the original proposal and one soft copy on a Pendrive for technical bid only. In case of any discrepancies between the original and the copy, the contents of the original bid shall govern.
1.9	The Proposal submission address is: Director, <b>Energy Management Centre-Kerala, Sreekrishna Nagar, Sreekariyam, Thiruvananthapuram, Kerala 695017</b>
1.10	Proposals received after the stated time and date will not be considered.

## **5. Supporting Documents to be Submitted:**

Interested agencies must submit the following documents along with their expression of interest:

- Company profile, including address, contact details, and key personnel.
- Experience details with references and previous projects executed.
- Relevant licenses and certifications.
- Financial statements for the last three years.

The empanelled agencies will be expected to collaborate closely with EMC to ensure the effective dissemination of energy efficiency and conservation messages through engaging and impactful content.

## **Submission Details**

Interested agencies are invited to submit their EOI along with the required documents to the Energy Management Centre Kerala within the stipulated deadline. For further information, please visit the EMC website or contact the designated officer at EMC, Department of Power, Government of Kerala.

## **6. Work allotment**

- Agencies that meet the specified technical criteria will be empanelled by EMC.

- For each type of work costing less than Rs.15,000, the assignment will be given to the agency that has quoted the lowest rate for the specific task. If the lowest bidder is unwilling to undertake the work at the required time, the second-lowest bidder will be awarded the work at the same lowest quoted rate.
- For each type of work costing more than Rs.15,000, limited quotes will be collected from the empaneled agencies, and the work will be assigned to the agency that submits the lowest quote for the specific task.

### **Other Relevant Information**

- There is no fee for participating in this Eol.
- EOI will be screened by EMC and the selection will be based purely on merit.
- Application not complete in all respect or not accompanied by relevant documents will be summarily rejected.
- EMC reserves the right to cross check the documents furnished by the applicant as per self declaration and if any of the information furnished is found to be wrong or misrepresentation the application shall be summarily rejected.
- EMC reserves the right to accept or reject the EOI from any applicant without assigning any reason whatsoever.

## **Expression of Interest (EOI) Format and Requirements**

### **Format 1: Expression of Interest (To be submitted on the letterhead of the applicant)**

**Date:**

**From:**

**To:**

The Director,  
**Energy Management Centre Kerala,**  
**Sreekrishna Nagar,**  
**Sreekariyam**  
**Thiruvananthapuram, Kerala 695017**

**Ref:** Expression of Interest for Selection of Service Provider for PR Campaign for Sports Kerala.

We, the undersigned, hereby submit our Expression of Interest for the aforementioned project, including technical information

<b>Sl No</b>	<b>Information Sought</b>	<b>Details to be furnished</b>
<b>1</b>	Name of the Company / Agency (Lead Partner in case of Consortium / Joint Venture)	
<b>2</b>	Address for communication	
<b>3</b>	Office contact number	
<b>4</b>	Mobile number of authorized contact person	
<b>5</b>	Email address	

<b>6</b>	Website address	
<b>7</b>	Name, designation, email ID, and mobile number of key functionary	
<b>8</b>	Name of the Company / Agency (Lead Partner in case of Consortium / Joint Venture)	
<b>9</b>	Address for communication	
<b>10</b>	Registration number and status (Public/Private Ltd, Society, Trust, Consortium/Joint Venture)	
<b>11</b>	Year of establishment	
<b>12</b>	Registration details (attach incorporation certificate)	
<b>13</b>	Details of Board of Directors / Governing Body	
<b>14</b>	Self-declaration for non-blacklisting by Govt./PSU (Annexure B)	
<b>15</b>	Accreditation status with the State of Kerala (if applicable)	
<b>16</b>	In case of a consortium, details of each partner (Annexure C)	
<b>17</b>	Registration number and status (Public/Private Ltd, Society, Trust, Consortium/Joint Venture)	
<b>18</b>	Year of establishment	

We hereby declare that all information provided is true. In the event of selection, relevant personnel with required expertise will be deployed for the assignment.

**Signature:**

**Name & Title of Signatory**

**Company Seal**

**Format 2: Financial Capability of the Agency**

Details of Turnover (to be provided in Rs. Lakhs)

Particulars	FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25
Revenue from advertising and marketing activities				
Other revenues				
Gross turnover				

Chartered Accountant:

Name:

Membership Number:

Note: Agency shall attach copies of (the audited balance sheets, including related notes, and income statements for the last three years, as indicted above). Rate of exchange to be used for converting to equivalent INR shall be the selling rates at the end of the respective financial year notified by the central bank of the country where the work has been executed! Completed or the reserve bank of India

Certified that the details are based on audited financial statements.

**Signature of the Authorized Person**

**Name, Designation, and Company Seal**



### **Format 3: Major Assignments in Advertising & Media Management**

Agency shall provide details of advertising and media consultancy projects undertaken in the last 5 years.

#### **Signature of the Authorized Person**

**Name, Designation, and Company Seal**

Note: Agency shall attach format 3 as separate sheets for each of the partners in case of Consortium or Joint Venture.

### **Format 4: Details of Key In-House Personnel for Assignment**

- List of personnel dedicated to the project
- Attach separate sheets for each partner in case of a consortium or joint venture

Note:

- Agency shall attach format 4 as separate sheets for each of the partners in case of Consortium or Joint Venture.
- Details of Key personnel whose service would be made available for the proposed project/assignment only may be provided

**Signature of the Authorized Person**

**Name, Designation, and Company Seal**

### **Format 5: Additional Documents and Approval**

- Supporting documents must be attached for validation.

Note: Agency shall attach format 5 as separate sheets for each of the partners in case of Consortium or Joint Venture.

**Format -6****Financial bid**

<b>Sl. No.</b>	<b>Work Specification</b>	<b>Amount in Rs. (Inclusive of GST)</b>
1.	Social Media Posters	
2.	Motion Posters	

3.	Animation Videos of 30 sec. (2 Characters)	
4.	Animation Videos of 10 sec. (1 Character)	
5.	Social Media Videos/Reels (Maximum 1 Minute)	
6.	Youtube Videos (Maximum 3 Minutes)	
7.	Info-Graphics	
8.	White Board Animation	
9.	Testimonials from eminent personalities	
10.	Live Streaming of events	
11.	Anchoring Video (Maximum 1 minute)	
12.	Anchoring Video (Maximum 3 minute)	

**Name of the Company**

**Address for correspondence/contact details**

### **Note**

1. The above quoted prices are complete in all respect (including GST)
2. Certified that rates quoted for the above items are as per details, terms & conditions mentioned in the tender document