

Reference No. GAIL/ CC/ ND/ Odisha PR/ JHBDPL- PMUrja Ganga / 2017

**Appointment of PR agency for Odisha for its Jagadishpur – Haldia and Bokaro – Dhamra Pipeline Project- (Pradhan Mantri Urja Ganga Project) for a period of Six months**

GAIL envisages appointing a PR agency which will work to create a positive atmosphere for successful implementation of Pradhan Mantri Urja Ganga Natural Gas Pipeline Project of the Company namely Jagadishpur- Haldia and Bokaro – Dhamra Pipeline Project passing through five states of Eastern India like Eastern UP, Bihar, Jharkhand, Odisha and West Bengal. GAIL (India) Limited, a Government of India Public Sector Undertaking Company under the Ministry of Petroleum and Natural Gas is a premier organization and India's No. 1 Gas Company is currently laying natural gas pipeline project in odisha which is passing through 770 Km length and through 13 districts of the state, besides, undertaking commencement of city gas distribution projects for cities like Bhubneswar and Cuttak.

In view of this, GAIL invites Expression of interest to undertake the advocacy and media campaign to create a positive awareness about the above projects on monthly retainership basis for a period of Six Months. The monthly retainership will include engagement of manpower for PR activities with atleast six locations, media coordination, social media coordination, engagement of dedicated consultant for media management along with team manager and administrative office premise.

Interested Odisha based PR agencies having minimum Annual turnover of Rs. 16.00 lakh in each of the last two financial years from 2015-16 and 2016-17 and having a positive net worth of the corresponding period may send their Expression of Interest to undertake the assignment to create a conducive atmosphere for successful implementation of the above pipeline projects. It is also to mention that GAIL undertakes various Corporate Social Responsibility Activities in the region and that adds up to a synergetic benefits which may be used for media activation on case to case basis as per the advice of GAIL officials.

For this, following scope of work for maintaining a positive outlook on GAIL's various activities in Odisha, for a period of Six months on monthly retainership basis, includes :

1. Regular interaction with media houses / TV channels, covering business as well as general issues including but not limited to energy, hydrocarbon sector (oil and gas, LNG, CNG, LPG), pipeline transportation, logistics, corporate social responsibility, hydrocarbon safety, environment, city pages, sports, trade journals, bulletins etc.
2. Comprehensive media relations (both print and electronic) bringing out GAIL viewpoints including development of media strategy, handling media queries, press meets / conferences, preparation of press kit, preparation and updation of the media related database in terms of a comprehensive mapping – positive, neutral, negative and very negative, press releases, media interviews and media briefings to create favourable environment for the pipeline project in Tamil Nadu, including media monitoring both electronic and prints, quantitative and qualitative analysis of

coverage for necessary media posturing to be adopted, environment scanning and media intelligence.

3. Media coordination across media mix including social media coordination, Editorial briefing with leading publications and digital portal and electronic media of Odisha and interaction with journalists.

6. Preparation of responses to issues in the local language i.e. Odia, Hind and English. All the translation of the FAQs and other contents are required to be converted in the local regional language as part of the agency retainership fee only.

#### **COMMERCIALS OF THE SERVICES:**

2.1 To meet the above assignments, the appointed Media Relation agency would be providing above services on *monthly retainer ship fee basis* for a period of six months from the date of award of the job. Payments from GAIL (India) Limited are electronically done and requisite bank details like NEFT mandate, Pan No., CGST and SGST are requested to be submitted by the interested agency in the name of their organization as necessary documents along with the application.

2.2 Besides, the retainership expenses, the agency will be entitled for out of pocket expenses on actual basis which includes third party bills pertaining to Xeroxing of the documents related to holding press conference, print out of documents, purchase of stationery and associated material for holding press meet etc.,. The agency will also be entitled for need based travel expenses restricted to Economy class Air fare / Second AC Railway tickets/ transport vehicle reimbursement for conducting media rounds as per the approval of GAIL officials, staying and boarding charges restricting to two star or maximum three star hotel, edible and breavages etc. on actual basis . No laundry and alcohol consumption are payable by GAIL. Prior approval of such expenses may be taken from GAIL officials/ officer in Charge (EIC).

#### **Evaluation criteria of selection of the agency**

3.1 After shortlist of the financial evaluation of the bidding agency, the agency will qualify for the presentation round

#### **Financial Evaluation criteria**

SN	Description	Documents to be submitted
1	The agency should have a minimum annual turnover of Rs. 16.00 lakh and above (Rupees Thirty Lakh) during each of the previous two financial year's i.e FY 2014-15, FY 2015-16, and FY 2016-17.	Copies of duly audited balance sheets and profit and loss Account duly certified by CA for FY 2014-15, FY 2015-16, and FY 2016-17.
2	The Net worth of the agency should be positive during each of the previous two financial years i.e. FY 2015-16, and FY 2016-17.	Copies of duly audited balance sheets and profit and loss Account duly certified by CA for FY 2015-16, and FY 2016-17.
3	The agency should have handled at least one PR assignment during last one year.	Notorised copies of the work order and completion certificate

3.2 The shortlisted agencies will be invited to give presentation as per the following evaluation criteria.

Sl No.	Description	Marks
1	Understanding / Awareness about GAIL	15
2	Understanding of the local sensitivities, dynamics – political, ethnic, social and cultural	15
3	Number of well known PR accounts handled on advocacy campaign	6
4	Presence in 06 districts like Bhubaneswar, Angul, Bhadrak, Cuttack, Deogarh, Dhenkanal, Jagatsinghpur, Jajpur, Jharusguda, Kendrapara, Khorda, Puri, Sambalpur and Sundararh, etc and capability to work for implementing PR Plans and strategies.	14
5	Presentation on proposed approach / Overall Strategy and tactics for implementation of the specific GAIL project in Odisha	50
	<b>Total</b>	<b>100</b>

#### **Submission of the offer**

Capable Interested parties, handling media Relations based in Bhubaneswar with base in Odisha for the services as stated above may submit their Expression of Interest, along with relevant documents to GAIL office at **GAIL (India) Limited, 612, Utkal Signature, NH-5, Pahala, Bhubaneswar, Odisha , Pin Code 752101.**

**The envelope containing the Expression of Interest along with relevant documents, may be addressed to Chief General Manager, GAIL (India) Limited, Bhubaneswar may be submitted on the above mentioned address by 04 December 2017 upto 14:00 Hrs failing which the EOI will not be accepted.**

\*Any change for extension of time or modification in the EOI document will be indicated in the website without notifying the same in press notification.