

GAIL (India) Limited

(A Government of India Undertaking)

Regd Office : 16, Bhikaiji Cama Place, R K Puram , New Delhi

Website: <http://www.gailonline.com>

EXPRESSION OF INTEREST (EOI)

EOI Document No. GAIL/JHBDP/ BBSR/ Const./ CC/2018- FOR PUBLIC RELATIONS SERVICES IN ODISHA for a period of Six Months

GAIL (India) Limited, a Maharatna PSU, is implementing the Jagadishpur – Haldia & Bokaro – Dhamra Natural Gas Pipeline which passes through Odisha as well as City Gas Distribution projects in Bhubaneswar and Cuttack. Under the pipeline project, popularly known as *Pradhan Mantri Urja Ganga*, approximately 770 Kms pipeline is laid in the state of Odisha. Besides, the Bokaro (Bihar) to Dhamra (Odisha) pipeline is being laid in two sections such as Dhamra to Angul (DAPL) and Bokaro to Ranchi to Angul (BAPL).

In order to disseminate information about its various projects, corporate social responsibility and other initiatives, GAIL proposes to engage Public Relations Agency for **a period of six months** to render public relations services in the state to facilitate the project implementation task and maintain a congenial relations with media in the region.

There are on-going projects related to social outreach programme like Mobile Medical Units which are to be monitored to position of GAIL's image and its efficacy in larger scale in the regional level. Also it is proposed to have effective manpower, one representative of the PR agency handling two cities to meet the objective of reaching out to right chord to garner favourable messaging on the on-going pipeline project.

Also there are a number of pipeline activities which will be at commissioning stage e.g., LCNG commissioning, PNG supply commencement at Cuttack, some work is also going to be added for Talchar project being largely executed by GAIL and the new CGD cities being added in new bidding round of PNGRB, there will be intensive requirement of the publicity at the grass-root level, so that the project work of pipeline execution – trunk as well as spur lines are seamlessly undertaken.

The details of terms and conditions and scope of work are as follows:

Sl no	Descriptions	Unit
1	Provision of manpower for mobile medical unit	02 No
2	Provision of manpower for PR activities coordination in 14 districts across Odisha	10 No

	stretch of Jagadisipur – Haldia & Bokaro - Dhamra Pipeline project in cities like Angul, Bhadarak, Cuttack, Deograh, Dhenkanal, Jagatsinghpur, Jajpur, Jharsuguda, Kendrapara, Khorda, Puri, Sambalpur, Sundargarh for publication of news related to the projects in local media, print or electronic	
3	Provision for media coordinators at central level for PR related jobs with plan being executed and monitored in supervision of GAIL officer in Charge or appointed representatives	02
4	Provision of social media coordinator for mobile medical unit with maintenance of timely updation of messages related to the progress of the pipeline projects in the region.	01
5	Adequate Provision of the office premise for necessary coordination of the job located at Bhubaneswar	01

The period of the engagement of the agency will be six (6) months on monthly retainership basis.

The minimum annual turnover of the interested agency should be not be less than Rs. 16.70 lakh in any of the preceding three financial years starting from 2015-16, 2016-17, 2017-18

Besides, the bidders should have a positive network and should have similar work experience. Accordingly the **Financial Criteria** for shortlisting the potential Public Relations Agency are as follow:

SN	Description	Documents to be submitted
1	The agency should have a minimum annual turnover of Rs. 19.42 lakh and above (Rupees Nineteen lakh Forty two Thousand) during each of the previous two financial year's i.e FY 2016-17 and FY2017-18.	Copies of duly audited balance sheets and profit and loss Account duly certified by CA for FY 2016-17 and FY2017-18.
2	The Net worth of the agency should be positive during each of the previous two financial years i.e. FY 2016-17 and FY2017-18.	Copies of duly audited balance sheets and profit and loss Account duly certified by CA for FY 2016-17 and FY2017-18.
3	The agency should have handled at least one PR assignment during last one year.	Notorised copies of the work order and completion certificate

Once the shortlisted parties based on the above financial criteria qualifies, following **Technical presentations** will be sought as per following 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 14 districts of Odisha like Bhubaneswar, Angul, Bhadarak, Cuttack, Deograh, Dhenkanal, Jagatsinghpur, Jajpur, Jharsuguda, Kedrapada, Khorda, Puri, Sambalpur, Sundergarh, etc and capability of 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
	Total	100

Interested parties are requested to submit all documents pertaining to the above requirements to the following address:

Chief General Manager (Projects)
GAIL (India) Limited
612, Utkal Signature
NH-5, Pahala.
Bhubaneswar , Odisha
Pin Code 752101

Due Date of Submission of all the documents pertaining to the financial criteria is **01 February 2019 by 14:00 Hrs** at the above address.

The packet of closed envelopes containing the required document should mention the Expression of Interest and the address of the concerned bidder.
