

Reference No. GAIL/ CC/ ND/ Tamil Nadu PR/ KKMBPL-II/ 2017

Notice for Appointment of Tamil Nadu based PR Agency for Koottanad – Bengaluru Pipeline project of GAIL (India) Ltd.

Scope of Work:

It is proposed to engage local PR agency which will work to create a conducive atmosphere for successful implementation of Koottanad – Bengaluru Pipeline project in different districts of Tamil Nadu such as Coimbatore, Tiruppur, Erode, Namakkal, Salem, Dharmapuri and Krishnagiri etc using 360° communication strategies.

GAIL invites Expression of Interest from Tamil Nadu based Media Relations Agency, having a turnover of minimum Rs. 30 lakh in each of the last three financial years from 2014-15, 2015-16 and 2016-17 to create a conducive atmosphere for successful implementation of the above pipeline which is an extension of KKMBPL project of the Company, and is passing through different districts of Tamil Nadu as indicated above.

For this, scope of work would include:

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.

(On an average 4 stories per week in Tamil Nadu based media based on press release issued by GAIL)

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. Editorial briefing with leading publications, electronic media of Tamil Nadu and interaction with journalists.

6. Preparation of responses to issues in the English and Tamil languages. 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 twelve months from the date of award of the job.

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/ Engineer in Charge (EIC).

2.3 The agency is also supposed to undertake following coordination work for third party activation plan without charging extra from the retainership fee. Charges towards activation plan execution will be liable to be paid by GAIL but coordination of the plan will be done by the selected agency undertaking to media relations for a better synergy for making successful accomplishments of the above assignment :

- (i) Coordination of printed handout distribution as inserts in the newspapers on the project profile in the relevant centers preferably in the vernacular language on the approved cost by GAIL for undertaking the task.
- (ii) Coordination for developing script and ideation for FM radio campaign in the popular FM Radio Channel in the region, on the approved cost by GAIL for undertaking the task
- (iii) Coordination for organizing Street Plays for disseminating the project benefits at important work centres on the approved cost by GAIL for undertaking the task.
- (iv) Coordination for organization of debates and talk show on TV Channels for developing favourable environment for the pipeline project on the approved cost by GAIL for undertaking the task.
- (v) Coordination for designing, printing and installations of project related posters in important work areas either for conducting seminars or talk on the approved cost by GAIL for undertaking the task.
- (vi) Coordination for addressing RWAs concerns in different localities dispelling the myths associated with the pipeline in important work centres on the approved cost by GAIL for undertaking the task.

- (vii) Coordination for production of 03 minutes film in vernacular language on the benefits of the pipeline project on the approved cost by GAIL for undertaking the task.
- (viii) Coordination for organization of Media trips to successful sites like Mumbai and Delhi to showcase gas economy. Conducting journalist trip for at least 70 persons in 3-4 months' time (including the cost of boarding lodging and travel cost by air for the educational trips) on the approved cost by GAIL for undertaking the task. Also the agency will coordinate for organization of Training Programme to be conducted by at least 02 experts in the business of Gas handling on the approved cost by GAIL for undertaking the task.
- (ix) Coordination for organization of Influencers (Social and religious) trips to successful sites like Mumbai and Delhi to showcase gas economy. Conducting selected opinion makers trip for at least 50 persons in 3-4 months' time (including the cost of boarding lodging and travel cost by air for the educational trips on the approved cost by GAIL for undertaking the task. Also the agency will be required to coordinate organization Training Programme to be conducted by at least 02 experts in the business of Gas handling on the approved cost by GAIL for undertaking the task.
- (x) Coordination for organization of Community Awareness Sessions in different communities like Education society, Mother – PTA Quiz Competitions with conducted research materials distributed amongst children on Gas related FAQs on the approved cost by GAIL for undertaking the task.
- (xi) Coordinate for conducting Awareness programme on the Gas related FAQs to be conducted amongst influential mothers and teachers on the approved cost by GAIL for undertaking the task.
- (xii) Coordination for Awareness programme on the Gas related FAQs to be conducted amongst relevant bodies at local level on the approved cost by GAIL for undertaking the task.
- (xiii) Coordination for Awareness programme on the Gas related FAQs to be conducted amongst Women empowerment Group at local level on the approved cost by GAIL for undertaking the task.
- (xiv) Coordination for video content generation related to the subject (ideally 90-120 seconds) at least one in month for synergizing the functional requirement of the pipeline project team requirement, including elements of marketing of natural gas which may be developed as news clips in local TV Channels as publicity backgrounder. It is proposed to make 06 video contents for the purpose by the selected agency which will undertake videoshoot, interviews of the stakeholder, use of voice over, editorial support including sound, music, light and graphics in 2D and 3D etc for the purpose. Coordination for this assignment will be subject to approved cost by GAIL.

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. 30.00 lakh and above (Rupees Thirty Lakh) during each of the previous three 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 three financial years 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.
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.

SI No.	Description	Marks
1	Understanding / Awareness about GAIL	10
2	Understanding of the local sensitivities, dynamics – political, ethnic, social and cultural	12
3	Number of well known PR accounts handled on advocacy campaign	10
4	Presence in 06 districts like Coimbatore, Tiruppur, Erode, Namakkal, Salem, Dharmapuri and Krishnagiri etc and capability to work for implementing PR plans and strategies.	18
5	Presentation on proposed approach / Overall Strategy and tactics for implementation of the specific GAIL project in Tamil Nadu	50
	Total	100

Submission of the offer

Capable Interested parties, handling media Relations based in Tamil Nadu for the services as stated above may submit their Expression of Interest, along with relevant documents to GAIL office at GAIL (India) Limited, 5th Floor , Kuppu Arcade, Venkatnarayana Road, Chennai- 600017 by 4th July 2017 at 12:00 Hrs*,

*Any change for extension of time will be indicated in the website without notifying the same in press notification.