

**Minutes of Offline Pre Bid meeting regarding selection of  
Public Relation Agency for creative works of the SGST  
Department held at Mini Conference Hall, Tax Towers ,  
Karamana , Thiruvananthapuram  
on 14/03/2024 , 3 PM**

The Offline Pre- Bid meeting regarding selection of Public Relation Agency for the creative works of the SGST Department from the Category A & B of PRD empanelment order I & PRD. GO (Ms) No. 4/2024/I & PRD dated 20/02/2024, started at 3 PM on 14/03/2024. Smt. Parvathy Chandran K.A.S, Deputy Commissioner (Infra / PR), State GST Department chaired the meeting. The list of participants is attached below.

Deputy Commissioner (Infra / PR) started the meeting and explained why the E- Tender was called for the selection of a Public Relation Agency for the creative works of the SGST Department and what the Department expect from the creative agency.

Representatives of 3 agencies namely Stark Communications, Pvt Ltd, Thiruvannthapuram, Maitri Advertising Works Pvt Ltd , Thiruvannthapuram & D Ads , Kozhikode attended the meeting . The participants made following queries on certain matters related to the selection process in the E tender which was answered by the Deputy Commissioner (Infra / PR ).

**Q1.** Stark Communications, Pvt Ltd, Thiruvannthapuram asked queries about the Technical bid and enquired whether the agencies need to upload the Strategic presentation video through the website?

**Ans** 1: The agencies need to attach the creative's designs as suggested in the Tender document for category A & B. Regarding the strategic presentation by the bidders, the selected bidders will be intimated to exhibit the strategic presentation before the Evaluation Committee, on a convenient date as given by the Department at the Head Quarters of SGST Department.

**Q2.** Maitri Advertising Works Pvt Ltd, Thiruvannthapuram has raised 3 queries.

2.1 For instructions on whether Annexure -1 & Annexure-3 are required to be furnished and printed in Stamp Paper, and submitted

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along with the pre bid documents or it should be submitted later.

- 2.2 Inquired whether there is provision to revise the rates of the creative's every year?
- 2.3 Whether creative's include production of visual media ads and whether social media page need to be managed by the agency?

**Ans 2.1-** Annexure 1 is acceptance letter of Tender Terms which need not be a stamp paper which should be uploaded while submitting the E tender , duly signed by the authorized representative with company seal affixed on it. The Annexure -3 is the Agreement which should be submitted to the Department by the Selected L 1 Bidder duly filled & signed by the Agency in Stamp paper, on issuance of the work Order by the Department.

**Ans 2.2.** The rates submitted will by the bidder will be applicable till the end of the contract period and no rate revision will be allowed in between.

**Ans 2.3-** The agencies will be assigned work of creative design which include production of visual media ads such as TV ads, as and when needed by the Department. The agency selected will be required to design creative's for social media postings and also required to manage the social media pages of the Department till the expiry of the contract period.

**Q3.** D Ads , Kozhikode raised 4 queries.

- 3.1 Why the agency should be fully accredited with the Indian Newspaper Society (INS)?
- 3.2. Why the 15 crore turnover norms was included in the Tender document for the last 3 Financial Years.
- 3.3. Why 2 Crore worth billing from one client for the last fin year was set?
- 3.4. Whether only design of creative's only be done by the agency or the printing works will be entrusted to them and whether placing of hoardings will be entrusted to them?

**Ans 3.1 to 3.3.** Deputy Commissioner (Infra / PR) replied that the reply regarding all the 3 queries will be given after further discussion with higher Ups and reply will be furnished through e mail.

**Ans 3.4.** The creative's work has to be done by the selected agency.

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Regarding printing works, the Department will issue Tenders / Quotations for printing jobs as and when required. Regarding hoardings, the creative's has to be done by the agency and hoardings will be placed by the Department at the already available hoarding frames at all District Head Quarters by the District controlling officers. If any hoardings are to be placed at outside locations other than the previously mentioned including Highways, the PRD empaneled agencies concerned will be entrusted for the work as per norms.

The Pre Bid meeting concluded at 3.40 PM on 14/03/2024.

Sd/-  
ADDITIONAL COMMISSIONER

**List of participants :**

1. Smt: Parvathy Chandran K.A.S , Deputy Commissioner (Infra /PR)
2. Sri. Mahesh Kumar . B , State Tax Officer , (Infra /PR)
3. Sri. Ajay .P.S, Deputy State Tax Officer , (PR)
4. Smt. Anakha .S . Kumar , Social Media Executive , Stark Communications Pvt Ltd, Thiruvannthapuram
5. Sri. Paul Joseph, Associate Accounts Director , Maitri Advertising Works Pvt Ltd, Thiruvannthapuram.
6. Sri. .T.Sujan , General Manager, D Ads , Kozhikode .