Expression of Interest (EOI)

For

PR/ Media Relations Services for ICSI on monthly retainership basis

Cost to be submitted with EOI: NIL

EOI Publish Date: January 01, 2016

Last date of submission: January 21, 2016 by 4:00 PM

Bid opening Date & Time: January 22, 2016 at 11:00 AM

Institute’s Website: www.icsi.edu
Expression of Interest (EOI) is invited from reputed, resourceful and bonafide PR Agencies for providing PR / Media Relations Services for ICSI on monthly retainership basis. The document containing details of eligibility criteria, submission requirement and scope of work & Terms & conditions etc. can be referred from the website www.icsi.edu

PR / Media Relations Services for ICSI on Monthly Retainership Basis

The Institute of Company Secretaries of India (ICSI) invites proposals from PR / Media Relations Services for ICSI on Monthly Retainership Basis.

The profile should inter alia cover details about major accounts handled, track record of the agency, key people, and various offices across India along with their manpower strength at different locations etc. A presentation / detailed profile, credentials, understanding / awareness about ICSI and suggested strategic approach for image building for ICSI in India through PR/ Media Relations tools.

PR Objectives

- To position ICSI as a Global premier Professional Institute and Company Secretaries as Key Managerial Personnel.
- To increase visibility and enhance top-of-mind Brand recall of ICSI amongst its target audience and stakeholders, leveraging which would help ICSI attract professional recognition.
- To nurture & enhance the profile of ICSI, consistent with its size, stature and performance amongst the people in general, CS Professionals, the Business / Corporate & financial community, Regulators & Ministry, stakeholder and the media.
- To Associate with Govt. Agencies on various matters. Fix meetings as and when required.

The Scope of Work, Duration of Empanelment, Qualifying Criteria, Terms & Conditions are placed at Annexure_1 for ready reference please.

Interested agencies may submit their applications along with their credentials in sealed envelopes (NEATLY WRITTEN IN CAPS “EOI FOR PR / MEDIA RELATIONS SERVICES FOR ICSI ON MONTHLY RETAINERSHIP BASIS”) to:

Arti J Shailendar
Deputy Director
(Corporate Communication)
The Institute of Company Secretaries of India
ICSI House, 22 Institutional Area
Lodi Road, New Delhi- 110 003
Tel : 011-4534 1077, 9811263471
E-mail: arti.shailendar@icsi.edu
Please arrange to submit your proposal for the PR / Media Relations Services for ICSI on Monthly Retainership Basis by 4.00 PM on January 21, 2015 (In case, the designated day is declared as a public holiday, the same may be extended to next working day).

The offers must be submitted in covers duly sealed, failing which the documents would not be accepted.

The Institute of Company Secretaries of India (ICSI): An Introduction

The Institute of Company Secretaries of India (ICSI) is a premier national professional body (imparting education primarily through distance learning) established by an Act of Parliament (Company Secretaries Act, 1980) to develop and regulate the profession of Company Secretaries. The Institute functions under the jurisdiction of the Ministry of Corporate Affairs, Government of India. The Institute’s Headquarters are at ICSI House, 22 Institutional Area, Lodhi Road, New Delhi. The Regional Offices are at Mumbai, Kolkata, New Delhi and Chennai and 68 Chapters of ICSI are located in various cities all across India. It provides postal and oral coaching and training to students to qualify as Company Secretaries. The ICSI has on its rolls over 35,000 qualified members both in Employment & in practice. Over 3.5 lac students are currently enrolled in the Company Secretaries Course.

ICSI “Vision”:

“To be global leader in promoting good corporate governance”

ICSI “Mission”:

“To develop high calibre professionals facilitating good corporate governance”.

PR / MEDIA RELATIONS SERVICES FOR ICSI ON MONTHLY RETAINER-SHIP BASIS

SCOPE OF WORK

- To manage Stakeholders perceptions based on ICSI’s achievements and initiatives and Corporate reputation counsel
- Regular interaction with media houses / persons.
- Liaison on behalf of ICSI with journalists from publications / TV channels.
- Comprehensive media relations (both print and electronic) including development of media strategy, Strategic content support, handling media queries, press meets / conferences, preparation and updation of the media related database, press releases, media interviews and media briefings.
- Editorial briefing with leading publications, electronic media and interaction with journalists
- Social media communications
- Market and media intelligence, Media Monitoring
- Quantitative and qualitative analysis.
- Sharing of media related information with ICSI
- Critical Issue management & Preparation of responses to issues etc.,
- The above is an indicative list of activities expected to be undertaken by the agency for ICSI. These activities will be undertaken as per the business and communication strategy and it is
possible that ICSI may not undertake some of the activities mentioned above during the period of engagement of the agency.

**DURATION OF EMPANELMENT:**

**Trial Period:** The Agency selected will be engaged for period of one month on Trial basis. Only on satisfactory performance in the trial month and recommendation by Dte. of CC and approval by Chief Executive / Secretary/ Brand Promotions Committee the Agency may be considered for an half-yearly assignment which shall be on renewable basis for further six months based on performance.

**ENGAGEMENT:** The agency shall be engaged for a period of six months. The evaluation of performance during the engagement period of the PR / Media Relations Agency shall be an ongoing activity and would be based on criteria such as understanding of brief, quality of the outcome in nurturing congenial relations for ICSI, prompt services on issue management and ability to mobilize resources for the assignments rendered.

**QUALIFYING CRITERIA**

- The agency should have a minimum Annual Turnover of Rs.5 crores during the previous three financial years and the Net worth of the Agency should be positive during each of the previous three financial years i.e FY 2012-13, FY 2013-14, and FY 2014-15. (Attach Copies of duly audited balance sheets and profit and loss Account duly certified by CA for FY 2009-10, FY 2010-11, and FY 2011-12, FY 2013-14, FY 2014-15, along with the auditor’s report.)
- The Agency should have handled successfully at least three PR assignment during last one year (Attach copies of the work order, completion certificate and Media Coverages received for the same for each Event)
- Major Government Clients in the last financial year (Attach Empanelment Letters / Work Orders from the clients in support)
- Experience of complete team for the assignment including engagement of resources and subject matter experts in the field of Public Relations and issue management.
- Agency shall be required to give complete details of their own offices in India, locations including Address, Telephone No., Fax No., Email, and Contact Person with Designation. The Agency should in no case include the offices of any of their franchisees in the list.

The Agency is requested to submit their Commercial Offer in a different sealed envelope for PR/ Media Relations Services for ICSI on monthly retainership basis as per the Scope of the Jobs as stated above on Monthly Retainership (It should be inclusive of all expenses like expense on Media Meetings, refreshments, Media Transportation, Gift for Media, Translation Charges, Photocopy charges, Media Docket, Writing of speeches for ICSI Spokespersons, Talking points for Specific Events, Crisis preparedness workshop etc.,).

- *ICSI reserves the right to shortlist, accept or reject any or all proposals, without assigning any reason thereof.*

**TERMS & CONDITIONS**

*a) Agency will be empanelled for one year; however this period can be extended/ shortened at the discretion of the Institute. There shall be an option to renew the empanelment for a further additional period of 1 year based on satisfactory performance and with the existing Terms and conditions. The*
Institute will have the right to drop the agency from the said assignment without assigning any reason whatsoever. **Institute also reserves the right to modify the term and conditions.**

b) The empanelled PR Agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to Institute’s interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. ICSI reserves the right to impose penalty in case of any violation of the above.

c) The representative (s) of the Agency will collect the PR matter personally from the ICSI and the Agency will arrange to get it published /aired / mounted in the desired media, on desired dates and on the defined page (s) / time band. **Translation of the PR matter wherever required, will be done by the Agency free of cost and the Agency will be responsible for the same.**

d) Payment shall be released on monthly basis, made within 45 days after receipt of the final bill, duly supported by all the Media Coverage etc., Charges for specific PR activities will be considered on case to case basis which will be decided with the prior approval of the Institute.

e) Apart from New Delhi, the Agency will be required to provide services for our Offices based across India.

f) Empanelled Agency will not be allowed to engage any other sub-agency or transfer the empanelment to any other agency. The **Institute does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and your performance.**

g) ICSI also reserves the right to employ any outside agency for carrying out big campaigns/ brand building exercise / PR activities etc.

h) The performance of the agency shall be regularly reviewed on the key parameters of creativity, initiative, competency and response time. In the event that your agency fails to meet our requirements, we shall be constrained to terminate the empanelment.

i) ICSI being a service organization, many of the requirements could be of emergency nature. The PR Agency have to respond to such demands at short Notice despite holidays / beyond office hours.

j) It is clearly understood by the party that no financial liability of any type is created by issuance of the letter of empanelment except the monthly retainership fees (For the duration of empanelment).

**Note:** The decision of Chief Executive & Officiating Secretary, the ICSI will be Final in all matters relating to the empanelment of PR Agencies.

**CHECK LIST (To be attached along with the Application for empanelment):**

- Profile of the PR Agency & Its Management Team
- Copy of Registration / Trade Certificate
- Letter of appreciation from 5 organisations (Government / PSU/ Financial Institutions and Professional Educational Institutes) regarding Advertising & PR Work.
- Certificate in regard to PR work
- Audited Annual report and certificate from the Chartered Accountant
- Documentary Evidence (attested by concerned organisation) for two or more National PR Campaigns handled by the Agency in the last financial year.
- An Undertaking from the Chief of the Organisation that the Agency has not been BLACKLISTED by any organization at any point of time.
- USP’s of the Agency
- Commercial proposal [mentioning the monthly retainership fees (all inclusive)] based on PR Objective and Scope of work mentioned above.