

Gem & Jewellery Export Promotion Council (GJEPC)

Head Office: AW 1010, 'G' Block,
Bharat Diamond Bourse
Bandra-Kurla Complex, Bandra (East),
Mumbai - 400051.

Date: 23rd January, 2015.

Empanelment of Public Relations (PR) Agency for the Council

Council of India invites Expression of Interest from reputed Public Relations Agencies. For Further details, please refer to notification on our Website: www.gjepc.org. Last date of submission – 7/02/2015.

SABYASACHI RAY
EXECUTIVE DIRECTOR

1. Title of the tender : Expression of Interest for empanelment as Council's Public Relations Agency
2. Category : General
3. Zone : Head Office
4. Item : Miscellaneous
5. Tender Date : 23/01/2015
6. Last Date of Submission : 07/02/2015
7. Display from : 23/01/2015
8. Display up to : 07/02/2015

Date: 23/01/15

Expression of Interest for empanelment
as GJEPC's Public Relation Agency for 3 years

“GJEPC intends to empanel –One Public Relation Agency for three year in order to have more competitive and cost effective rates for Public Relation services for GJEPC. Interested agencies(existing and new) fulfilling eligibility criteria as mentioned hereunder may apply in sealed covers giving full details of their credentials along-with supporting documents to reach us by 5.30 pm. on 7th February, 2015”.

The envelopes should be addressed to :

Executive Director,
Gem & Jewellery Export Promotion Council
Head Office: AW 1010, 'G' Block, Bharat Diamond Bourse
Bandra-Kurla Complex, Bandra (East),
Mumbai - 400 051.

Request For Proposal (RFP) for Empanelment of
Public Relations Agency (PR) for GJEPC for 3 years

- 1 GJEPC wishes to invite for appointment of Public Relations Agencies for the GJEPC. The term 'Council' in this RFP referred to GJEPC.
- 2 Process of selection will be as follows
 - o Council has fixed the minimum pre- qualification requirement and the process selection in the RFP
 - o Bidder qualified as per the eligibility criteria would be required to make a presentation before the Top executives & Screening Committee at Council's Office.
 - o The committee would evaluate the quality of bidders on the criteria mentioned in the RFP based on their proposals received and shortlist them taking part in presentation. Only the agencies scoring predetermined marks / score, which will be communicated after

presentation, will be short listed for the purpose of empanelment and participation in financial bidding.

- o After the short listing of the bidders based on their quality evaluation, empanelment for participation in Financial Bids of short listed bidders would be intimated. The date, time, and calling of the financial bids would be announced in due course.
 - o The Selection Parameters will be communicated at the time of sharing the PR brief.
 - o The Agency so appointed for a maximum period of three years under the current RFP. However, the appointment would be valid initially for one year, and thereafter would be renewed for two years (one year at a time), subject to satisfactory annual review of performance, at a sole discretion of Council.
- 3 The commission, as decided in terms of bid document , will remain valid for entire empanelled period.
 - 4 The bidder shall submit their offers strictly in accordance the terms & condition of the tender document.
 - 5 Any tender that stipulates conditions contrary to the condition given in the tender document is liable for rejection.
 - 6 Council reserves the right to reject any or all tenders without assigning any reason thereof.
 - 7 Council reserves the sole right for carrying amendments / modification/ changes including any addendums to this RFP. All bidders who have received this RFP document shall be notified of the amendment in writing by email or fax, or post, and such amendments shall be binding on them.
 - 8 The bidder shall bear all costs associated with the preparation and submission of the tender. Council will in no case be held responsible or liable for these cost, regard less of conduct or outcome of the tender process.

All bids contained in the sealed envelope as above must reach to Executive Director, AW 1010, G Block, Bharat Diamond Bourse, Bandra- Kurla Complex, Bandra (East), Mumbai - 400051. On or before 07th February 2015, by 5.30 PM . Bids will be opened on 9th February at 11.00 am. Any tender received by Council after the dead line of submission of tenders prescribed by the Council will summarily be rejected. Council shall not be responsible for any postal delay or non receipt /non delivery of the documents

Sd/-

(Authorized Signatory)

CRITERIA FOR SELECTING THE PUBLIC RELATION AGENCY FOR PUBLICITY & PUBLIC RELATION ACTIVITIES

Minimum Eligibility Criteria:

A list of qualifying requirements (QRs) and the supporting documents that need to be submitted is given below. Any agency not meeting any of the following QRs or notsubmitting any of the documents shall be summarily rejected. Only those agencies who satisfies all the qualifying requirementswould be eligible for being called for the presentations.List of other such documents are also attached as Annexure-IV

S.No	Qualifying Requirement	Documents to be enclosed.
1	The agency must have earned a fee from PR services of Rs 20 crore and above during 2011-12, 2012-13, and 2013-14 in each financial year.	Suitable certification by Auditors. In case the agency provides non PR services also, the fee from PR services only will be considered. Relevant certificate from Auditor will be considered.
2	The net worth of the agency should be positive during each of the previous three financial year (2011-12, 2012-13, and 2013-14)	Copies of the duly audited balance sheets and profit and loss accounts, duly certified by auditor along with the auditor's report.
3	The agency should not have been penalized or found guilty in the court of law. Also , the agency must have high reputation and there should not be any adverse media publicity about the agency during last three years	Self certification on letter head to be provided. However Council would have the right to independently verify the same.
4	The agency should have been in existence in India since April 2002 with ability to service the client through their office in Mumbai.	Certificate of incorporation, Minimum 15 staff in Mumbai office (at officer level) to be self certified.
5	The agency should be earning less than 25% of its total income from the highest remuneration client and less than 50% from top three	Certification by auditors.

	clients.	
6	The agency should provide list of current clients with their tenure with the agency	Certification by auditors.

The Agency should have full-fledged office in Mumbai, Delhi with infrastructure and man power/ PR personnel. The Agency should also have offices in Metros of Chennai, Kolkata, Bangalore, Jaipur, Ahmedabad ,Surat and other major cities.

Apart from the above minimum criteria, the Agency is also required to give the following information.

1. Owner ship and nature of entity (Public company, partnership, subsidiary, etc)
2. Physical location including addresses of all branches and number of staff in each branch (at officer level)
3. The proposed composition of team for GJEPC (in terms of name, designation, and numbers). All member of the team indicated herein would be required to attend requisite meeting once every fortnight. Please also indicate specifically who all will be dedicated to the account.
4. Income tax returns for the past three years
5. Satisfactory client certification from a different client for each of last three years
6. All clients added and lost in the past three year.

Form of Tenderer
(to be submitted on Agency letter head)

To
Executive Director,
The Gem & Jewellery Export Promotion Council,
AW 1010, G-Block,
Bharat Diamond Bourse
BKC Mumbai-400051

Name of work: Public Relation (PR) services for Council of India.

1. Having examined the conditions of Assignment for the above Contract, i.e. Appointment of Public Relation (PR) Agency for GJEPC, we qualify under the minimum eligibility criteria and offer to undertake in conformity with conditions of Assignment.
- 2 We undertake to complete and deliver the whole of the works comprised in the works comprised in RFP and agree to abide by the general terms & conditions of bid Document.
- 3 We agree to abide by this tender for the period of three years from the date fixed for receiving the same or agreed extended period and it shall be binding upon us and accepted at any time before the expiry of the period.
- 4 Unless and until a formal agreement is prepared and executed, this tender together with our written acceptance thereof shall constitute a binding terms & conditions between us.
- 5 We understand that the request for proposal does not bound Council to reimburse the Participant for any cost incurred in submission of this proposal. All statements in this RFP and any pre contract negotiation, understanding and agreements resulting from this RFP are preliminary, consequently, Council has no obligation to us until a written contract is executed.

- 6 We understand that Council has the right, without assigning any reasons thereof, to
- (i) Reject, amend, and modify any proposal.
 - (ii) Terminate this RFP
 - (iii) Negotiate with one or more participants
 - (iv) Make no award to any of the Participants and/ or recommence the entire process
 - (v) Contract one or more Participants for reasons other than the lowest price.
 - (vi) Modify the requirements and terms of this RFP and request revised proposal from some or all of the participants.
- 7 We submit the RFP application as per Annexure enclosed.

Annexure- 1

Application for empanelment of Public Relation Agency for three Years
PARTICULARS FOR EMPANELMENT OF PUBLIC RELATION AGENCIES- TECHNICAL BID (to be submitted on Agency letter head)

Date:

To
Executive Director,
The Gem & Jewellery Export Promotion Council,
AW 1010, G-Block,
Bharat Diamond Bourse
BKC Mumbai-400051

We hereby offer to submit our request for empanelment of Public Relation (PR) Agency of Council of India for three years as per proposal reference number GJEPC Dated : 23rd January, 2015. We have read, and understood the content of RFP and further state that we unconditionally accept and abide by the terms & conditions specified therein.

Our Public Relation (PR) Agency brief Profile is as under:

Sr. No.	Brief Contents	
1	Name of the Agency	
2	Address and Telephone Numbers	
	Address of the office at Mumbai	
	Address of the other offices in the country	Please enclose Separate sheet along with annexure
	Legal status of Agency	(proprietor/partnership/Pvt/Pub. Ltd)
3	Name of the Proprietor/ Partners/ Directors/	
4	Name of the Managing Director, Director, Top Management/ Key	May enclose Separate sheet along with annexure

	personnel contact Person/s Contact Tele/Mob. No. Email ID etc	
	The contact details of official proposed for handling for Council i.e. Key personnel contact Person/s Contact Tele. No. Mobile No. Email ID etc	May enclose Separate sheet along with annexure
5	Date of Establishment /incorporation	
6	Accreditations Details (Date/ Month/ Year)	
7	Empanelment Details Name of Public /Private Sectors Organisations/ PSUs and others, if any, along with the Date/Month/Year) Please enclose separate Sheet if required	
	With Public Organisations	
	With Private Organisations	
	With Public Sector units	
	Others if any	
	Have you served for GJEPC recently or in past please attach suitable proof.	
	Detail of award in Print media/visuals/from the reputed publication like PRSCIetc(attach suitable proof)	
8	Infrastructure	
	Name & Designation of Team of Media official	
	Name of other support staff Team of Media official	
	Are you a full or limited service agency?	
	Number of official working (separately for different offices)	
	No. of Content Developers?	
	No. of Media Experts?	
	Language translation facilities.	
	Commodity beat clients handled in	

	the past,Mention names of clients	
	Lifestyle/Luxury beat clients handled in the past . Mention Names of clients.	
	Research /Analysis tool	
	Power back up	
	Computer hardware and software facilities	
	Working days and hours.	
	Whether you can provide 24/7 service to Council	
9	Other details(Attach copy of returns)	
	Income Tax No	
	Sales Tax No.	
	Vat/ Work Contract tax No.	
	Service Tax No	
10	Nature of Main Activity	
11	Membership with any organizations	
	Please give details	
12	Turn over Details	Copies of audited financial statements to be enclosed (Rs. In Lacs)
	Year	Gross Turn Over
	2010-2011	
	2011-2012	
	2012-2013	
13	Principal Counciler& Their Names	
14	PO/DD No.:	Drawn On: Dated:
	Amount :50,000/- enclosed as EMD	
	PO/DD No.:	Drawn On: Dated:
	Amount :10,000/-(non refundable) enclosed for Fee	
15	For the empanelment as a Public Relation (PR)Agency of the Council, the Agency should submit proven established credentials for Corporate Brand Building and product and services in a summary sheet along with this application.	
	Declaration: Self declarations on the firm/ Company's Letter head that there are no outstanding income tax /sales tax dues/other statutory dues.	

As per the Terms & Conditions we have by enclose an account Payee Demand Draft/Pay as mentioned above in favour of The Gem & Jewellery Export Promotion Council payable at Mumbai.

I/We here by certify that all particulars given above are correct and true to the best of my/our knowledge.

I/We certify that if appointed for empanelment, I/We shall appoint separate teams for any competing client who are in same business as Council to avoid clash of interest and maintenance of confidentiality.

In case at any stage , it is found that the information given by me/us is false/incorrect, GJEPC shall have the absolute right to take any action as deemed fit ,(including termination of contract and/or black list and debar), without any prior intimation to me/us.

Date: _____ Signature of authorized person for and on behalf
Designation/Seal of Agency

(Application for empanelment of Public Relation (PR) Agency for three Years)

**PARTICULARS FOR EMPANELMENT OF
PUBLIC RELATION AGENCIES-FINANCIAL BID (to be submitted
on their letter head)**

Date:

To
Executive Director,
The Gem & Jewellery Export Promotion Council,
AW 1010, G-Block,
Bharat Diamond Bourse
BKC Mumbai-400051

We hereby offer to submit our request for empanelment of Public relation Agency of GJEPC for three years Dated :23rd January, 2015. We have read, and understood the content of RFP. We unconditionally accept & abide by the terms & conditions specified therein.

Our Public Relation (PR) Agency brief Profile is as under:

Sr. No.	Brief Contents /Particular	
1	Name and Contact details of the Agency	
2	The contact details of official proposed for handling for Council i.e. Key personnel contact Person/s Contact Tele. No. Mobile No. Email ID, etc	
3	Public relation activities expected fee per month	

I/We here by certify that all particulars given above are correct and true to the best of my/our knowledge.

I/We certify that if appointed for empanelment, I/We shall appoint separate teams for any competing client who are in same business as Council to avoid clash of interest and maintenance of confidentiality.

In case at any stage , it is found that the information given by me/us is false/incorrect, GJEPC shall have the absolute right to take any action as deemed fit ,(including termination of contract and or black list and debar), without any prior intimation to me/us.

Date:

Signature of authorized person for and on behalf

Designation/Seal of Agency

INSTRUCTION FOR TENDERING

- 1 Before tendering, the Tenderer are requested to carefully examine the Tender Document, Terms and condition of assignment, specification and if there is any ambiguity they should immediately refer the matter to Council, for clarification.
- 2
 - (i) The Tenderer shall complete the annexed form of tender and information called for therein and shall sign with date each page of the Tender documents.
 - (ii) The tender should contain a name with designation, an address, Tel. No. and Fax No. for serving notices to the Tenderer in connection with the tender.
 - (iii) Tenders should be submitted in a sealed envelope clearly indicating in top of the envelope “Empanelment of Public Relation (PR) Agency”
- 3 All form may please be filled up in Arial 12 fonts in double spacing format.
- 4 The bidder should enclose the proofs of document for qualifying requirement. Document not required as part of the tender should not be provided.
- 5 Council does not bind itself to accept the lowest or any tender and has the right to refuse any Tender without assigning any reason or select any Bidder/Single bidder that is in the final evaluation list. Council also has a right to reissue the tender without Tenderer having the right to object against such reissue. Council also reserve the right to extend the validity period of the tender.
- 6 For any clarification, the tenderer may contact Dy. Director, Promotions, Marketing & Business Development Department , GJEPC at 022 26544600. Or email at ho@gjepcindia.com

General Terms and conditions

Assignment:

- The agency , save and except with prior written approval in writing of Council, shall not undertake any work of any nature not assigned and /or not mentioned in the tender and for executing such work . The agency shall state the nature of work and probable expenditure thereof. After Council has accorded its consent in writing for execution of such work and/ or incurring expenditure thereof, then only the agency shall undertake such work and not otherwise
- No right or liabilities under this agreement shall be assigned by the selected agency without the prior written consent of Council.

Agency's General Responsibilities:

- o The agency shall, subject to provision of the assignment and the due care, execute and maintain the work and all responsibility including the supervision thereof and all other things whether of a temporary or permanent nature required in and for such execution.
- o The agency shall carry out and complete the work in accordance with good prevailing practices and using workmanship of the quality and standards therein specified, provided that where and to the extent that approval of the quality of the standards of workmanship is a matter of opinion such quality and standard shall be the satisfaction of Council.

Sufficiency of tender:

- o The Agency shall be deemed to have satisfied himself of tender before entering into the Terms & Conditions as to the correctness and sufficiency of the rates and prices.

Price

- o The fee of the decided through the process described earlier would remain valid for the entire empanelled period. In case the contract is renewed at annual interval,the fee can be increased/ decreased at the sole discretion of the Council

over the previous year subject to increase or decrease in quantum of work that justifies the fee.

- o The accepted price shall otherwise remain firm during the entire tenure of assignment including authorized period of extension of time and shall not vary on account of any increase/decrease of cost of material/labours or any other reasons whatsoever.

Payments Terms

- o Council will make payment of the fees on monthly basis post receiving the monthly media docket of the month with taxes as applicable. Any third party cost incurred by the agency to carry out the above assignment would be reimbursed to the agency, subject to the cost as incurred with prior approval from Council and on submission of proof of documents evidencing such cost.

Taxes:

- o The agency shall pay and be responsible for payment of all the applicable taxes, duties, levies, fees or charges in respect of the work as required for the assignment. Only service tax will be payable by Council. Tax will be deducted from the payment of the Agency as per applicable law

Statutory authority obligation, notices, fees and charges:

- o The agency shall comply with and give all notices required by any act, any instrument, rule, or order made under any act, or any regulation with regard to the assignment.
- o The Agency would comply with all applicable laws as they relate to its performance under this agreement. The agreement shall be governed, interpreted by and construed in accordance with the law of India.

Limited Agency:

- o For the limited purpose of purchasing materials and engaging the services of the third parties which are necessary for providing services under this agreement, Council would appoint the PR Agency as its agent.

- o It is expressly clarified that Council is responsible for all cost and expenses incurred by the Agency on behalf of the Council which shall be incurred only on receiving the prior approval of Council.

- o Save and except for the “Limited Agency” created under this agreement the PR Agency appointed would be an independent party and that neither party is the legal representative of the other and further, the personnel of the PR Agency and other third Parties engaged to perform any services under this RFP are not the employee of Council.

Right in intellectual Property and materials:

- o All the rights relating to the Trade Marks and Copy Rights in respect of publicity work generated by the Agency on behalf of Council and paid for by Council shall always vest with Council. Provided, that Council would reimburse the Agency for any sum of money paid for assignment/licensing of the copy right as and by way of fee, charges, or otherwise as provide by the guidelines, regulation, rules, or policy of the professional body or association, with prior approval from Council.

- o All concepts, communications, etc, created and conceived by the Agency on behalf of Council, and involving name of Council, shall not form part of any award or competition or promotion unless prior written consent of Council has been obtained thereof.

Confidentiality:

- o Information provided under this RFP and Subsequent service agreement(if the Agency is selected)is confidential and neither party shall at any time either during the association or at any time thereafter divulge either directly or indirectly to any person(s), firm or company, business entity, or other organization whatsoever, any confidential information that the other party may acquire during the course of such association or otherwise concerning the other party’s business ,property, contracts, trade secrets, clients or affairs.

Indemnification:

o All applicants under the RFP absolutely , irrevocably, and unconditionally here by indemnifies and undertakes to keep Council and /or its Directors, officers, employees, agents, and representatives, for all times from and against all charges, cost, losses, claims, demands, and liabilities, obligations, suits, judgments, penalties, proceedings, precautions, litigations, or actions, financial or otherwise, at law or equity, including the expenses of defending any claim of liability by any third party, and from and against all actual damages sustained, whatsoever, whether past, or current suffered or incurred by Council and or its Directors, officers, employees, agents, and representatives due to reasons of

(a) Breach, misconduct, omissions or

(b) Negligence on the part of Agency and or its directors, employees, in the performance of the services including but not limited to any claim arising out of improper or illegal use or adoption or invasion or infringement of the copyright or intellectual property right.

Termination:

o In the event that disputes shall arise between the parties hereto on any matter/provision set out in this RFP and subsequent Service Agreement for the selected Agency, the parties shall try to resolve the matter amicably inter se. The defaulting party shall be given notice of 21 days to alter the situation and resolve the disputes or reverse the damage caused in any way.

o In the event, the defaulting party does not comply with its obligation, on the termination of the notice period , the other party shall be liberty to without further notice, and shall additionally have to right to claim any further rights available under the law, including without limitation, the right to damage.

o Upon termination of the agreement, the Agency would promptly hand over to Council all deliverable items including work in progress, all “as is where is” condition subject to the mutual settlement of all money due and payable to them being paid. During the period of notification of termination, the Agency shall complete pending assignments and Council shall agree to settle the dues in respect of assignments after completion thereof by the agency, except if specifically instructed by Council to act otherwise.

- Council would also have the right to terminate such service agreement with one month notice without assigning any reason.
- **COST BORNE BY APPLICANTS:**
All cost and expenses (whether in terms of time or money) incurred by Applicants in any way associated with development, preparations, and submission of responses, including but not limited to attendance at meetings, discussions, etc and providing any additional information's required by the Council will be borne entirely and exclusively by the Applicants.

Limitation of liability:

Save and except as provided in "Terms of Compensation" and "Termination" herein, neither Party shall be liable to the other for any lost revenue, lost profits or other incidental or consequential damages based on any breach or default under this agreement.

Survival:

In the event of the termination of the agreement(for the selected agency)in whole or in part, the clause titled"compensation" ,"Right in Intellectual Property &material", "indemnification" "confidentiality", and "limitation of liability" shall survive and continue in effect and shall ensure to the benefit of and be bindingupon both parties, their successors and assigns.

Severability:

Each of the restriction is separate and severable from other. Any provision which isinvalid or unenforceable, shall be ineffective to the extent of such invalidity or unenforceable, without affecting in any way the remaining provision hereof.

Written Notice of change in name, from or control of either party:

- The Agency would provide Council with prompt written notice of any change in Agency's name, ownership, or form of organization. The Agency would also provide Council with prompt written notice of the occurrence of any event, which could jeopardize or materially impact its ability to perform its obligation under this agreement in a timely manner.

Evaluation of Offers:

Each Applicant acknowledges and accepts that the Council may, in its sole and absolute discretion, apply whatever criteria it deems appropriate in the selection of PR Agencies, not limited to those selection criteria set out in this tender documents. The issuance of tender document is merely an invitation to offer and must not be construed as any agreement or contract or arrangement nor would it be construed as any investigation or review carried out by a Applicants. The Applicants unconditionally acknowledge by submitting its responses to the tender document.

Force majeure:

o If either Party is unable to perform its obligation under this agreement due to the occurrence of an event beyond its control (such as acts of God, war like situations, Riots, Bandhs, Government actions, Earthquakes, Cyclones, Typhoons, and other natural calamities etc. that the party will not be deemed to have defaulted under this Agreement. Each party would use all reasonable efforts to enable performance under this Agreement to continue.

The agency to conduct as good faith and as per good industry practice:

o Notwithstanding anything contained in this Agreement. The Agency shall conduct its obligations as an agent in good faith and exercise reasonable care as per good Industry practice and for removal of doubt the degree of care shall in no way less than what it is required as if it were a principle. While acting as an agent the Agency shall be responsible to Council for all Acts of negligence, and for consequences emanating from lack of exercise of reasonable care. The Agency is bound to supervise the proper execution of contracts entered by it on behalf of Council as its agent.

Conflict of interest:

o The agency shall strictly avoid conflicts with other assignments/jobs or their own corporate interest and shall disclose to Council all actual and potential conflicts that exist, arise or may arise in the course of performing the services after it becomes aware of that conflict.

Other condition:

o It is clarified that the services, as specified in the scope of services, shall be provided to Council within the territorial jurisdictions of republic of India and in case of any dispute the jurisdiction shall remain with the Mumbai Courts only.

o Council shall have the right to avail Services from other agencies as well and this RFP do not confer any exclusive rights to any agency for services rendered/ to be rendered. Inter-se allocation of work between the agencies in such case would be the sole discretion of Council and the decision of Council in this regard shall be final.

o As and by way of abundant caution it is clarified that Council will have all ownership and/ or license rights on all the ideas, concepts, proposals, logos, design, scripts, etc developed by the Agency during the course of this assignment as specified in the RFP and paid by the Council.

o The Agency shall in respect of the services, obtain prior written approvals from the designated authorized signatories of Council, in all cases, in respect of the form, the manner, the extent and the wording of all publicity materials produced before taking any action under the agreement.

Council have the right to reject all or any of the application without assigning any reason for the same.

Scope of work for Public Relation Agency

- a. To provide consultancy on all aspects of GJEPC's communication needs that contribute to gaining an edge in image and enhanced reputation.
- b. To conduct extensive media research to identify communication opportunities and issues.
- c. To assist in developing media materials including information kits, speech, presentation, press releases, backgrounder, features , articles, messages etc.

- d. To assist GJEPC in managing all media interface like press conferences and one-on-one interviews in TV, print, electronic and online media.
- e. To identify and maintain lists of media professionals in the commodity, business, policy, lifestyle luxury and other related domains relevant to GJEPC.
- f. To assist and manage one-on-one relations with key media professionals relevant to GJEPC.
- g. To assist in conceptualizing events which; could lead to high media interest and coverage.
- h. Providing media advisory to enable GJEPC spokespersons to deal with media effectively.
- i. To track the media and provide on a daily and monthly basis all coverage related to GJEPC's activities both positive and negative.
- j. To assist GJEPC in managing PR for any adverse crisis situations.
- k. To provide monthly reports on media activities undertaken by it as per the said Services with media evaluation. Such Reports should be presented under categories such as Competition, Event coverage, Agency initiated coverage(Pro Active PR), Trade Related Articles etc.
- l. To define and develop key messages and communication
- m. To represent industry issues and developments and GJEPC's voice through regular press interactions and coverage
- n. To provide optimal editorial support to all events and activities by GJEPC including annual events and generate awareness amongst various , diverse publics
- o. To project industry issues in media to communicate to the opinion leaders and policy makers

- p. To build awareness about GJEPC's vision and strategic direction among the industry and opinion leaders through regular media interactions and proactive stories
- q. To position GJEPC as an expert, and impartial advisor on all issues related to gems and jewellery through quotes and voices in industry stories
- r. To offer well-prepared PR-material to the journalists on all events, industry issues, annual/monthly performance of the industry, as advised by GJEPC, and to put these in a relevant, interest-arousing context from a journalistic point of view.
- s. To provide Monthly PR plan with defined target media for each activity planned and present the evaluation of PR achieved in previous month, on monthly basis.
- t. To present half year reviews of industry analysis/ study of competition, media evaluation to the GJEPC sub committee.

Annexure-IV

S.NO	PARTICULARS	COPY RECEIVED (YES OR NO)	REMARKS
1.	LETTER OF THE COMPANY(<i>Expression of Interest</i>)		
2.	CERTIFICATE OF INCORPORATION		
3.	LAST THREE YEARS AUDITED FINANCIAL STATEMENTS/ IT RETURN		
4.	COPY OF WORK ORDER/ PROJECT COMPLETION REPORT (<i>for last two events/activities</i>)		
5.	COMPANY PROFILE		
6.	LIST OF CLIENTALE		
7.	MANPOWER DETAILS		
8.	EQUIPMENT / STRUCTURAL DETAILS(<i>if applicable</i>)		
9.	PF REGISTRATION CERTIFICATE		
10.	PF CHALLAN (<i>At the time of making Payment</i>)		
11.	SERVICE TAX REGISTRATION		
12.	SHOP & ESTABLISHMENT LICENSE		
13.	ANTECENTS VERIFICATION OF MANPOWER BE ENSURED BY THE SERVICE PROVIDER (<i>if applicable</i>)		
14.	ESIC REGISTRATION CERTIFICATE AND REGISTRATION NUMBER		
15.	WORK ORDER / AGREEMENT SHOULD CONTAIN CLEAR CLAUSE PERTAINING TO PAYMENT OF STATUTORY COMPLIANCES SUCH AS PF, ESIC, PT, ST BEING THE SOLE RESPONSIBILITY OF THE SERVICE PROVIDER/CONTRACTOR		
16.	LICENCE TO BE OBTAINED FROM THE OFFICE		

	OF THE COMMISSIONER UNDER THE PROVISIONS OF CONTRACT LABOUR (REGULATION AND ABOLITION) ACT 1970. <i>(if applicable)</i>		
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