



**INFORMATION AND COMMUNICATION TECHNOLOGY AGENCY OF SRI LANKA**

**INVITATION FOR QUOTATION**

**Procurement of Public Relation and Media Services for NSDI  
ICTA/GOSL/SER/NS/2018/13**

**September 2018**

**INVITATION FOR QUOTATION (IFQ)**  
**Procurement of Public Relation and Media Services for NSDI**  
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1. The Information and Communication Technology Agency of Sri Lanka (ICTA) that functions under the purview of Ministry of Telecommunication, Digital Infrastructure and Foreign Employment, is an agency established in 2003 under the Information and Communication Technology Act, No. 27 of 2003 and Amendment Act 33 of 2008. The agency is mandated to ICT development strategies and programmes, in both the government and private sector, including legal & policy reforms.
2. ICTA has initiated implementing National Spatial Data Infrastructure (NSDI) in Sri Lanka as a national wide initiative for effective decision making based on available Geo graphical data scattered with many government organizations. Therefore, ICTA will launch the system during the year 2018 and promote the NSDI among the citizens about its benefits which ICTA intends to procure the services for promoting the NSDI.
3. Service Providers are hereby invited to submit the most competitive quotation for providing services for promoting the NSDI as per the Activity and Price Schedule given in **Annex 1B**.
4. **Duration of workshop:** During October to December 2018
5. **Bid Price:**
  - a) Bidders are required to quote for providing the services as described in **Annex 1B - Activity and Price Schedule**. Evaluation shall be on the basis of the total price quoted. Partial quotations **will not** be accepted and will be treated as non-responsive.
  - b) Total Price for the services shall be given in **Annex 1B**. Corrections if any shall be made by crossing out, initialling, dating and re- writing. Submission of quotation shall be in the format (Annex 1) given in the IFQ.
  - c) Price offered shall include all sale and other taxes already paid or payable. However, VAT shall be indicated separately if applicable. The prices shall also include other associated costs whatsoever, if any.
  - d) The price quoted shall be fixed for the duration of the contract and shall not be subject to adjustment on any account.
  - e) The prices shall be quoted in Sri Lankan Rupees (LKR) only.
    - i. if there is a discrepancy between the unit price and the line item total that is obtained by multiplying the unit price by the quantity, the unit price shall prevail and the line item total shall be corrected, unless in the opinion of the Purchaser there is an obvious misplacement of the decimal point in the unit price, in which case the line item total as quoted shall govern and the unit price shall be corrected;
    - ii. if there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and
    - iii. if there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail subject to (i) and (ii) above.
6. **Submission of quotation:**

Each bidder shall submit only one quotation. Alternative and partial bids shall not be Considered. The prices should be given in **Annex 1B**.

**7. Validity of Quotation:**

Quotation shall remain valid for a period not less than 30 days after the deadline date specified for submission of quotations.

**8. Minimum Qualification requirement:**

- a) The bidder should be a registered firm engaged in the business of providing similar services as part of their business and should have minimum of 3 years' experience.
- b) Bidder shall have an annual average turnover of LKR 3 Million for the last three years.
- c) Documentary evidence should be submitted along with the quotation and financial statements for the last three years and documents of staffing proposed. (i.e. Company Registration Document and proof of previous experience with produced video clips in a CD or URL of them for last 3 years.)
- d) Bidder shall have a team of qualified and experienced staff in the field of media and public relation.

**9. Evaluation of Quotations:**

The Purchaser, ICTA will evaluate and compare the quotations determined to be substantially responsive i.e. which:

- (a) are properly filled and signed; and
- (b) conform to the terms and conditions, and requirements.

**10. Award of contract:**

The Purchaser will award the contract to the bidder whose quotation is determined to be substantially responsive and who has offered the lowest evaluated price.

- i. Notwithstanding the above, the Purchaser reserves the right to accept or reject any quotations and to cancel the bidding process and reject all quotations at any time prior to the award of contract.
- ii. The bidder whose bid is accepted will be notified of the award of contract prior to expiration of the quotation validity period. The terms of the accepted offer shall be incorporated in the purchase order.
- iii. Purchaser reserves the right to cancel/terminate the purchase order, if the services are not satisfactory to the Purchaser, ICTA.

**11. Payment:**

Payment shall be made according to the payment schedule specified in **Annex 2**.

12. Further information can be obtained from 0900 hrs to 1700 hrs on working days by contacting Director Procurement at the Office of the ICTA via Tel: +94-11-2369099/100 or by Fax: +94-11-2369091 or by E-mail: [procurement@icta.lk](mailto:procurement@icta.lk)

13. Bidders must submit quotation under a sealed cover to be received by Director-Procurement C/o. Chairman, ICTA, 160/24, Kirimandala Mawatha, Colombo 05 at or before **1500hrs October 05, 2018**. Late quotations and quotations sent electronically and/or Fax will not be accepted.

14. Please indicate the contract Number: ICTA/GOSL/SER/NS/2018/13 on the top left hand corner of the envelope.

We look forward to receiving your quotations.

Chairman  
Information and Communication Technology Agency of Sri Lanka (2<sup>nd</sup> Floor)  
160/24, Kirimandala Mawatha,  
Colombo 5

September 27, 2018

## **ANNEX 1A: SCHEDULE OF REQUIREMENTS (SOR)**

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### **OBJECTIVE OF THE ASSIGNMENT**

The objective of the assignment is to promote National Spatial Data Infrastructure (NSDI) which will be launched during the year 2018 for the public, through online and offline media campaign to create awareness among citizens about the benefits of the NSDI. The service provider should achieve the targets given in the Activity and Price Schedule in Annex 1B.

### **DURATION OF THE ASSIGNMENT**

The duration of the assignment is from October to December 2018

### **CLIENT'S INPUTS**

Information required for designing the advertisements, posts etc and information for press releases will be provided by the client and service provider should be able to do the creative writing for the given information. The service provider must get the client's (ICTA) approval before publishing.

## ANNEX 1B: ACTIVITY AND PRICE SCHEDULE

Public Relation (PR) and Media Campaign – Production & Design of video clips, Online and offline Promotion and Marketing of National Spatial Data Infrastructure among public.

	No	Item	Description	Languages (E- English, S - Sinhala, T – Tamil)	Quantity	Unit Price (LKR) Excluding VAT	Total Price (LKR) Excluding VAT
Pre Event	1	Press release NSDI	Preparing, Scheduling & publishing total of 10 newspaper articles.  English 4 – Sunday Times & Sunday Observer (weekend), Daily Mirror & Daily News (weekday),  Sinhala 4 – Lankadeepa & Diwaina (Weekend), Dinamina and Silumina (weekday)  Tamil 2 - Thinakaran (Weekend), Thinakural (weekday)  Input for articles will be provided by ICTA and creative writing should be done by the bidder.	E+S+T	10		
			Online Media Coverage for the above articles  Articles should publish on minimum of four online media.	E+S+T	4		
	2	<u>Video Clips Designing &amp; Production</u>  The final production of video clips in MP4 format on H.264 standard (codec based). Videos should be in minimum 1080HD and	Designing and producing one (01) TV spot in Sinhala language - 30 sec	S	1		
			Designing and producing one (01) TV spot in English - 30 sec  *Same video dubbed in Tamil	E  T - Dubbed	1  1		

	No	Item	Description	Languages (E- English, S - Sinhala, T - Tamil)	Quan tity	Unit Price (LKR) Excluding VAT	Total Price (LKR) Excluding VAT
		should be compatible with broadcast media formats such as television.	Designing and producing an Introductory video in English for NSDI to be projected at the launch event. – 4 minutes	E	1		
	3	Social media coverage (including designing flyers, posts)	<ul style="list-style-type: none"> <li>Designing promotional social media adverts. (10 Designs)  <b>Need to get prior approvals from ICTA</b></li> </ul>	E+S+T	10		
			<ul style="list-style-type: none"> <li>Scheduling &amp; Promoting Facebook to a target audience from October to December, cost shall be up to budget of Rs. 150,000 for facebook boost. (exact dates will be notified once awarded). Evidence on promotion should be provided.</li> </ul>			150,000.00	150,000.00
			<ul style="list-style-type: none"> <li>Promote NSDI on twitter and LinkedIn by publishing at least 10 Tweets and 10 LinkedIn posts during the period from October to December.</li> </ul>		10		
During the NSDI Launch	4	e-Mail Campaign (October to December 2018)	<ul style="list-style-type: none"> <li>Design a Flyer and promote through email campaign targeting a network of investors, universities, academic institutions, start-up companies, government organizations and any other relevant</li> </ul>	E	Item		

	No	Item	Description	Languages (E- English, S - Sinhala, T - Tamil)	Quantity	Unit Price (LKR) Excluding VAT	Total Price (LKR) Excluding VAT
			parties. (Design one flyer a week)  <ul style="list-style-type: none"> <li>Continuously promote NSDI through multiple emails campaigns during the promotional period. Minimum 300,000 active email addresses. Take actions to prevent mail spam. Evidence should be provided.</li> </ul>				
	5	Press Advertisements	Designing, Scheduling & publishing a half a page colour press advertisement on the day of NSDI launch  <ul style="list-style-type: none"> <li>Daily News, Weerakesari &amp; Lankadeepa</li> </ul>	E+S+T	3		
	6	Invite TV stations for event and coordinate with them	Have a registration table for this purpose at the NSDI launch	-	Item		
	7	Photographic coverage for the entire event	It should cover the entire event including arrival of the chief guest, launch to end of the event.	-	Item		
Post Event	8	Press release on NSDI	Scheduling & publishing a minimum 10 articles (newspaper coverage).  English 4 – Daily Mirror, Daily news, Sunday Observer, Sunday Times.  Sinhala 4 – Lankadeepa, Dinamina, Divaina, Lakbima  Tamil 2- Weerakesari, Thinakural	E+S+T	10		

	No	Item	Description	Languages (E- English, S - Sinhala, T - Tamil)	Quantity	Unit Price (LKR) Excluding VAT	Total Price (LKR) Excluding VAT
			Information will be provided by ICTA.				
	9	Thought Leadership interview with heads of stakeholder organizations involved	Scheduling & Conducting one TV Program – 15-20 minutes- Rupavahini (During Ayubowan or Nugasevana programmes)	S	1		
	10	Video Clips Telecasting (Period will be decided and informed to bidder after the award of the contract)	30 Second clips (Sinhala & English) Prime time Channels: Rupavahini & Derana	S+E	12		
			30 Second clips (Sinhala & English) Non-Prime time Channels: Rupavahini & Derana	S+E	35		
	11	Managing the PR & Media Campaign & Providing final dossier (hard copy & softcopy)with all coverage (All final output material should be handed over in editable format)		-	Item		



## ANNEX 2: PAYMENT SCHEDULE

	<b>Deliverable</b>	<b>Payment</b>
1	After satisfactory completing the requirements for the pre event (Nos 1 to 5 in the Annex 1B) by submitting related outputs (final versions and editable formats) of it. After acceptance of the same by ICTA	40% of the total contract price
2	Upon satisfactory completion of the balance during the launch of the NSDI and post-event services by submitting related outputs (final versions and editable formats) of it. (Nos 4 to 7 in the Annex 1B) After acceptance of the same by ICTA	20% of the total contract price
3	After satisfactory completion of all activities including Nos 8 to 11 specified in the Annex 1B and upon submitting a full report on the activities with evidence (Hardcopy & Softcopy) and submitting related outputs (final versions and editable formats) of it.	40% of the total contract price

We agree to provide the goods/items and services stipulated in the Annex 1B: Schedule of Requirement in accordance with the specifications / requirements within the period specified in the Invitation for Quotations.

The total value of the assignment is Sri Lanka

Rupees.....

.....excluding VAT (Amount in

words)LKR ..... (Amount in numbers).

Authorized Signature : ..... Date : .....

Name and Title of Signatory : .....

Name of the Company : .....

Company Seal

Address and Contact Details of the Company;

Address: .....

.....

Contact Number: Mobile : .....

Office : .....

Email : .....