KERALA STATE PLANNING BOARD

EOI No. SPB-PCD/36/2026-PCD

Expression of Interest for Selection of a Media and Communication Agency

CLARIFICATIONS TO QUERIES AND CORRIGENDUM

Date: 29 October 2026

The Kerala State Planning Board has extended the timetable for this EOI and amended a few of its terms. The revised timetable is in Part 1, the amendments are in Part 2, and the Board's replies to queries from prospective applicants are in Part 3. The replies are grouped by subject, without identifying the applicants who raised them, and similar queries have been combined.

This document forms part of the EOI. All other terms of the EOI remain unchanged.

1. Revised timetable

The following dates replace the dates in the EOI.

Stage	Revised date
Issue of clarifications and corrigendum	Thursday, 29 October 2026
Last date and time for submission of Technical Proposals, by e-mail	Thursday, 12 November 2026, 5:00 p.m.
Eligible applicants informed and invited to present	Friday, 13 November 2026, 4:00 p.m.
Presentations by eligible applicants	Friday, 20 November 2026
Last date for Financial Proposals, in sealed cover, from applicants invited to present	Monday, 23 November 2026, 5:00 p.m.

2. Changes to the EOI

(a) Financial Proposals. Every applicant invited to present shall submit a Financial Proposal in a sealed cover, marked "Financial Proposal: EOI No. SPB-PCD/36/2026-PCD" with the applicant's name. The cover may be sent by post or courier, or delivered by hand at the office of the Member Secretary during office hours, so as to reach by the date in Part 1. The Board will open the covers only of applicants who secure at least 80 marks in the technical evaluation, and will return the other covers unopened. Paragraphs 1.2, 1.4 and 9.1 of the EOI, and the note below its cover table, are amended to this effect.

(b) EOI number and e-mail address. The EOI number is SPB-PCD/36/2026-PCD, and the e-mail address for queries and submissions is empanelment.spb@kerala.gov.in.

(c) Validity. Technical Proposals shall remain valid for 90 days from the revised last date for submission.

3. Replies to queries

No.	Query	Clarification
A. Process and submission		
1	Extension of time: applicants have asked for more time to prepare the Technical Proposal, given the clarifications they sought on scope and deliverables.	The Board has extended the timetable, as shown in Part 1. Technical Proposals are now due by Thursday, 12 November 2026, 5:00 p.m., and presentations will be held on Friday, 20 November 2026. Proposals already submitted remain valid, and an applicant may replace its proposal with a revised one before the new last date.

No.	Query	Clarification
2	Financial Proposals: are they required from every applicant invited to present, or only from those who score 80 or above?	Every applicant invited to present shall submit a Financial Proposal in a sealed cover by Monday, 23 November 2026, 5:00 p.m. After the presentations, the Board will publish the technical scores. It will then open the covers only of applicants who score at least 80 marks, and will return the other covers unopened.
3	Signature: is a scanned wet-ink signature or a digital signature acceptable on every page of the Technical Proposal?	Either is acceptable. The proposal may be a scanned copy signed in ink, or a PDF signed digitally by the authorised signatory.
4	E-mail submission: what is the attachment size limit, and will receipt be acknowledged?	Each e-mail, with its attachments, should not exceed [20] MB. Larger material may be shared through links to cloud folders. The Board will acknowledge receipt of each proposal by e-mail.
5	Delivery of the Financial Proposal: may the sealed cover be sent by courier or delivered by hand, with an advance scanned copy by e-mail?	The sealed cover may be sent by post or courier, or delivered by hand at the office of the Member Secretary, Kerala State Planning Board, Pattom, Thiruvananthapuram – 695004, during office hours, so as to reach by Monday, 23 November 2026, 5:00 p.m. The cover shall be marked “Financial Proposal: EOI No. SPB-PCD/36/2026-PCD” with the applicant’s name. No scanned or e-mailed copy of the Financial Proposal should be sent. A Technical Proposal or e-mail that discloses a price will be rejected.
6	Nature of award, estimate and final version: is this a single award? Will the Board share its estimated cost? Is the issued document the final version?	The EOI leads to the engagement of one agency. It does not create a panel. The e-mail address is the Board’s designated address for this process. The Board does not disclose its estimated cost. The EOI issued on 13 October 2026 is the final version, read with this document. Its number is SPB-PCD/36/2026-PCD, and the address for queries is empanelment.spb@kerala.gov.in.
7	Qualifying score: does the 80-mark threshold apply after the presentation, and how are marks split between the written proposal and the presentation?	The threshold of 80 out of 100 applies to the technical score, which the Committee awards after the presentation. The presentation does not carry separate marks. The Committee takes it into account when marking the proposal against the sub-criteria in Annexure B. Price is considered only for applicants who reach 80 marks.
B. Eligibility		
8	Five years of experience: is it counted from incorporation, or may the experience of promoters, predecessor or group entities be shown?	Experience is counted from the date of registration or incorporation of the applicant entity, up to Thursday, 12 November 2026. Where the applicant is the legal successor of an earlier firm, for example a partnership converted into a company, the experience of the earlier firm may be counted on production of documents showing the succession. The experience of promoters, group companies or associate entities is not counted.

No.	Query	Clarification
9	Comparable assignments: is there a minimum value, duration or look-back period? Are client letters acceptable where an NDA prevents sharing deliverables?	There is no minimum value, duration or look-back period, and up to three assignments are marked. Where a non-disclosure agreement prevents sharing deliverables, a letter or work order from the client on its letterhead, describing the nature and period of the work, is acceptable.
10	Presence in Kerala: which documents count as established professional arrangements? May an applicant undertake to set up an office in Kerala after award?	Established professional arrangements may be shown through agreements, memoranda of understanding or retainer contracts with production partners in Kerala, engagement letters of team members based in Kerala, or similar documents in force on the last date for submission. Eligibility is assessed on the last date for submission, so an undertaking to open an office after award does not by itself meet the condition. It may be submitted along with documents of existing arrangements.
11	Production partners: may an applicant declare a panel of partners and substitute within it with intimation to the nodal officer?	Yes. An applicant may declare more than one production partner for a district or region. During the engagement, the agency may substitute one declared partner for another after informing the nodal officer in advance. A partner not declared in the Technical Proposal requires the Board's written approval.
C. Scope and deliverables		
12	Monthly deliverables (Annexure A): are the Reels and Shorts, explainer videos, infographics and podcast episodes included within the 40 posts?	No. Each item in Annexure A is a separate monthly minimum. Short-form videos, explainer videos, infographics and podcast episodes are counted separately, in addition to the 40 posts.
13	Counting of posts: does the same content adapted across platforms count separately? Do carousels count as one post? Are YouTube posts excluded?	The 40 posts are unique content pieces. A creative adapted for X, Facebook, Instagram and LinkedIn counts as one post, and a carousel counts as one post. YouTube is outside the 40; videos posted on YouTube count as short-form videos, explainer videos or District Success Stories. At least 20 of the 40 posts shall be in Malayalam.
14	Website collateral: what constitutes the 10 monthly items?	The items are material for the Board's website, such as banners, page graphics, infographics adapted for the web, and short written updates on Board events and documents. The agency proposes the mix in its monthly content plan, for the nodal officer's approval. Development or maintenance of the website is outside the scope.
15	Podcasts: will the Board arrange participants, topics and coordination? Is both audio and video production required?	The Board will identify the topics and arrange participants from the Board and Government. The agency is responsible for research support, scripting, coordination of the recording, production, editing and publishing. Each episode shall be recorded in video, with an audio version for audio platforms.
16	Event coverage: is there a minimum number of photographs and a duration for the short video? Is there a cap on events within one shoot day?	For each event, the agency shall deliver at least 20 edited photographs and a short video of 60 to 90 seconds within 48 hours. A shoot day covers all events within its 8 hours, and the 48 hours apply to each event separately.

No.	Query	Clarification
17	Travel: does the retainer include accommodation, per diem and equipment transport for district shoots? Are events outside Kerala in scope?	The monthly retainer and the rates for additional services are all-inclusive. They cover travel, accommodation, daily allowances and transport of equipment for coverage anywhere in Kerala. Coverage outside Kerala is outside the monthly deliverables; if the Board requires it, the Board will order it in writing and agree the cost separately.
18	Citizen feedback: is there a prescribed format for the digest? What volume, platforms and languages are expected? Who approves replies, and will there be a moderation policy?	There is no prescribed format. The agency may propose the format and classification in its Technical Proposal, for the Board's approval at the start of the engagement. Feedback is gathered from the Board's own accounts, in Malayalam and English; the volume will depend on public response and cannot be fixed in advance. Replies to citizens in public comments need the nodal officer's approval, like all other content. The Board will issue a moderation and escalation policy at the start of the engagement, and the agency may also propose a draft.
19	Source content: will the Board supply its documents in both Malayalam and English?	The Board will supply its documents in the languages in which they are available. The agency is responsible for translating and adapting material for content in Malayalam and English.
20	Existing accounts: which accounts exist, who holds administrator access, is there an incumbent agency, and will a handover be arranged?	The Board does not maintain existing accounts on X, Facebook, Instagram and YouTube, and there is no incumbent agency. The Board will hand over access to the selected agency's designated staff at the start of the engagement. All accounts remain in the Board's name.
21	Strategic scope: may the detailed campaign approach be developed around one selected initiative or policy area?	Yes, as an illustration. The Technical Proposal should set out an overall strategy for the Board's mandate and an outreach plan for the Approach Paper, the Annual Plan and the Fifteenth Five Year Plan. Within that strategy, an applicant may develop the detailed campaign approach around one initiative or policy area.
22	Creative routes: should the sample concepts show several routes for one initiative, or communication across different initiatives?	Either approach is acceptable. Concepts are marked on their quality in Malayalam and English and on how well they reach younger audiences and persons with disabilities.
23	Expected depth: are illustrative campaign concepts within the overall framework sufficient, or is a detailed campaign plan for a specific initiative expected?	Illustrative campaign concepts within the overall strategic framework are sufficient at this stage. A detailed campaign plan for a specific initiative is not required.
24	Submission format: is there a page limit or presentation format for the Technical Proposal?	No page limit or format is prescribed. Applicants may keep the main proposal concise and place supporting documents in annexures. Each presentation runs for 20 minutes, followed by 10 minutes of questions, and slides may be in any format.
25	Primary research: is original research such as surveys, interviews or focus groups expected?	Original research is not required for the Technical Proposal, which may draw on Board and Government data and secondary sources. During the engagement, the agency gathers citizen feedback through the Board's accounts. Formal surveys or studies are outside the retainer unless the Board orders them separately.

No.	Query	Clarification
D. Legal and commercial		
26	Use of artificial intelligence: which guidelines apply, is AI-assisted work permitted, and what disclosure is expected?	The agency shall follow the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, as amended, including the requirements on labelling synthetically generated content, and any guidelines issued by the Government of Kerala. AI-assisted translation, captioning, editing and voiceover are permitted, subject to human review for accuracy. Images, audio or video generated by AI to depict real persons shall not be used without the Board's written approval. The agency shall disclose the use of AI to the nodal officer when it submits an item for approval.
27	Ownership: does the Board's ownership of source and editable files extend to the agency's pre-existing templates, tools, fonts, and licensed stock or music?	The Board owns the material created for it under the engagement. The agency's pre-existing templates, tools and fonts, and licensed stock images or music, remain with the agency or the licensor. The agency shall obtain licences that allow the Board to keep using the delivered material without time limit. Sample concepts submitted with a Technical Proposal remain the applicant's property and will be used only for the evaluation. The Board will not publish or reproduce the creative material of an applicant that is not selected. General themes, ideas and approaches, including those in the public domain or arising from the Board's own work, may be used by the Board in the normal course.
28	Approvals, cancellations and payment: are deliverables treated as delivered when approval is delayed or the Board cancels an event? When is payment made after certification?	A shortfall will not be deducted where it arises because the nodal officer's approval took longer than the agreed approval times, or because the Board cancelled or postponed an event. A shoot day cancelled by the Board less than 24 hours before the event counts as used. The Board will release payment within 15 days of certifying the month's deliverables, subject to treasury procedures.

Member Secretary
Kerala State Planning Board
Thiruvananthapuram