

A1-2170/25/DSYA  
13.04.2025

**Expression of Interest (Eoi) for  
Selection of Expert Agency service for the execution of  
“Kick Drugs - Road Show and Statewide Campaign 2025”**

Directorate of Sports and Youth Affairs  
Jimmy George Indoor Stadium, Vellayambalam  
Trivandrum - 695033  
email: dsyagok@gmail.com

## **BACKGROUND**

The youth of Kerala are facing an increasing threat from drug influence, a situation that demands serious attention. This rise in drug abuse is not only a threat to individual well-being but also contributes to an increase in violent crimes within the state. The availability of synthetic drugs and the tactics employed by drug syndicates, such as using teenagers as carriers in exchange for free drugs, exacerbate the problem. Recognizing the severity of this issue, it's crucial to actively divert the youth from the clutches of drugs towards healthier alternatives, and sports stand out as a powerful tool in this endeavor. Engaging in sports offers a multitude of benefits for young people, contributing significantly to their physical and mental well-being.

In alignment with the State Government's initiative "Lahari Vimuktha Keralam," the Sports Department wishes to conduct a state-wide anti-drug campaign to address this critical issue. The **Kick Drugs - Road Show and Statewide Campaign** is a joint initiative by the Directorate of Sports and Youth Affairs and Kerala State Sports Council aimed at raising awareness about the dangers of drug abuse and promoting a healthy, drug-free lifestyle across the state. Through engaging events, educational programs, and mass outreach, this campaign seeks to inspire individuals, especially the youth, to stay away from drugs and embrace a positive way of life.

## **INVITATION FOR EXPRESSION OF INTEREST**

Directorate of Sports and Youth Affairs invites "Expression of Interest" from competent consulting and project management agencies for execution of Kick Drugs - Road Show and Statewide Campaign. The organizations should have vast experience and expertise in successfully planning, coordinating and documenting high profile projects which reaches National level as well as root level. The organization must have the capacity to engage other experts/agencies for the successful coordination of the programme. Relevant experience in the area of Sports, Project Planning & Development, Management, Marketing, Corporate Networking, Media Management & Public Relations and Event Execution. Expression of interest along with prescribed documents must be submitted at the office of Directorate of Sports and Youth Affairs on or before 3 PM on 23 rd April 2025.

## **ELIGIBILITY CRITERIA**

Only agencies having the following credentials are requested to participated in this EOI

- The agency must be a registered entity under Govt. of India or Govt. of Kerala shall be a Private Limited Company, an LLP or a Registered Partnership registered under Registrar of Kerala.
- The agency must have a financial turnover of minimum 25 Lakhs in the previous three years.
- The agency must have a Staff Strength Minimum of 50 and a Dedicated project team of minimum 20 people
- The agency must have a Minimum Experience of 5 Years The agency should not have any blacklisting during last 5 years

## **SCOPE OF WORK AND DELIVERABLES**

The Components included in the work execution

1. Conceptualisation, Project Outline, Content
2. Vendor Data and Vendor network
3. Marketing plan, Marketing Network
4. Sponsors Data, Sponsors Networking

5. Promotion Plan, Root level plans, Planning of micro-events
6. Technology incorporation
7. Root level project implementation capabilities
8. All IEC activities related to the campaign

### **SUBMISSION OF EOI**

Interested companies which meet the prescribed eligibility criteria may submit Expression of Interest along all the specified documents and shall reach before 3 p.m on 23.04.2025 at the following address.

Director, Directorate of Sports and Youth Affairs  
Jimmy George Indoor Stadium, Vellayambalam  
Thiruvananthapuram-33

The EOI should be enclosed in sealed envelope super scribed with the words “Expression of Interest for Consulting and Project Management of Kick Drugs - Road Show and Statewide Campaign”. The Technical and Financial proposals should be enclosed in separate envelopes.

### **EVALUATION AND SELECTION PROCEDURE**

#### **Evaluation Methodology**

A two-stage evaluation procedure will be adopted for evaluating the proposals for selection of Service Provider/Programme Manager. The financial bids shall be opened only after the completing the evaluation of the technical proposal. DSYA will follow the Quality and Cost Based Selection (QCBS) process. The weights to be given to technical and financial proposals will be in the ratio of 70:30.

The evaluation shall be strictly based on the information and supporting documents provided by the applicants in the Eol. It is the responsibility of applicants to provide all supporting documents necessary to fulfil the mandatory eligibility criteria. In case, information required by DSYA is not provided by the applicant, DSYA shall proceed with evaluation based on information provided and shall not request the applicant for further information.

The evaluation committee shall evaluate the Technical Proposals on the basis of their responsiveness to the Eol, applying the evaluation criteria, sub-criteria, and point system specified. Each responsive proposal will be given a technical score. A proposal shall be rejected at this stage if it does not respond to important aspects of the Eol or if it fails to achieve the minimum technical score of 60 marks.

After the technical evaluation, the Financial Proposals of the technically qualified bidders shall be opened by the Technical Committee. As this Eol is based on Lump-Sum fee, the Service Providers are deemed to have included all prices in the Financial Proposal, so neither arithmetical corrections nor price adjustments shall be made. The total price, including GST, specified in the Financial Proposal shall be considered as the offered price.

As selection of Service Provider is based on QCBS, the total score is calculated by weighing the technical and financial scores and adding them as per the formula. Service Provider achieving the highest combined technical and financial score will be invited for negotiations.

The lowest evaluated Financial Proposal (Fm) is given the maximum financial score (Sf) of 100. The formula for determining the financial scores (Sf) of all other proposals is calculated as following:  $Sf = 100 \times Fm / F$ , in which "Sf" is the financial score, "Fm" is the lowest ETP [Evaluated Total Price (ETP) which is excluding taxes, and "F" is the ETP of the proposal under consideration. The weights given to the Technical (Tw) and Financial (Fw) Proposals are: Tw = 0.70, and Fw = 0.30

Proposals are ranked according to their combined technical (St) and financial (Sf) scores using the weights (Tw = the weight given to the Technical Proposal; Fw = the weight given to the Financial Proposal; Tw + Fw = 1) as following:  $S = St \times Tw\% + Sf \times Fw\%$ .

For all queries and clarifications on the EoI contact:

Director, Directorate of Sports and Youth Affairs

Jimmy George Indoor Stadium, Vellayambalam

Thiruvananthapuram-33

Email : [dsyagok@gmail.com](mailto:dsyagok@gmail.com)

Phone : 0471 2326644

## BIDDING FORMATS

### Format 1: General Information about the Applicant

SI No.	Information sought	Details to be furnished
1	Contact Details of the Applicant	
1.1	Name of the Company / Agency (Lead Partner in case of Consortium / Joint Venture)	
1.2	Address for communication	
1.3	Telephone Numbers Office Number Mobile Number of authorized contact person	
1.4	Email address	
1.5	Website address	
1.6	Name of key functionary and designation	
1.7	Email Id of key functionary	
1.8	Mobile No of key functionary	
2.	Business Information	
2.1	Registration Number	
2.2	Registration Status of the Organization (Public/Private Ltd/ Company/Society/Trust/ Partnership /Proprietorship/ Consortium/Joint Venture)	
2.3	Year of Establishment	
2.4	Details of Registration (attach the photocopy of the Incorporation Certificate/ registration/ Agreement) as Annexure A)	
2.5	Details of board of Directors/Governing Body	
2.6	Self- Declaration for Non- Blacklisting by Sate/UT/Central Govt./PSU (Attach as Annexure B)	
2.7	In case of Consortium or Joint Venture, to provide Name, Address and status/type of each of the partners (Attach the joint declaration of partnership as Annexure C)	1.  2.
	Date Signature of the authorized signatory:  Name: Designation: Company Seal:	

**Format 2: Financial Capability of the Company/ Agency**

(Lead Partner in case of Consortium/ Joint Venture)

Details of Turnover (to be provided in Rs. Lakhs)

SI No.	Particulars	FY 2022-23	FY 2023-24	FY 2024-25
1	From Project management consultancy			
2	Other revenues			
	Gross Turnover (1+2)			

Signature of the Authorized person:

Date:

Name:

Designation:

Company Seal:

**Certificate**

Certified that the above details are based on the audited Financial Statement and are correct

Chartered Accountant:

Name:

Membership Number:

Note: Bidder shall attach copies of (the audited balance sheets, including related notes, and income statements for the last three years, as indicted above). Rate of exchange to be used for converting to equivalent INR shall be the selling rates at the end of the respective financial year notified by the central bank of the country where the work has been executed/completed or the reserve bank of India.

**Format 3: Details of Major Event, Programmes and projects managed in past 3 years**

Signature of the Authorized person:

Name:

Date:

Company Seal:

Designation:

Note: Bidder shall attach format 3 as separate sheets for each of the partners in case of Consortium or Joint Venture or tie-ups.

**Format 4: Details of Key in-house Personnel to be deployed for this assignment**

Signature of the Authorized person:

Name:

Date:

Company Seal:

Designation:

Note: Bidder shall attach format 4 as separate sheets for each of the partners in case of Consortium or Joint Venture.



### Compliance Check List

(The Documents listed below should be enclosed with Page Numbers as specified)

SI No.	Documents	Page Number	
		From	To
1	Covering Letter		
2	Duly filled up Compliance Checklist		
3	Format 1: General Information about the Applicant		
	Details of Registration (Incorporation Certificate/Firm Registration/Society Registration/Trust Deed) - Annexure A		
	Self- Declaration for Non- Blacklisting - Annexure B		
	Joint declaration of partnership (for consortiums / Joint Ventures/tie-ups) - Annexure C		
4	Format 2: Financial Capability of the Company/ Agency		
	Auditor certified Income Statement for Financial years 2022-23, 2023-24, 2024-25		
5	Format 3: Details of Major events, programmes and projects in past 3 years		
6	Format 4: Details of Key In-house Personnel		
7	Concept Plan proposed		

### Format 5: Financial Proposal

Submission Form (Submit in Separate Sealed Envelope)

SI No.	Description	Lump sum Fee (Rs.)	GST @18%	Lump sum Fee (incl. GST)(Rs.)



Vishnu Raj P IAS  
Director, Sports and Youth Affairs