



GOVERNMENT OF KERALA

Abstract

Hiring of consultancy services for communication strategy Development and implementation & digital Media Engagement under Kerala Solid waste Management Project (KSWMP) - permission granted - Orders issued

LOCAL SELF GOVERNMENT(DC)DEPARTMENT

G.O.(Rt)No.1651/2021/LSGD

Dated,Thiruvananthapuram, **31/08/2021**

- Read 1) Note No.15/SPMU/KSWMP dated 26.05.2021 of Project Director, KSWMP
- 2) GO(MS) No.2/2021/I&PRD dated 26.02.2021

ORDER

Government have approved Kerala Solid waste Management Project (KSWMP) under Local Self Government department with assistance of World Bank (WB) to strengthen institutional capacity of ULBs and to provide additional support in waste management and sanitation sector.

2. As per note read above the Project Director, KSWMP has reported that World Bank (WB) has advised to start the procurement activities for "Communication Strategy Development and Implementation" and "Digital Media Engagement" under KSWMP and World Bank has agreed to proceed with direct selection method for selecting appropriate firms for the above mentioned two activities, by relaxing the selection criteria of Quality and Cost Based Selection (QCBS).The estimated cost of the activities are as follows :

"Communication Strategy Development and Implementation" - Rs. 1.5 crore

"Digital Media Engagement" - Rs. 1 crore.

3. Project Director, KSWMP has also reported that Information & Public Relations Department (I&PRD) of State Government has selected a firm named Concept Communication Ltd, Queens Mansion, Ground Floor, Prescott Road, Fort, Mumbai - 400001 for the purpose of assisting that department for developing communication strategies for Government, through national bidding and selection process headed by secretary, I&PRD as per Government Order read above. World Bank has consented for the selection process through adoption procurement on a condition that in case of award is proposed with CONCEPT, unit price has to be the same as acquired through competitive selection process conducted by Government of Kerala.

4. Project Director, KSWMP has also reported that World Bank further agreed to engage CDIT - an autonomous institution under Government of Kerala for implementing "Digital Media Engagement" on a condition that in the engagement procurement proposed with CDIT the project has to make sure that prices are reasonable and consistent with market rates.

To adhere with the strict time lines suggested by the World bank for the implementation of KSWMP and to avoid wastage of time by avoiding repeated procurement processes, as per the note read above Project Director, KSWMP has requested to grant permission to engage the firm named "CONCEPT" for the activity of "Communication Strategy Development and Implementation" and CDIT for implementing "Digital Media Engagement" under KSWMP.

5. Government have examined the matter in detail and are pleased to grant approval to the Project Director, Kerala Solid Waste Management Project for direct selection on adoption procurement basis for engaging the firm named Concept Communication Ltd, Queens Mansion, Ground Floor, Prescott Road, Fort, Mumbai - 400001 for the activity of "Communication Strategy Development and Implementation" as per the rates and other general conditions in their agreement with I&PRD and, CDit for implementing "Digital Media Engagement" under Kerala Solid waste Management Project (KSWMP) on condition that the Project Director shall make sure that prices are reasonable and consistent with market rates.

(By order of the Governor)
Bishwanath Sinha
Principal Secretary

To:

The Project Director, Kerala Solid Waste Management Project
The Executive Director, Suchitwa Mission
The Principal Director, Local Self Government Department
The Director of Urban Affairs
The Principal Accountant General (A&E) Kerala, Thiruvananthapuram
The Accountant General (G&SSA/ E& RSA), Kerala, Thiruvananthapuram
The Information Officer, I&PRD (Web & New Media)
The Executive Director, Information Kerala Mission.
Stock File / Office Copy.

Forwarded /By order,

Section Officer.

Copy to:

Private Secretary to Hon'ble Minster for LSGD
PA to Principal Secretary (Urban- KSWMP &WtE Programmes), LSGD

CA to Special Secretary, LSGD