



BANGALORE ELECTRICITY SUPPLY COMPANY LIMITED
(Wholly Owned Government of Karnataka Undertaking)

Proceedings of the Branding Committee Meeting held on 04.04.2013
at 3.00PM, in Board Room, Block-I, Corporate Office, BESCOM,
Bangalore.

Members Present:-

- 1) Sri. H. Nagesh, Director (Technical), Corporate Office, BESCOM, Bangalore.
- 2) Sri. Venkatasivareddy, President of KEBEA, Bangalore.
- 3) Sri. M.Mahadev, CGM (Operation), Corporate Office, BESCOM, Bangalore.
- 4) Sri. AnandaNaik, CGM (CA), Corporate Office, BESCOM, Bangalore.
- 5) Sri.K.C.Chandrashekar, GM(I/A), Corporate Office, BESCOM, Bangalore.
- 6) Sri.N.V. Bhuvaneshwaraiah, GM(Expenditure), Corporate Office, BESCOM, Bangalore.
- 7) Sri.Sivashankaran, Advisor, BESCOM, Bangalore.

Invitees present:-

- 1) Sri. R. Jayakumar, SE, West Circle, BESCOM, Bangalore.
- 2) Sri. C.R. Vijayadev, GM (Admin), Corporate Office, BESCOM, Bangalore.
- 3) Sri. Jinendrappa, DGM (Civil), Corporate Office, BESCOM, Bangalore.
- 4) Sri. ManjunathNaik, Estate Officer (Civil), Corporate Office, BESCOM, Bangalore.
- 5) Sri. Manish Nahar, M/s. Nahar Interior, Kolkata.
- 6) Sri James Philip, DGM (CA2), Corporate Affairs,
- 7) Ms Maya.K P, Representative of Creative code, Bangalore

At the outset, Director (Technical) welcomed all the members and invitees to the meeting. Following subjects were placed before the Committee for discussions and decisions,

1. Project Management Consultancy (PMC) Charges for branding work:

After elaborate discussions, it was made clear to the Committee members that the PMC Charges need not be payable to M/s. Nahar Interior, Kolkata since he himself is the agency executing the branding works (pilot project). However, Sri. Manish Nahar, representative of M/s. Nahar Interior, Kolkata explained the necessity of PMC required for office buildings of BESCOM (other than the buildings of pilot projects) for which branding work is going to be taken up at a later date and he requested the Committee to appoint M/s. Nahar Interior, Kolkata as PMC Consultant based on their rates in the tenders of pilot project.

After detailed discussion the Committee suggested to ascertain the following aspects.

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- a) The necessity of appointing the consultant even after having executed the pilot project and setting standards with interior design manuals.
 - b) The necessity of appointing a consultant now for the probable forthcoming project without any time frame.

As such the Committee members suggested to go for fresh tender, after ascertaining the information to the above issues for appointing a consultant duly incorporating the scope of work, duration of contract etc, as and when found necessary.

Since this issue involves financial implication and there is election code of conduct, the Committee opined that this issue can be taken up after elections.

2. Mode of Measurements:

The DGM (Estate) briefed Committee the tendering procedure, invitation of tender on total turnkey basis and its broad classification.

The tender consists of two parts i.e.

- a) The design part as Annexure-'A' and
- b) The execution part as Annexure-'B'

The design part consists of design of BESCO Logo, signages, collaterals, stationary design, branding graphics etc. The execution part consists of interiors such as, flooring, Electrification, false ceiling, wall paneling, storages, workstation, granite cladding and painting etc. and exterior consists of ACP's, painting, plastering etc.

The rates were invited per sq.mtr. of the plinth area of the building and it includes interior and exterior of the building excluding the loose furniture.

The representative Sri Manish Nahar of M/s. Nahar Interior requested to record measurements of each and every item of work he has executed and make payment accordingly. It is also stated by him that due to change in the layout plan of the proposed building, the cost could escalate due to modifications, additions and alterations.

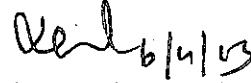
But, the Committee refuted the request and suggested to execute the work according to the original plan submitted at the time of uploading the tender and not to make any alterations in the layout plan of the proposed building. It is also suggested by the Committee to arrange payment for the work done as per Annexure 'A' & 'B' of the tender, duly ascertaining execution of all the item of works as per the approved branding design since the tender is invited on total turnkey basis.

3. Technical evaluation of Bescom documentary film:

The CGM(CA) briefly explained to the Committee, scope of tender for producing Bescom documentary film, QR conditions of tender wherein the bidder has to exhibit sample film submitted to Branding Committee for technical evaluation and marks, reverse marking system for financial covers to determine the highest marks of bidders, participation of two bidders, disqualification of one bidder for non compliance of QR conditions.

The sample film submitted for tender was displayed with representative of Creative code explaining the methodology & approach proposed in capturing the documentary film. The Committee members deliberated on the strategy and approach of single bidder in making the film, suggested to make an interview less film with voice bites, evaluated the bidder by administering marks as per bid document evaluation and approved to open the single bid for further process and approval.

The meeting concluded with vote of thanks to all the members and invitees present.



(Ananda Naik)

Chief General Manager (CA)
Corporate Office
BESCOM, Bangalore

No: BESCOM/CGM(CA)/DGM(C)/BC-38/2012-13/CS-07 Dated: 08.04.13.

Copy Submitted to:

1. The P.S. to Director (Technical) BESCOM to place the same before the Hon'ble Director (Technical) - Chairman, BBC.
2. The Chief General Manager (Operation) BESCOM - Member BBC.
3. The Chief General Manager (CA) BESCOM - Member and Convener BBC.
4. The President of KPTCLEU BESCOM - Member BBC.
5. The President of KEBEA BESCOM - Member BBC.
6. The General Manager (I/A) BESCOM - Member BBC.
7. The General Manager (Expenditure) BESCOM - Member BBC.
8. Sri Sivashankaran, Consumer Representative- Member BBC.

Copy to Invitees:

1. The General Manager (Proc), Corporate Office, BESCOM, Bangalore.
2. The Superintending Engineer (Ele), West Circle, BESCOM, Bangalore.
3. The Deputy General Manager (Civil), Corporate Office, BESCOM, Bangalore.
4. M/s. Nahar Interior, Kolkata.

Copy to:

1. AGM (E&S), Corporate Office, BESCOM to admit the bills as per actual.
2. The Head clerk for needful action.
3. MF/OC.