

**Government of India  
Ministry of Tourism**

Transport Bhawan,  
1, Parliament Street,  
New Delhi-110001.

**F.No. : 2-TP(11)/2017**

**RFP FOR APPOINTMENT OF A PUBLIC RELATIONS AGENCY BY  
MINISTRY OF TOURISM, GOVT. OF INDIA**

**DUE DATE FOR SBMISSION OF BIDS EXTENDED TO 1500 HRS. ON  
30th JANUARY 2019**

**RECORD OF DISCUSSIONS IN PRE-BID MEETING ON 3<sup>RD</sup> JANUARY 2019**

A Pre-Bid meeting was held at 1100 hrs. on 3<sup>rd</sup> January 2019, in the Ministry of Tourism, Government of India, Transport Bhavan, 1 Parliament Street, New Delhi to clarify queries regarding the RFP issued for Appointment of a Public Relations Agency by the Ministry of Tourism, Government of India.

**2. Representatives of the following agencies attended the Pre-Bid meeting:**

- (i) M/s Ketchum Sampark
- (ii) M/s Golinopinion (Lintas)
- (iii) M/s Genesis Burson Marsteller
- (iv) M/s Edelman
- (v) M/s Text 100
- (vi) M/s Weber Shandwick
- (vii) M/s MSL.
- (viii) M/s H + K Strategies
- (ix) M/s Avian Media Pvt. Ltd.
- (x) M/s Topline Consulting
- (xi) M/s Perfect Relations
- (xii) M/s APS 4 Advisory & Analytics LLP

**3. The following officials from the Ministry of Tourism and stakeholders were present to respond to queries raised during the meeting:**

- (i) Shri Suman Billa, Joint Secretary (Tourism)
- (ii) Ms. Meenakshi Mehta, Deputy Director General, Ministry of Tourism
- (iii) Shri Vibhava Tripathi, Asst. Director General, Ministry of Tourism

- (iv) Shri Pronab Sarkar, President, Indian Association of Tour Operators
- (v) Shri Akshay Kumar, Federation of Associations of Indian Trade & Hospitality (FAITH)
- (vi) Ms. Radhika Shapoorjee, P.R. Consultant – on behalf of FAITH.

4. At the outset the procedure to be followed for selection of the PR Agency was reiterated. It was emphasized that selection of the agency would be based on Technical and Financial evaluation, with 70% weightage to Technical and 30% to Financial evaluation. The Technical Evaluation would be on the basis of parameters detailed in the RFP Document. All agencies were advised to go through the RFP Document carefully and submit their bids with the documents listed in the RFP document and in the formats wherever prescribed. The Financial Bid may be carefully submitted in the prescribed format, ensuring that there are no discrepancies in calculations and amounts quoted.

5. It was further conveyed that in all cases where the Bid is being submitted for a Consortium of Agencies, **a valid copy of the Consortium Agreement between all the agencies must be submitted in the Technical Bid.**

6. The main points discussed during the discussions held and queries raised are enumerated below (these are in addition to and clarify the requirements and Scope of Work that have been stipulated in the RFP Document) :

(i) The main aim of the Public Relations initiatives by the Ministry of Tourism is to build a strong image and reputation for India in the international markets as a ‘must visit’ tourism destination thereby increasing the Foreign Tourist Arrivals/ Foreign Exchange Earnings from Tourism.

(ii) On the PR front, perception management, crisis management and countering negative reports on the country with a strong India narrative / positive stories would be key elements.

(iii) The focus of the project will largely be on the International markets, but covering the Domestic market as well.

(iv) All messaging to be disseminated will be created and emanated centrally from the Ministry of Tourism.

(v) A strong team from the Agency will be required in Delhi, which will function as the hub. The Ministry of Tourism will only interact with and give required briefs to the team in Delhi. The Delhi Team will be responsible for coordinating all activities as detailed in the Scope of Work in the RFP. All the content will be created in Delhi and once approved by the Ministry, will be disseminated by the Delhi Team to the agencies / offices in the

different identified markets. The Content created could be customized to meet the requirements of the different markets.

(vi) The Delhi team will be responsible for all coordination required with the overseas agencies, including getting inputs on the requirements of the different markets from them.

(vii) The Delhi Team of the selected agency will also coordinate and interact with the Creative Agencies, Social Media Management Agency, Media Planning Agency, etc. already appointed by the Ministry of Tourism to ensure greater integration and alignment in the messages / content being disseminated.

(viii) Interaction with State Governments in the country may be required, but only as and when required and conveyed by the Ministry.

(ix) The Ministry of Tourism has its overseas offices in New York, London, Frankfurt, Moscow (office to open in April 2019), Singapore and Beijing in the markets identified in the RFP. In addition to these cities, some other important cities / markets where communication would need to go out would include **USA** (San Francisco, Los Angeles, Boston, Chicago, Houston, etc.), **UK** (Birmingham, Dublin, Glasgow, Manchester), **Germany – For Europe** (Austria, France, Italy, Netherlands, Spain, Switzerland, Sweden, etc.), **Russia - for Russia and CIS** (St. Petersburg, Novosibirsk, Kazakhstan, Ukraine, Uzbekistan, etc.), **Singapore – For South East Asia** (ASEAN countries) and **China** (Shanghai, Hong Kong, Guangzhou, Shenzhen, Wuhan, Chengdu, Hangzhou, Kuming, Nanjing, etc.)

(x) Global Markets are very sensitive to incidents/ events taking place in the country, each market reacts differently to such events / incidents. The PR Agency would be responsible for ensuring that clear and timely messaging goes out, based on the needs of each market.

(xi) The PR Agency will need to identify and build a strong data base including Tour Operators, Adventure Operators, Incentive & MICE Industry, Medical & Wellness segment, Travel, Life Style and other relevant Media, Bloggers, etc. in each of the identified markets. This data base should include existing as well as potential Tour Operators for promoting India as a destination.

(xii) The P.R. Agency would also ensure a regular flow of communication to the stakeholders in the identified markets.

(xiii) The PR activities would need to target all categories of tourists with focus on the high end tourist.

(xiv) For events, the PR Agency would be responsible for all RSVPs and other PR related activities as enumerated in the RFP. However, logistic arrangements such as booking of venue, etc., will be taken care of by the Ministry or the concerned overseas office of the Ministry of Tourism.

(xv) Any third party costs involved in undertaking the PR activities will be considered separately by the Ministry of Tourism. These may include production of videos as and when required, printing costs for leaflets, pamphlets, etc.

(xvi) All media buying costs will be borne by the Ministry of Tourism separately.

(xvii) Technical Bids :

The following to be also included in the Technical Bids, in addition to other required documents / briefs / information, etc. detailed in the RFP document:

- ✓ Details of the structure/ team members who would work on the project in Delhi and all the identified markets.
- ✓ The processes / mechanisms that would be put in place to ensure smooth operational functioning of the hub and spoke model.
- ✓ Insights of the agency on the identified markets and what the agency can bring for those markets.
- ✓ Strategy along with success matrix/measurement envisaged for the three year contract

(xviii) The Presentation on the Technical Bids to be made by the eligible agencies, should be made by senior members of the team who would be working on the project.

(xix) EMD : The required EMD may be submitted from any scheduled bank in India, as per details given in the RFP.

(xx) The top 10 tourist generating source markets for India in 2017 and 2018 (provisional till November) are given below :

<b>Top 10 Source Countries during 2017</b>			
<b>Rank in 2017</b>	<b>Country</b>	<b>FTAs in India in 2017</b>	<b>% Share in 2017</b>
1	Bangladesh	2156557	21.49
2	United States	1376919	13.72
3	United Kingdom	986296	9.83
4	Canada	335439	3.34
5	Australia	324243	3.23
6	Malaysia	322126	3.21
7	Sri Lanka	303590	3.03

8	Russian Federation	278904	2.78
9	Germany	269380	2.68
10	France	249620	2.49
<b>Total Top 10 Countries</b>		<b>6603074</b>	<b>65.80</b>
<b>Other Countries</b>		<b>3432729</b>	<b>34.20</b>
<b>Grand Total</b>		<b>10035803</b>	<b>100.00</b>

<b>Top 10 Source Countries during 2018 (January-November) <u>Provisional</u></b>			
<b>Rank</b>	<b>Country</b>	<b>FTAs in India 2018 (Jan-Nov)</b>	<b>% Share in 2018</b>
1	Bangladesh	2042924	21.81
2	United States	1244016	13.28
3	United Kingdom	902144	9.63
4	Sri Lanka	329306	3.52
5	Canada	304705	3.25
6	Malaysia	286677	3.06
7	Australia	278295	2.97
8	China	248604	2.65
9	Germany	248238	2.65
10	France	239766	2.56
<b>Total Top 10 Countries</b>		<b>6124675</b>	<b>65.38</b>
<b>Other Countries</b>		<b>3242749</b>	<b>34.62</b>
<b>Grand Total</b>		<b>9367424</b>	<b>100.00</b>

(xxi) Information on other statistics pertaining to Indian Tourism may be obtained from the Ministry's website [www.tourism.gov.in](http://www.tourism.gov.in) under 'Market Research and Statistics'.

(xxii) In view of the Christmas / New Year holidays in the overseas markets till the first week of January 2019, a request was made by the agencies present to extend the due date for submission of bids. Accordingly, **the date for submission of bids has been extended and all agencies may submit their bids (as detailed in the RFP Document) by 1500 hrs. on 30<sup>th</sup> January 2019.**

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