

Appointment of Public Relations Agency

by the

Ministry of Tourism, Government of India

Request For Proposal [RFP]

[File No. : 2-TP(11)/2017 dated 26.12.2018]

Pre-bid Meeting : 03.01.2019

Last date for submission of Bids : 22.01.2019

**Publicity Division
Ministry of Tourism
Government of India
Transport Bhavan
1, Parliament Street
New Delhi – 110 001.**

1.1 Introduction

1.1.1 The Ministry of Tourism, Government of India, as part of its on-going activities, annually releases global print, electronic and online media campaigns in important and potential markets overseas, under the “Incredible India” brand-line, to promote various tourism destinations and products of the country. Promotions are also undertaken through the website and Social Media accounts of the Ministry.

1.1.2. In addition, the India tourism Offices overseas undertake various promotional activities in source markets overseas with the objective of showcasing India’s tourism potential and increasing tourist arrivals to the country. These promotional activities include outdoor advertising, participation in travel fairs and exhibitions; organising road shows, Know India seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry. At present, the Ministry has 7 offices overseas, located in New York, Frankfurt, London, Dubai, Singapore, Tokyo and Beijing, with one office being opened in Moscow.

1.1.3. Domestic tourism plays an important role in the overall development of the tourism sector in India and growth in this sector, resulting in development of infrastructure and facilities for the domestic tourists, also forms the base for growth of international tourism in the country. The Ministry of Tourism undertakes various activities for promotion of Tourism within the country. These activities are primarily aimed at increasing awareness about tourism destinations and products including lesser known destinations and those in remote areas, with focus on priority areas like the North East and Jammu & Kashmir as well as on Niche Tourism products, spreading Social Awareness messages (including Swachhta or Cleanliness), generating awareness about initiatives and developments in the tourism sector amongst stakeholders and the public and organizing / promoting events which have tourism potential.

1.1.4. The Ministry of Tourism has launched the ‘Incredible India 2.0’ Campaign in the Global Media in 2017-18 which marks a shift from generic promotions undertaken across the world to market specific promotional plans and content creation. The Campaign covers the important source markets for Indian tourism and also takes into account emerging markets with significant potential. The Campaign focuses on increased digital presence through mass reach portals, specific genres and social media, whereas print media has been restricted to travel and thematic magazines for right environment. Television is part of the

Campaign due to the large reach offered. Thematic creatives on different Niche products are being produced and a process of market segmentation has been undertaken to understand which tourism product would appeal to tourists in the different international source markets.

1.1.5. The Ministry of Tourism has engaged services of a Media Planning Agency for its media campaigns in India and overseas, a Creative Agency for production of TV commercials, creatives and collaterals and a Social Media Management Agency to handle the accounts of the Ministry on YouTube, Facebook, Twitter, Instagram, Periscope, Vimeo, Pinterest and LinkedIn.

1.1.6. Beginning with a turn-around in 2002 when the Incredible India Campaign was first launched, Foreign Tourist Arrivals (FTA) to India have steadily grown from 2.38 million in 2002 to 10.18 million (Provisional) in 2017. In terms of Foreign Exchange Earnings (FEE) from tourism, India earned US\$ 27.69 billion in 2016 a growth of 20.8% over the previous year. In Rupee terms, the FEE during 2017 were to the tune of Rs. 180,379 Crore (Provisional), registering a growth of 17.0% over the previous year. Domestic Tourist Visits have also been growing steadily and have increased from 747.70 million in 2010 to 1613.55 million in 2016.

1.1.7. There is, however, great scope for further growth in tourism, for India to realise its true potential as a tourism destination. For achieving the objective of growth and projecting India as “Must Visit” destination, an effective and regular flow of communication to consumers, trade and media overseas is of crucial importance. It is also important to keep the stakeholders in the tourism industry and citizens of the country abreast with latest developments and initiatives in the tourism sector, which is a sector which can directly impact livelihoods across all segments of society.

1.1.8. The Ministry of Tourism proposes to engage the services of a **Public Relations Agency** with a global presence (hereinafter referred to as P.R. Agency), for designing and implementing an effective PR communication strategy, media coordination and PR related activities in India and overseas.

1.1.9. The endeavor of the Ministry of Tourism is to target the traditional and important source markets overseas from where the country receives a large number of tourists (USA, UK, Canada, France, Germany, Italy, Spain, Australia, Japan, China, Singapore, Malaysia,

etc.) as well as to tap potential markets (Russia, South Korea, the Middle East countries, South America, etc.).

1.1.10. The PR Agency would be appointed for a period of **three years, subject to a yearly review** and with the provision that services of the agency may be dispensed with at any time, giving three months' notice, in the event of non-performance, under-performance or any other reason which would be specified.

1.1.11 The period of contract of the selected PR Agency may also be extended by a maximum period of six months on the same terms and conditions and fee quoted by the agency.

1.1.12. Interested P.R. Agencies are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document:

- (i) Pre-qualification Bid
- (ii) Technical Bid and
- (iii) Financial Bid

1.1.13. It may be noted that (i) the costs of preparing the proposal are not reimbursable and (ii) the Ministry of Tourism is not bound to accept any of the proposals submitted.

1.1.14. The P.R. Agencies are required to provide professional, objective, and impartial service, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.

1.1.15. Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of the Ministry of Tourism, or that may be reasonably perceived as having this effect. Failure to disclose such situations by the Agency may lead to disqualification of the Agency or termination of the contract.

1.1.16. Agencies must observe the highest standards of ethics during the selection and execution of the contract. The Ministry may reject a proposal at any stage if it is found that the firm recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question, and may also declare a firm ineligible or blacklist the firm, either indefinitely or for a stated period of time, if at any time it is found that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing, the contract.

2. Minimum Eligibility Criteria

The agencies submitting the bids should fulfil, the below given **Minimum Eligibility Criteria** to qualify for making the technical presentation:-

- 2.1. A professional P.R. Agency or a Consortium of Agencies can apply (in the name of the Lead Company). The Consortium may comprise the Lead Agency and a maximum of 6 other agencies, one for each of the identified markets listed in para 2.3 of this RFP Document.
- 2.2. The bidding agency (Lead Member in the case a Consortium) should be a registered company.
- 2.3. The bidding agency (Lead Member in the case a Consortium) should have a registered office in India and a global presence either through its own offices or through tie-ups with other agencies to effectively cover the important and potential source markets overseas. The Agency must have its presence in the following markets, with the capability to cover other important markets:
 - (i) USA
 - (ii) UK
 - (iii) Germany (for Europe)
 - (iv) Russia (for Russia & CIS)
 - (v) Singapore (for South East Asia) and
 - (vi) China
- 2.4. There will be a core hub in India with a dedicated team which will work closely with the Ministry of Tourism. This Team in India will be responsible for :
 - ✓ Monitoring and reviewing activities and performance of the other offices.
 - ✓ Creation of content hub.
 - ✓ Sending out the messages / stories / information which would be amplified by all offices, with required tweaking at their end to suit the requirements of the respective markets.
 - ✓ Submitting monthly reports to the Ministry of Tourism.
- 2.5. The India Office must have a valid PAN and GST Number.
- 2.6. The bidding agency must have been in operation for a minimum period of **3 years**, as on 1st April, 2018, in undertaking P.R. activities. In the case of a Consortium, all agencies / member (s) of the consortium should have been in operation for a period of three years.
- 2.7. The bidding agency must have international revenues from P.R. and Event Management work equivalent to **US\$ 50 million** or above per annum, in each of

the three financial years (2015-16, 2016-17 & 2017-18). Of this, the India revenue portion should be over ₹25 crore per annum. In the case of a Consortium, the Lead Agency should have the required turnover.

- 2.8. Preference would be given to PR Agencies with experience in the fields of Travel, Aviation and / or Hospitality.
- 2.9. The bidding agency should be able to provide a dedicated well qualified Servicing and Communication team, for undertaking the required work of the Ministry in each of the markets.
- 2.10. The Bidding Agency, including all members of a consortium should not be under a Declaration of Ineligibility for corrupt or fraudulent practices with any Government departments/ agencies/ ministries or PSUs and should not be blacklisted by any government departments/agency/ Ministries or PSUs.
- 2.11. The bidding agency (Lead member in the case of a Consortium) should agree to undertake the assignment in accordance with the Scope of Work.
- 2.12. The bidding agency (Lead member in the case of a Consortium) should submit Earnest Money Deposit / Bid Security as specified in this RFP Document.

3. Scope of Work

3.1. Positioning and Strategy

- 3.1.1. Prepare a comprehensive PR strategy for brand positioning, to boost the potential of the country in various segments, including but not limited to heritage tourism, adventure tourism, medical & wellness tourism, the MICE segment, cuisine, wildlife, etc. The road map should identify all the proposed activities, which would be pre-approved by the Ministry of Tourism.
- 3.1.2. Coordinate with the travel and hospitality industry in India and each of the markets overseas for synchronizing and implementing the branding strategy.
- 3.1.3. The PR and Branding Strategy should be integrated with and complement the Global and Domestic Media Campaigns, Social Media Promotions being undertaken by the Ministry of Tourism.
- 3.1.4. Annual program to be submitted which should have quarterly plans which would be monitored on a monthly and quarterly basis.
- 3.1.5. Annual measurement index on the favourability of news and perception.

3.2. Content Creation and Management

- 3.2.1. Create high quality, experiential travel content that aligns with brand Incredible India's visuals, mission and market preferences. The content must be uniquely India and compelling to international audiences.

- 3.2.2. Craft journalistic-style articles / advertorials for the international and domestic markets, with in-depth insight which is more than research aggregated from web searches. Superior editing skills are a must.
- 3.2.3. Prepare content for write-ups, short stories, blogs, tag-lines, short messages, press releases, newsletters, surveys, polls in English, Hindi and other international languages, as required.
- 3.2.4. Prepare and disseminate success stories in physical and digital formats (any media buying costs involved would be borne by the Ministry of Tourism and/or its offices).
- 3.2.5. Prepare and disseminate information on initiatives of the Ministry of Tourism and latest developments in the tourism sector, both in India and overseas (any media buying costs involved would be borne by the Ministry of Tourism and/or its offices).

3.3. Media Related Activities

- 3.3.1. Maintaining database of key travel trade, consumer, life style media, travel bloggers and other media in India and each of the identified international markets.
- 3.3.2. Identify and build relations with the relevant media within India and the identified international markets.
- 3.3.3. Media Liaison and engagement across markets and proactively pitching stories to key media.
- 3.3.4. Engage with Social media influencers who write on travel, tourism.
- 3.3.5. Dissemination of relevant communications to media through press releases/ notes (at least 4 every month in each identified market), press briefings (at least 3-4 every year in each identified market), announcements (in local languages where required).
- 3.3.6. Countering negative media reporting on India with positive stories.
- 3.3.7. Press Kits including E-press Kits (in local languages where required).
- 3.3.8. Media monitoring – International and Domestic
 - Tourism issues related to natural calamities, security threats, health related and others that could impact tourism for the country or specific destination
 - International tourism related industry news, trends, destination marketing, promotions etc.
 - India tourism related news for destinations, events, promotions etc.
- 3.3.9. Response mechanism, news desk and content creation for press notes, releases, briefing for spokespeople, etc. across languages.

- 3.3.10. Ability to set up workshops and briefings to sensitize the media so that they can understand and represent the news in the right context and facts across domestic and international markets.
- 3.3.11. Identifying and liaison with Media overseas for individual and group media visits to India and follow-up to ensure returns. (Arrangements for the media visits would be made by the Ministry).
- 3.3.12. Basic press office activities, like assessment of media requests, dealing with media enquiries, providing press material, documentation and evaluation of results.

In all cases, any media buying costs involved would be borne by the Ministry of Tourism and/or its offices.

3.4. PR Activities for Events

Including but not limited to Road Shows / Seminars/ Conferences / International Travel & Tourism Fairs. PR related work for the events would include, but not limited to the following activities

- 3.4.1. Maintaining a detailed data base of Tour Operators, Travel Agents, MICE operators in India and each of the overseas markets including those selling India and other destinations in Asia.
- 3.4.2. Identifying key buyers / media for the events.
- 3.4.3. Design and dispatch of e-invites.
- 3.4.4. Following up with invitees and receiving RSVPs.
- 3.4.5. E-mail blasts regarding the Road Shows / Seminars / Events.
- 3.4.6. Registration at the venue.
- 3.4.7. Preparing the schedule of meetings between buyer and seller delegates at Road Shows / Travel Marts / Conference in consultation with the India Tourism Office / Ministry of Tourism.
- 3.4.8. Identifying and coordination with Hotel / Venue for making required arrangements (Costs involved on venue bookings and other arrangements would be borne by the Ministry of Tourism and/or its offices)
- 3.4.9. Coordination with the concerned India Tourism office for over-all organisation of the event.
- 3.4.10. Obtaining post-event feedback from the participants regarding the outcome/ effectiveness of the event.
- 3.4.11. Sharing of all the information/data with the India Tourism Office.

3.4.12 Coordinate PR Activities during the major Travel Fairs & Exhibitions in which the overseas India tourism offices participate – Press Meets, Media Interviews, Press Briefs, etc.

3.5.1 The estimated **number of events per annum** in the important markets are as given below:

<u>USA</u>	:	6 Road Shows 1 International Travel Fair / Event 1 Press Conference
<u>Europe</u>		
Western Europe	:	3 Road Shows 2 International Travel Fairs / Events 1 Press Conference
Eastern Europe	:	2 Road Shows
Scandinavia & Nordic Countries	:	2 Road Shows 1 Press Conference
<u>UK</u>	:	2 Road Shows 1 International Travel Fair / Event 1 Press Conference
<u>Russia & CIS</u>	:	3 Road Shows 1 International Travel Fair / Event 1 Press Conference
<u>China</u>	:	4 Road Shows 1 International Travel Fair / Event 1 Press Conference
<u>South East Asia</u>	:	4 Road Shows 1 Press Conference

3.5.2. Some of the major International Travel Fairs and Exhibitions in which the Ministry of Tourism participates through its overseas offices are :

- Virtuoso, Las Vegas, USA
- FITUR, Madrid, Spain
- ITB, Berlin, Germany
- MITT, Moscow, Russia
- WTM, London, UK
- CITM, China

3.5.3 The above is an estimation of the minimum number of events to be organized in the different markets. The actual numbers could vary based on requirement.

3.6. Crisis Management

- 3.6.1 The trust of consumers and the public is developed by how countries manage reputational risk and crisis response. The PR Agency should have the organizational capacity to manage crisis with rapid and accurate responses and communicating the responses globally to avoid misinformation and distortion of facts.
- 3.6.2 Issue and crisis response mechanism - ability to set up a 24x7 war room with a robust monitoring and response system. Should have the ability to media train the relevant spokespeople in the Ministry.

3.7. Review and Reporting

- Daily media reports and advisory on response to issues, clarifications etc.
- Quarterly/monthly/weekly plan for proactive engagement along with a calendar of events
- Quarterly review of news, activities and events

3.8. Other related work

- 3.8.1. The Agency will have regular interactions with the Ministry of Tourism, which at times may be at short notice.
- 3.8.2. The Agency will interact with the offices of the Ministry of Tourism in India and Overseas (by telephone/e-mail/fax, etc.), to obtain inputs, as and when required.
- 3.8.3. The Agency will liaise with the Media Planning Agency, Creative Agency(ies) and Social Media Management Agency, Event Management Agency, etc. working for the Ministry of Tourism and its offices, for effective merging of the media, creative

and PR strategies for Incredible India and will provide support as may be required across domestic and international markets.

- 3.8.4. Any other minor PR related work that may be assigned by the Ministry of Tourism from time to time.

Important Information

- (i) The data base of media, trade, etc. prepared and maintained by the Agency, all feedback received will be shared with the Ministry of Tourism and its offices in India and overseas.
- (ii) The copyright for all content created by the Agency would rest with the Ministry of Tourism, Government of India for all time use, including copyright for any images used (provided by the Ministry from its photo bank or purchased for perpetuity).

4 Pre Bid Meeting

- 4.1. A pre-bid meeting will be held for interested agencies in the Conference Room, Ministry of Tourism, Government of India, Transport Bhavan, 1 Parliament Street, New Delhi -110001 at 1100 hrs. on **03.01.2019**, for clarifications required on any aspect pertaining to the RFP Document. Any change in the pre-bid meeting schedule will be notified on the Ministry of Tourism's website www.tourism.gov.in.
- 4.2. Based on discussions held during the pre-bid meeting, amendments / clarifications in the RFP Document will be hosted on the websites of the Ministry of Tourism www.tourism.gov.in and on e-procure website of the Government of India by 1700 hrs. on **07.01.2019**.

5 Guidelines for Preparation of Proposals

- 5.1. Agencies are required to submit their bids in 3 sealed packets as per the details given below:-
 - (a) First envelope :- Pre-qualification bid (envelope should be super scribed as '***Pre-qualification bid for Appointment of PR Agency***')
 - (b) Second envelope:- Technical bid (This envelope should be super scribed as '***Technical packet for Appointment of PR Agency***')
 - (c) Third envelope:- Financial bid (This envelope should be super scribed as '***Financial bid for Appointment of PR Agency***')

All the three sealed envelopes as mentioned above should be kept in a bigger envelope to be super scribed as ***Pre-qualification, Technical and Financial Bid for Appointment of PR Agency*** with due date of submission. The Bottom Left corner of the outer cover should carry the full name, address, telephone nos., e-mail ID etc. of the agency submitting the Proposal.

The outer sealed envelope containing the sealed Pre-Qualification, Technical and Financial bids should be addressed to :

**The Deputy Director General (Publicity),
Ministry of Tourism, Government of India,
Transport Bhawan,
1, Parliament Street,
New Delhi – 110 001**

5.2. Pre - Qualification Bid would contain documents related to Minimum Eligibility Criteria of the Agency. In the case of Consortium, documents are to be submitted in respect of the Lead Agency, unless otherwise stated.

5.2.1. The bidding Agency must submit following valid documents :-

- i. A letter of Pre-Qualification Bid: The covering letter should be submitted on letter head signed by authorized signatory as per *format at Annexure 1*.
- ii. A clear photocopy of the Company Registration. In case of change in name, the copy of the relevant document must be submitted.
- iii. A clear photocopy of valid PAN and GST certificate / number.
- iv. Copies of work orders / contracts issued by different clients, one during each of the last three financial years (2015-16, 2016-17 & 2017-18). for PR related work undertaken to be enclosed, as proof of being in operation in PR related work for the last three years. In case of non-disclosure agreement of the agency with the clients, a CA certificate to this effect must be submitted. In the case of a Consortium, these documents are to be furnished for each of the Agencies in the Consortium.
- vii. A certificate from Chartered Accountant certifying that the Agency has revenues from PR and Event Management work equivalent to US\$50 million per annum or above in the last three financial years (2015-16, 2016-17 & 2017-18). CA should certify that of this, the India revenue portion is over ₹25 crore per annum. (Copies

of balance sheets, IT returns, statements and other documents will not be acceptable).

- viii. Documentary evidence of the agency having experience, if any, in the fields of Tourism, Civil Aviation or Hospitality.
- viii. EMD for Rs. 50.00 lakh as mentioned in clause no. 5.2.5.

5.2.2. The PR Agency should be able to provide a dedicated, well qualified Servicing and Communication team, for undertaking the PR work of the Ministry, in India and in each of the identified markets listed in Clause 2.3 of this RFP Document. The PR Agency team in India would work closely with the Ministry of Tourism. A confirmation letter from the PR Agency for being able to provide the qualified team should be submitted on the company letter head, duly signed by the authorized signatory as per format given in **Annexure 2**.

5.2.3. The Agency shall not have been declared ineligible for corrupt or fraudulent practices with any Government departments/ agencies/ ministries or PSU's and should not be blacklisted as on 31.03.2018. In the case of a Consortium, this would be applicable in the case of all the agencies. A declaration by the authorized representative of the bidding Agency (To be submitted by all the agencies in the case of Consortium) to be submitted as **Annexure 3**.

5.2.4. An undertaking on the letterhead of the Agency and signed by an authorized signatory, that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the Agency in the financial bid (the cost is **not** to be indicated in the undertaking) to be submitted as **Annexure 4**. The above undertaking submitted would be binding on the PR Agency.

5.2.5. **Earnest Money Deposit (EMD)/ Bid Security** for Rs. 50,00,000/- (Rupees Fifty Lakh only) drawn in favour of the Pay & Accounts Officer, Ministry of Tourism, Government of India, New Delhi to be submitted in an acceptable form such as Bank Guarantee or Demand Draft from a scheduled Bank. **If the Pre-Qualification Bid Packet is not accompanied by EMD/ Bid Security, the proposal of the bidding agency shall be rejected out rightly.** No interest shall be payable by the Ministry of Tourism on the sum deposited as EMD/ Bid Security. The EMD/ Bid Security of unsuccessful bidders would be returned within one month of issue of the work order / contract to the successful bidder. EMD / Bid Security will be returned to the successful agency on issue of work

order and receipt of performance guarantee. The EMD / Bid Security should be valid for a period of forty-five (45) days beyond the final bid validity period.

5.2.6. Relevant Certificates / Documents in support of fulfilment of eligibility criteria must be submitted otherwise Technical and Financial Bids will not be considered.

5.3. Technical Bid : The Technical packets of only pre-qualified agencies would be opened for technical assessment. The agencies selected for technical assessment would be called for presentations to be made by them in respect of the details submitted by them as enumerated in clause no.5.3.1. below. Technical assessment would be undertaken by the technical assessment committee and would carry a weightage of 70 marks. The agencies scoring 70% i.e. 49 marks or above in technical assessment would be eligible for financial bid opening.

5.3.1. The Technical Bid shall contain the documents listed below. In the case of a Consortium, the documents should be submitted by the Lead Agency unless otherwise stated.

- (a) Covering letter of Technical Bid on the agency letter head signed by authorized signatory as per the format at **Annexure TB 1**.
- (b) A Brief on the Profile and Track Record of the Agency - This may include strengths and credentials of the agency, specific services the agency is capable of offering highlighting relevant experience and expertise, network details, number of employees, details of the specialist partners/affiliates/associates, in-house facilities etc. In the case of a Consortium, this information is to be submitted for all the agencies.
- (c) A list of important clients of the agency – past and present, highlighting clients if any, in tourism related sectors.
- (d) Brief profiles of staff members who would play a major role in servicing the account of the Ministry in each of the markets, with details of their experience and expertise. The agency may provide the team structure which should include the following:
 - a) A senior leader with minimum 15 years of experience of which 3-4 years should preferably be in the travel and hospitality sector.
 - b) Senior leader should have worked on an international mandate across minimum 5-7 markets.
 - c) The team members that will support the team leader should have clearly defined roles across content management, media relations, issue and crisis management, events, seminars and roadshow experts.

		Over USD 125 million – 5 marks
(ii)	Number of years of experience in PR related activities	3 marks 3 years - 1 mark 4 – 6 years - 2 marks Over 6 years – 3 marks
(iii)	Experience in handling PR Accounts in the Travel, Civil Aviation and / or Hospitality sectors	3 marks 1 account - 1 mark 2-3 accounts - 2 marks Over 3 accounts - 3 marks
(iv)	Number of source markets overseas where the Agency has its presence, either through its own offices or through tie-ups with other agencies.	5 marks 6 countries - 1 mark 7-8 countries - 2 marks 9-12 countries – 3 marks 13-15 countries – 4 marks Over 15 countries – 5 marks
(v)	Important clients handled – past and present	2 marks
(vi)	Credentials and qualifications of team identified to service the account of the Ministry of Tourism	10 marks
2.	Strategy for brand positioning of Incredible India and Expertise in Brand Strategy and Campaign Management	20 marks
3.	Case studies of high impact PR Campaigns handled	8 marks
4.	Crisis / reputation management campaigns executed	8 marks
5.	Innovative ideas and suggestions	6 marks
	Total	70 marks

5.3.3. The Technical Bid should not include any financial information.

5.4 Financial Bid

5.4.1. While preparing the Financial Bid, Agencies are expected to take into account the requirements and conditions outlined in the RFP document.

5.4.2. The Financial Bid shall contain the following documents to be submitted in the standard formats as enumerated below :

- (i) Letter of Financial Bid Submission (as per the format at **Annexure FQ 1**)
- (ii) Financial Quote per annum (as per format at Annexure **FQ 2**)
- (iii) The Financial Quote per annum, will be applicable for all three years / for the duration of the contract.

*The Total Annual Financial Quote will cover **all** costs / expenses of the PR Agency related to staffing, travels, retainership fee of the agency, providing strategy, content, press material (in different languages as required in each market) and all items of work as detailed in the Scope of Work. **No separate cost would be allowed for travel undertaken for interaction with Ministry officials or travels undertaken for various activities included in the Scope of Work.***

NOTE : Agencies may be careful while preparing their Financial Proposal and ensure that there is no mismatch while making calculations.

5.4.3. Taxes / GST as applicable will be paid as per actual and the same are **not** required to be indicated in the financial bid.

5.4.4. The cost quoted will be firm and fixed for the duration of performance of the contract. At no point of time will any deviation from the quoted rate be entertained by the Ministry of Tourism.

5.4.5. The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.

6 Submission of Proposals

6.1. The original proposal (Pre-qualification Proposal, Technical Bid and Financial Bid) shall be prepared in indelible ink and shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be authenticated by the persons or person who sign(s) the proposals.

6.2. An authorized representative of the firm should authenticate all pages of the Technical and Financial Proposals.

6.3. The bid should be spiral bound. The index of the bids should clearly reflect the list of documents requested in the pre qualification bid, technical bid and financial bid. All pages in the bid should be numbered.

6.4. The Pre-Qualification bid, The Technical Bid and the Financial Bid should be submitted in sealed envelopes as per the guidelines enumerated in clause no. 5.1 of this document.

6.5. The Proposal should be submitted **on or before 1500 hrs. on 22.01.2019.**

6.6. No Proposal will be accepted after the deadline for submission and in the event of any proposal being received after the closing time for submission of proposals, the same shall be returned un-opened.

7. Opening of Proposals and Selection Process

7.1. Pre-Qualification Bids received will be opened in the presence of authorized representatives of the agencies who have submitted proposals **at 1600 hrs. on 22.01.2019**

7.2. The Pre-Qualification Bid will, in the first instance, be examined in the Ministry to ascertain fulfilment of eligibility criteria and submission of required documents. Agencies that fulfil the eligibility criteria and have submitted all required documents in their pre-qualification bid will be invited to make presentations on their Technical Proposal at a date/time to be specified and conveyed by the Ministry of Tourism. **The presentation would be made by team members identified to work on the account for the Ministry of Tourism.**

7.3. The Technical Proposals, on which presentations will be made, will carry weightage of 70% and be evaluated by a Constituted Committee as enumerated in clause no. 5.3.2. of this document.

7.4. Agencies scoring 70% marks or more in the Technical Evaluation (i.e. 49 out of 70), will be shortlisted for opening of financial bids.

7.5. Financial Bids of the shortlisted agencies will be opened in the presence of authorized representatives of the agencies on a date /time to be specified by the Ministry of Tourism. Financial evaluation, based on the **Total Fee** quoted by the Agency as per the format given at **Annexure FQ 2**, will carry a weightage of 30%.

7.6. Selection of the agency will be based on the aggregate of the Technical and Financial Evaluation.

7.7. From the time the Technical Proposals are opened to the time the contract is awarded, if any Agency wishes to contact the Ministry of Tourism on any matter related to its proposal, it should do so only in writing. Any effort by the Agency to influence the Ministry in the proposal evaluation or contract award decisions may result in rejection of the proposal of the Agency.

8. Terms of Payment to the Selected Agency

8.1. Advance payment will **not** be considered.

8.2. The total annual cost quoted by the PR Agency will be paid in twelve equal installments, on a monthly basis. *The Annual Cost will cover **all** costs / expenses of the PR Agency related to staffing, travels, retainership fee of the agency, providing strategy, content, press material (in different languages as required in each market) and all items of work as detailed in the Scope of Work. **No separate cost would be allowed for travel undertaken for interaction with Ministry officials or travels undertaken for various activities included in the Scope of Work.***

8.3. Payment will be made by electronic transfer of funds to the bank account of the PR Agency in Indian Rupees. The PR Agency will submit pre-receipted invoices in triplicate, complete in all respects, **on the last working day of every month**, for necessary settlement.

8.4. The final payment, each year, shall be released only after completion of the required work for the year and on submission of a statement of work having been executed as per the requirements detailed in the RFP Document, or communicated subsequently by the Ministry of Tourism. Further it may be mentioned that Payment for the PR events at Para 3.4 and 3.5 will be done on actual basis only based on the unit cost quoted by the agency.

8.5. Taxes shall be paid as applicable and as per actuals.

8.6. For facilitating Electronic Transfer of funds, the selected PR Agency will be required to indicate the name of the Bank & Branch, account no. (i.e. bank name, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of every bill submitted for payments by the selected PR Agency.

9. Other Important Information

9.1. Period of validity of the Tender is 90 days from the closing date of the proposals.

9.2. The successful PR Agency will execute a **Performance Guarantee** for **10%** of the total value of the contract in the form of Bank Guarantee from a Commercial Bank in an acceptable form or in the form of a Fixed Deposit Receipt pledged to the Ministry of Tourism, Government of India. The Performance Guarantee should remain valid for a period of 60 days beyond the completion of the period of contract.

9.3. The Ministry of Tourism is not bound to accept any tender or to assign any reason for non-acceptance. The Ministry of Tourism reserves its right to accept the tender either in full or in part. **Conditional, erroneous and incomplete Bids will be rejected outright.**

9.4. The Ministry of Tourism reserves its right to summarily reject offer received from any PR Agency on national security considerations, without any intimation to the bidder.

9.5. The Ministry of Tourism reserves the right to place an order for the full or part quantities under any items of work under scope of work.

9.6. PR Agencies submitting proposals will not be permitted to alter or modify their bids after expiry of the deadline for receipt of bids.

9.7. The Ministry of Tourism reserves its right not to accept bids from PR Agencies resorting to unethical practices or on whom investigation/enquiry proceedings has been initiated by Government Investigating Agencies / Vigilance Cell.

9.8. **Penalty Clause** : Any delays from the time schedule to be stipulated by the Ministry for items of work listed in the Scope of Work, would invite a penalty of 1% of the annual cost per week, subject to a ceiling of 10% of the total annual cost, besides other action for underperformance / undue delays, including forfeiture of Performance Guarantee and blacklisting of the PR Agency as may be deemed fit by the Ministry of Tourism, Govt. of India.

9.9. **Termination:** Ministry of Tourism may terminate the Contract of the PR Agency in case of the occurrence of any of the events specified below :

- (i) If the Agency becomes insolvent or goes into compulsory liquidation.
- (ii) If the Agency, in the judgment of Ministry of Tourism, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- (iii) If the Agency submits to Ministry of Tourism a false statement which has a material effect on the rights, obligations or interests of Ministry of Tourism.
- (iv) If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to Ministry of Tourism.
- (v) If the Agency fails to provide the quality services as envisaged under this Contract. Reasons for the same would be recorded in writing.

In such an occurrence Ministry of Tourism shall give a written advance notice before terminating the Contract of the PR Agency.

9.10. **Force Majeure** : Neither party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder. Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.

A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

9.11. Arbitration :

(i) In event of any dispute or difference between the Ministry and the Agency, such disputes or differences shall be resolved amicably by mutual consultation. If such resolution is not possible, then the unresolved dispute or difference shall be referred to arbitration of the sole arbitrator to be appointed by the Secretary, Ministry of Tourism on the recommendation of the Secretary, Department of Legal Affairs ('Law Secretary') Government of India. The provision of Arbitration and Conciliation Act, 1996 (No.26 of 1996) as amended in 2015 shall be applicable to the arbitration. The Venue of such arbitration shall be at New Delhi or any other place, as may be decided by the arbitrator. The language of arbitration proceedings shall be English. The arbitrator shall make a reasoned award (the "Award"), which shall be final and binding on the Ministry and the Agency. The cost of the arbitration shall be shared equally by the Ministry and the Agency to the agreement. However, expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself.

(ii) Pending the submission of and /or decision on a dispute, difference or claim or until the arbitral award is published; the Ministry and the Agency shall continue to perform all of their obligations under this Agreement without prejudice to a final adjustment in accordance with such award.

9.12. Jurisdiction : The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract tender.

-/sd/-
Dy. Director General
(Publicity)

To be provided on 'Company letter head'
(In case of Consortium, to be provided by the Lead Agency)

The Deputy Director General (Publicity Division),
Ministry of Tourism, Govt. of India
Transport Bhawan,
1, Parliament Street,
New Delhi

Subject :- Letter of Pre-Qualification Bid Submission

Madam / Sir,

This has reference to the Ministry of Tourism's RFP no. 2-TP(11)/2017 dated 26.12.2018 for Appointment of a PR Agency.

In this context, please find enclosed documents as desired for pre-qualification bid in respect of RFP submitted above.

I/We as the authorized representative(s) of the agency hereby declare that all the information and statements made in this pre-qualification bid are true and accept that any misinterpretation contained in it may lead to our disqualification. We agree to abide by all the terms and conditions of the RFP document.

We understand that the Ministry of Tourism is not bound to accept any Proposal received by it.

Thanking you,

Name of the Bidder:

Authorised Signatory:.....

Name:

Seal:

Date:

Place:

To be provided on 'Company letter head'
(In case of Consortium, to be provided by the Lead Agency)

The Deputy Director General (Publicity Division),
Ministry of Tourism, Govt. of India
Transport Bhawan,
1, Parliament Street,
New Delhi

Subject :- Certificate for providing qualified team.

Madam / Sir,

This has reference to the Ministry of Tourism's RFP no. 2-TP(11)/2017 dated 26.12.2018 for Appointment of a PR Agency.

In this context, I / We as authorized representative(s) of the agency, certify that we shall be able to provide a qualified servicing and communication team for undertaking the required PR activities in each of the markets. The team would work closely with the Ministry of Tourism.

Details of the required team members, as detailed in the RFP Document are as under :

a. Senior Leader

- Name :
- Qualifications :
- No. of years of experience :
- No. of years of experience in the travel and hospitality sector :
- Details of experience in international markets :

b. Details of Team Members for (i) content management, (ii) media relations, (iii) issue and crisis management, (iv) events, press conferences, seminars and roadshows.

- Name :
- Qualifications :
- No. of years of experience :

- No. of years of experience in the relevant field :

Thanking you,

Name of the Bidder:

Authorised Signatory:.....

Name:

Seal:

Date:

Place:

Format for Annexure 3

Declaration of ineligibility for corrupt or fraudulent practices

To be provided on 'Company letter head'
(In case of Consortium, to be provided by all the Agencies)

The Deputy Director General (Publicity Division),
Ministry of Tourism, Govt. of India
Transport Bhawan,
1, Parliament Street,
New Delhi

Subject :- Declaration of ineligibility for corrupt or fraudulent practices.

Madam / Sir,

This has reference to the Ministry of Tourism's RFP no. 2-TP(11)/2017 dated 26.12.2018 for Appointment of a PR Agency.

In this context, I/We, as an authorized representative(s) of the company, declare that presently our Company/ firm has an unblemished record and is not declared ineligible for corrupt & fraudulent practices, blacklisted either indefinitely or for a particular period of time, or had work withdrawn, by any State/ Central government/ PSU.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Thanking you,

Name of the Bidder:

Authorised Signatory:.....

Name:

Seal:

Date:

Place:

Pre-Qualification Bid - Undertaking**Format for Annexure 4**

To be provided on 'Company letter head'
(In case of Consortium, to be provided by the Lead Agency)

The Deputy Director General (Publicity Division),
Ministry of Tourism, Govt. of India
Transport Bhawan,
1, Parliament Street,
New Delhi

UNDERTAKING

Madam / Sir,

This has reference to the Ministry of Tourism's RFP no. 2-TP(11)/2017 dated 26.12.2018 for Appointment of a PR Agency.

In this context, I/we, as authorized representative(s) of the company, certify that the agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the annual cost submitted by the agency in the financial proposal.

Thanking you,

Name of the Bidder:

Authorised Signatory:.....

Name:

Seal:

Date:

Place: 23

Letter of Technical Bid Submission

Format for Annexure TB1

To be provided on 'Company letter head'
(In case of Consortium, to be provided by the Lead Agency)

The Deputy Director General (Publicity Division),
Ministry of Tourism, Govt. of India
Transport Bhawan,
1, Parliament Street,
New Delhi

Subject :- Letter of Technical Bid Submission.

Madam / Sir,

This has reference to the Ministry of Tourism's RFP no. 2-TP(11)/2017 dated 26.12.2018 for Appointment of a PR Agency.

In this context, please find enclosed out technical bid in respect of RFP submitted above.

I/We as the authorized representative(s) of the agency hereby declare that all the information and statements made in this Technical bid are true and accept that any misinterpretation contained in it may lead to our disqualification. We undertake, if our Proposal is accepted, to initiate the Implementation services immediately in consultation with the Ministry and as per the provisions stipulated in the RFP document. We agree to abide by all the terms and conditions of the RFP document. We would hold the terms of our bid valid for 90 days as stipulated in the RFP document.

We understand that the Ministry of Tourism is not bound to accept any Proposal received by it.

Thanking you,

Name of the Bidder:

Authorised Signatory:.....

Name:

Seal:

Date:

Place:

Letter of Financial Bid Submission

Format for Annexure FQ 1

To be provided on 'Company letter head'
(In case of Consortium, to be provided by the Lead Agency)

The Deputy Director General (Publicity Division),
Ministry of Tourism, Govt. of India
Transport Bhawan,
1, Parliament Street,
New Delhi

Subject :- Letter of Financial Bid Submission.

I/We as the authorized representative(s) of the agency hereby offer to undertake the assignment of PR Agency for the Ministry of Tourism, Govt. of India in accordance with your RFP document no. 2-TP(11)/2017 dated 26.12.2018 and our technical proposal. Our financial bid as per the requirements of RFP document is attached as Annexure FQ 2. The financial proposal is exclusive of taxes, which will be claimed as applicable and as per actual.

Our financial bid shall be binding upon us, up to completion of the period of the contract as specified in the RFP document .

We understand that the Ministry of Tourism is not bound to accept any Proposal received by it.

Thanking you,

Name of the Bidder:

Authorised Signatory:.....

Name:

Seal:

Date:

Place:

Quote details

Format for Annexure FQ 2

To be provided on 'Company letter head'
(In case of Consortium, to be provided by the Lead Agency)

The Deputy Director General (Publicity Division),
Ministry of Tourism, Govt. of India
Transport Bhawan,
1, Parliament Street,
New Delhi

Subject :- Financial Quote Details.

Madam / Sir,

This has reference to the Ministry of Tourism's RFP no. 2-TP(11)/2017 dated 26.12.2018 for Appointment of a PR Agency.

1. In this context, our financial quotes for the different items of work included in the Scope of Work are as follows :

- (a) Financial Quote per annum for all activities listed in the Scope of Work, **other than** PR Activities for Events, i.e. for Scope of Work listed in paras 3.1, 3.2, 3.3, 3.6, 3.7 and 3.8 of the RFP Document (exclusive of taxes) :

Rs. -----

- (b) Financial Quote per annum for PR Activities for Events (Paras 3.4 and 3.5 of the RFP Document), i.e. for as **26** Road Shows, **6** International Travel Fairs / Events and **7** Press Conferences as detailed in para 3.5.1 of the RFP Document and as per break up given below :

Rs. -----

Sl. No.	PR Activities for Events (Paras 3.4 and 3.5 of the RFP Document)	Quote per unit in INR (excluding taxes)	Quote for total specified quantity in INR (excluding taxes)
	(i)	(ii)	(iii)

A	Road Show	One Road Show : Rs. -----	26 Road Shows as detailed in para 3.5.1 of the RFP Document : Rs. -----
B	International Travel Fair / Event	One International Travel Fair / Event : Rs. -----	6 International Travel Fairs / Events as detailed in para 3.5.1 of the RFP Document : Rs. ----- -
C	Press Conference	One Press Conference : Rs. -----	7 Press Conferences as detailed in para 3.5.1 of the RFP Document : Rs. -----
		Grand Total (A to C)	Rs. -----

- NOTE :**
- (i) There should be no mismatch in columns (ii) and (iii) in table above, while making calculations.
 - (ii) The Grand Total cost of the Specified quantity of Events, i.e Grand Total of A to C in column (iii) of table above will be taken into account for evaluation of financial quotation per annum for P.R. Activities for Events.

2. Our Total Financial Quote per Annum for all the activities detailed in the Scope of Work (exclusive of taxes), i.e. total of 1 (a) and 1 (b) above is Rs. ----- (Rupees in words).

3. The Total Financial Quote per Annum as given in para 2 above, will be considered while evaluating the Financial Bids.

Name of the Bidder:

Authorised Signatory:.....

Name:

Seal:

Date:

Place: