

**Production of Television Commercials on Social Awareness Themes
for the Domestic Market**

for the

Ministry of Tourism, Government of India

Request For Proposal [RFP]

[File No. : 1-TP(7)/20187 dated 14.02.2019]

Pre-bid Meeting : **26th February 2019 (1100 hrs.)**
Last date for submission of Bids : **25th March 2019 (1500 hrs.)**

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

RFP DOCUMENT FOR PRODUCTION OF TELEVISION COMMERCIALS ON SOCIAL AWARENESS THEMES FOR THE DOMESTIC MARKET

Introduction

The Ministry of Tourism, Government of India, annually undertakes international Media Campaigns - print, electronic, outdoor and online, under the 'Incredible India' brand line in key source markets across the world. The objective of the Campaigns is to generate awareness about the tourism products and destinations of the country, to promote India as a preferred tourist destination in the source markets overseas and to increase India's share of the global tourism market.

2. The Ministry also releases campaigns in the domestic market on 'Social Awareness' themes with the objective of sensitizing stakeholders in the tourism industry as well as the masses and general public about the importance of good conduct and attitude towards tourists as well as to generate awareness about the benefits of Tourism.

3. The Ministry of Tourism proposes to have a series of 4 Television Commercials produced on the following Social Awareness themes:

- (i) Safety & Security of Tourists
- (ii) Being a Responsible Tourist
- (iii) Benefits of Tourism for Local Communities
- (iv) Desirable Behaviour Towards Tourists

4. The Ministry of Tourism invites Technical and Financial Bids from Agencies / Production Houses for producing the above Television Commercials as per Scope of Work and other details enumerated in this RFP Document. 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.

5. Minimum Eligibility Criteria

- (i) The bidding agency/ production house should be a registered company.
- (ii) The bidding agency/ production house must be in possession of a valid GST no.
- (iii) The bidding agency/ production house must have a valid PAN Number.
- (iv) The bidding agency/ production house must have been in operation for a minimum period of 5 years, as on **1st April 2018** and working in the field of production of Television Commercials / Films / Documentaries, etc.

- (v) The bidding agency/ production house must have a cumulative turnover equivalent to **Rs. 30.00 crore** or above in the financial years **2015-16, 2016-17 and 2017-18**.
- (vi) The total payment to the agency / production house from a single client in any one year out of the three years (2015-16, 2016-17, 2017-18) should be of an amount of at least **Rs.1 Crore** for production of TV commercials.
- (vii) The agency / production house should not be under a Declaration of Ineligibility for Corrupt or Fraudulent practices with any Government departments/ agencies/ ministries or PSU's and should not be blacklisted by any government departments/agency/ Ministries or PSUs.
- (viii) The agency / production house should agree to undertake the assignment in accordance with the Scope of Work.
- (ix) The agency / production house should submit Earnest Money Deposit as specified in this RFP document.

6. Scope of Work

- (i) Production of four (4) television commercials, each of a duration of 60 seconds (with shorter edits), as per details given below:

Quality required	4K/HD/SD
Master Film Duration	60 Sec
Master Film Language	Hindi
Duration of edits/cut Downs	30 and 15 sec
Language Dubs	English, Marathi, Gujarati, Tamil, Telugu, Kannada, Bengali, Malayalam, Punjabi and Odia
Credit Titles/Mutes	Mute Tags, 5 secs, 3.5 secs, 2.5 secs, 2 secs
Audio Rights	TV, Radio, Cinema, Digital & Internet, OOH (Live Media)
Video Rights	TV, Cinema, Digital & Internet, OOH (Live Media)
Duration of Audio Rights	Perpetuity
Duration of Video Rights	Perpetuity

- (ii) The scope of work includes concept, research, script writing, cinematography / shooting, editing, music & voice over etc. for producing and delivering the four (4) 60 second commercials, with edits.
- (iii) The television commercials to be produced will be of international quality, comparable with the existing television commercials of the Ministry of Tourism. The content of the commercials will be entirely by fresh shoot.

- (iv) The Agency/ Production House will be responsible for securing any required permissions for shooting of the TVCs. The Ministry of Tourism will provide assistance by way of issue of letters to concerned authorities, wherever necessary.

7. Deliverables

Raw Stock / Unmixed versions along with telecast quality edits of the 4 (four) Television Commercials as detailed in the Scope of Work, which will be the property of the Ministry of Tourism, Govt. of India, are required to be handed over to the Ministry of Tourism, Govt. of India, Transport Bhavan, 1st floor, Parliament Street, New Delhi – 110 001, in two hard drives. The Ministry reserves the right to use the film wholly or in part in whichever manner the Ministry deems fit.

8. Pre Bid Meeting

A pre-bid meeting for interested bidders will be held in Ministry of Tourism, Government of India, 'Manthan', 1st floor, Transport Bhavan, 1 Parliament Street, New Delhi -110001 at **1100 hrs. on 26th February 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. The pre-bid queries could be sent to the Ministry of Tourism prior to the meeting till **1500 hrs. on 25th February 2019** as per the following format: -

Sl. No.	RFP Clause No.	Page No.	Current requirement	Clarifications requested

The queries shall be sent on or before due date to :-

Susheela Tigga, Asstt. DG (Pub.) susheela.tigga@gov.in
 Kumar Gaurav, Asst. Dir. (Pub) kumar.gaurav82@gov.in

9. 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 **17.00 hrs. on 28th February 2019**.

10. Guidelines for Submission of Bids

Agencies are required to submit their bids in 2 sealed packets as per the details given below:-

- (i) Envelope 1 :- Technical Bid (This envelope should be super scribed as ‘**Technical Bid for Production of 4 (Four) Television Commercials on Social Awareness**’)
- (ii) Envelope 2 :- Financial bid (This envelope should be super scribed as ‘**Financial bid for Production of 4 (Four) Television Commercials on Social Awareness**’)

Both the sealed envelopes as mentioned above should be kept in a bigger envelope to be super scribed as **Technical and Financial Bid for Production of 4 (Four) Television Commercials on Social Awareness** 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 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**

11. Technical Bid

The Technical Bid must contain the following documents :

- i. A letter of Technical Bid: The covering letter should be submitted on letter head signed by authorized signatory as per *format at Annexure I.*
- 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 GST Certificate
- iv. A clear photocopy of PAN Number
- v. Complete address and other contact details of the Registered Office of the Agency/ Production House as well as address and contact details of the office of the Agency/ Production House located in the NCR of Delhi, if any.
- vi. Copies of the **3 work orders / contracts** issued by different clients during the period April, 2015 to March, 2018 for production of television commercials / films / documentaries, may be enclosed. Of these work orders / contracts, **at least one** should have a value of Rs. 1 crore or above. In case of non-disclosure agreement of

the agency/ production house with the clients, a CA certificate stating the same and confirming that the bidding agency/ production house is working in the field of production of television commercials / films / documentaries must be submitted.

- vii.** A certificate from **Chartered Accountant only** should be submitted certifying that the agency / production house has a cumulative turnover equivalent to Rs. 30.00 crore or above in the financial years 2015-16, 2016-17 and 2017-18. Chartered Accountant should also certify that the agency / production house has received total payment from a single client in any one year out of the three years (2015-16, 2016-17, 2017-18) of an amount of at least **Rs.1 Crore** for production of TV commercials. CA certificate to be submitted as per format at **Annexure 2**.
(Bidding Agency / Production House should submit a clear CA certificate to confirm the above mentioned requirements and should **not** submit copies of balance sheets, statements or other documents.).
- viii.** **Brief on the Profile and Track Record** of the Agency / Production House - This may include strength and credentials of the agency/ production house, number of employees, details of the specialist partners/affiliates/associates, in-house facilities, details of earlier work handled in related spheres (i.e. production of television commercials, films, documentaries), list of important clients / brands handled, etc.
- ix.** **Concept note** for the four (4) television commercials of 60 seconds each.
- x.** **Story board** for the four (4) television commercials.
- xi.** **Details** of the proposed production crew members, including director / script writer, music composer, etc. who will be associated with the work to be undertaken for the Ministry of Tourism as detailed in this RFP document.
- xii.** **Case studies**, including impact, of Television Commercials / Films / Documentaries produced by the Agency / Production House for any two clients / brands.
- xiii.** **Earnest Money Deposit (EMD)** for **Rs. 15.00 lakh** drawn in favour of '**Pay & Accounts Officer, Ministry of Tourism**' payable at New Delhi, to be submitted in an acceptable form such as Bank Guarantee or Demand Draft from a scheduled Bank.
- If the Technical Bid Packet is not accompanied by EMD/ Bid Security, the proposal of the bidding agency shall be **rejected outright**.

- No interest shall be payable by the Ministry of Tourism on the sum deposited as EMD/ Bid Security.
 - MSEs would be exempted from payment of EMD, **subject to** furnishing of relevant and valid certificate for claiming exemption.
 - The EMD should normally be **valid** for a period of 45 days beyond the bid validity period, i.e. a period of 135 days from the last date of submission of bids for this tender.
 - The unsuccessful bidders should collect their EMD/Bid Security within one month of issue of work order / contract to the successful bidder.
 - EMD / Bid Security will be returned to the successful bidder on issue of work order and receipt of performance guarantee.
- xiv. The Bidder 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 at the time of submission of bid. A declaration by the authorised representative of the bidding agency, on the letter head of the agency, to be submitted as per format given in **Annexure 3**.
- xv. An undertaking to be submitted on the letter head of the Agency/ Production House and signed by the authorised representative of the agency/ production house that the Agency / Production House will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the agency / production house in its financial proposal (the cost is not to be mentioned in the undertaking), as per format given in **Annexure 3**.

Relevant Certificates / Documents in support of fulfilment of eligibility criteria must be submitted failing which opening of Financial Bids will not be considered.

The Technical Proposal should not include any financial information.

12 Assessment of Technical Bids

The technical bids would be evaluated by a technical assessment committee on the following criteria

S.no.	Component	Maximum Marks
1.	Brief on the Profile and Track Record of the Agency/ Production House indicating strength and credentials of the agency/ production house, number of employees, details of the specialist partners/ affiliates/ associates, in-house facilities, details of	15

	earlier work handled in related spheres (i.e. production of television commercials, films, documentaries), list of important clients / brands handled, etc.	
2.	Cumulative turnover over and above Rs. 30.00 Crore 2 marks for every bracket of Rs. 5.00 crores over Rs. 30.00 crore (during 2015-16, 2016-17 & 2017-18)	10
3.	Total payment to the agency / production house from a single client in any one year out of the three years (2015-16, 2016-17, 2017-18) of an amount of at least Rs.1 Crore 2 marks each for every additional account for which payment received is Rs. 1.00 crore or more (during 2015-16, 2016-17 & 2017-18)	5
4.	Case Studies of earlier work of similar nature undertaken	10
5.	Concept and Story Board for the 4 Television Commercials, including treatment of the concept / theme and creative ideas	20
6.	Profiles of proposed production crew members, including director / script writer, music composer, etc.	10
Total maximum marks		70

13 **Financial Proposal**

(i) In preparing the Financial Proposal, Agencies / Production Houses are to take into account the requirements and conditions outlined in this RFP document.

(ii) The bidding agencies / production houses would submit their financial proposals which shall contain the following information to be submitted in the standard format as enumerated below:-

- (a) Letter of Financial Proposal Submission (as per the format at **Annexure FQ 1**)
- (b) Financial Quote (as per format at **Annexure FQ 2**).

For Financial Evaluation, the total financial quote for production of all four Television Commercials will be considered.

(iii) The Total Financial Quote will cover **all** costs / expenses of the Agency / Production House for production of the four Television Commercials as per specifications detailed in the Scope of Work, including Concept, Shooting / Filming, Recording, Language translations with Voice-overs, Music, Editing / Mixing and other costs, if any. ***No separate cost would be allowed for travel undertaken for production of the Television Commercials.***

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

- (iv) Taxes / GST as applicable in India will be paid as per actual and the same are **not** required to be indicated in the financial bid.
- (v) 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.
- (vi) The Financial Bid shall **not** include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.

14. Submission of Proposals

- (i) The original proposal (Technical Proposal and Financial Proposal) shall be prepared in indelible ink. It 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.
- (ii) An authorized representative of the firm should authenticate all pages of the Technical and Financial Proposals.
- (iii) **The bid should be spiral bound. The index of the bids should clearly reflect the list of documents requested in the technical bid and financial bid. All pages in the bid should be numbered.**
- (iv) The Technical Proposal and the Financial Proposal should be submitted in sealed envelopes as per the guidelines enumerated in para 10 of this document.
- (v) The Proposal should be submitted **on or before 1500 hrs. on 25th March 2019.**
- (vi) 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.

15. Opening of Proposals and Selection Process

- (i). Technical Bids received will be opened in the presence of authorized representatives of the agencies / production houses who have submitted proposals **at 1600 hrs. on 25th March 2019.**

(ii) The Technical Bid will, in the first instance, be examined in the Ministry to ascertain fulfilment of eligibility criteria and submission of required documents. Agencies / Production Houses that fulfil the eligibility criteria and have submitted all required documents in their Technical 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.

(iii) The Technical Proposals, on which presentations will be made, will carry weightage of 70 marks and will be evaluated by a Constituted Committee as enumerated in Para 12 of this RFP document.

(iv) The agencies / production houses scoring 70% and above (i.e. 49 marks or more out of 70 marks) in the Technical Evaluation, will be considered for financial bid opening.

(v) Financial Bids of the shortlisted agencies / production houses 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 Amount for Production of 4 (Four) Television Commercials** quoted by the Agency as per the format given at **Annexure FQ 2**, will carry a weightage of 30%.

(vi) Selection of the agency / production house will be based on the aggregate of the Technical and Financial Evaluation. The agency which scores the highest aggregate marks will be awarded the contract.

(vii) From the time the Technical Proposals are opened to the time the contract is awarded, if any Agency/ Production House 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 / Production House to influence the Ministry in the proposal evaluation or contract award decisions may result in rejection of the proposal of the Agency / Production House.

16. Delivery Schedule

The selected Agency / Production House will follow the following timelines for undertaking the work :

Sl. No.	Activity	Timeline
1.	Present the detailed concept, storyline, casting, music, location, etc. for all 4 TVCs	Within 2 weeks of receipt of Work Order
2.	Present Story Board and Script for all 4 TVCs	Within 2 weeks of approval of concept and storyline.
3.	Present the First Cut of the 4 TVCs	Within 2 months of approval of the Story Board and Script.

4.	Present the Second Cut of the 4 TVCs	Within 2 weeks of presenting the First Cut and getting feedback from the Ministry on any modifications required.
5.	Submit the Final Versions of the 4 TVCs in Hindi and English, in the formats and as per requirements specified in this RFP.	Within 2 weeks of approval of the Second Cut.
6.	Submit all the other language edits of the 4 TVCs (as specified under Scope of Work of this RFP)	Within 1 month of submitting the Hindi and English edits of the TVCs

** For any delays from the above prescribed schedule, which may be due to unforeseen circumstances, prior approval may be obtained from the Ministry, giving detailed and convincing justification for the same.*

17. Terms of Payment to the Selected Agency

- (i) Advance payment will **not** be allowed.
- (ii) Payment will be made by electronic transfer of funds to the bank account of the concerned Agency / Production House in Indian Rupees, on completion of the work to the satisfaction of the Ministry. The Agency / Production House will submit pre-receipted invoices in triplicate, complete in all respects, on completion of the work to the satisfaction of the Ministry and as per requirements detailed in the RFP Document or communicated subsequently by the Ministry of Tourism, for necessary settlement.
- (iii) The Tax component shall be paid as applicable and as per actual.
- (iv) For facilitating Electronic Transfer of funds, the selected agency / production house 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 the bill submitted for payment by the selected agency / production house.

18. Other Important Information

- (i) The ownership of the Television Commercials will rest with the Ministry of Tourism, Govt. of and the agency / production house will have no proprietary or other rights in respect of the same.

- (ii) The selected Agency / Production House will be responsible for any copy right issues / plagiarism resorted to by the Agency / Production House. The Ministry of Tourism will not be a party to any dispute arising out of copyright violation / plagiarism by the Agency / Production House.
- (iii) The Ministry of Tourism will not be party to any agreement between the Agency / Production House and any other parties or persons.
- (iv) The responsibility of procuring all required permissions for filming at various locations in the country will be with the Agency / Production House. However, the Ministry of Tourism will assist wherever possible.
- (v) The period of validity of the Tender is **90 days** from the closing date of the proposal. If need be, necessary extension would be considered by the Ministry of Tourism.
- (vi) The successful agency / production house will execute a **Performance Guarantee for 10% of the total value of the contract** in the form of Account Payee Demand Draft or a Bank Guarantee from a Commercial Bank in an acceptable form or in the form of a Fixed Deposit Receipt pledged to the '**Pay & Accounts Officer, Ministry of Tourism**' payable at New Delhi. The Performance Guarantee should remain valid for a period of **60 days** beyond the completion of the period of contract.
- (vii) The Ministry of Tourism is however 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.
- (viii) The Ministry of Tourism reserves its right to summarily reject offer received from any agency on national security considerations, without any intimation to the bidder.
- (ix) 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.
- (x) Agencies submitting proposals will not be permitted to alter or modify their bids after expiry of the deadline for receipt of bids.
- (xi) The Ministry of Tourism reserves its right not to accept bids from agencies resorting to unethical practices or on whom investigation/enquiry proceedings has been initiated by Government Investigating Agencies / Vigilance Cell.
- (xii) Ministry of Tourism has the right to withdraw / cancel / alter the bid document at any stage.

19. Penalty Clause

- (i) The agency / production house would have to submit Performance Guarantee for amount equivalent to 10% of the value of the contract after the contract is awarded to it. The same shall be liable to be forfeited in full or part in case of underperformance by the agency / production house, besides other action, including blacklisting of the agency / production house as may be deemed fit by the Ministry of Tourism, Govt. of India.
- (ii) Any delay of over three days from the stipulated schedule for production of the 4 Television Commercials would invite a penalty of Rs.5000/- per day, per television commercial.

20. Termination

The Ministry of Tourism may terminate the Contract of the agency or may initiate penal proceedings as per law of India, in case of the occurrence of any of the events specified below :

- (i) If the Agency / Production House becomes insolvent or goes into compulsory liquidation.
- (ii) If the Agency / Production House, 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 / Production House 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 / Production House 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 / Production House 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 initiating action.

21. Force Majeure

- (i) Neither party will be liable in respect of failure to fulfil 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 (a) 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 (b) 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.

(ii) 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.

22. Arbitration

Venue of arbitration will be New Delhi and will be governed by provisions of the Indian Arbitration & Reconciliation Act.

23. 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.

24. The interested agency(ies) may drop or send their bid by post/courier as per the guidelines stipulated in this RFP documents so as to reach the Ministry of Tourism **before 1500 hrs. on 25th March 2019.** The bids should be dropped in the Tender Box, CR (Central Registry) Section of the Ministry of Tourism, Transport Bhawan, (Ground Floor), 1, Parliament Street, New Delhi – 110001.

DDG (Publicity)

To be provided on 'Company letter head'

The Dy. Director General (Publicity Division),
Ministry of Tourism
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. dated for 'Production of 4 (Four) Television Commercials on Social Awareness Themes'

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 or as decided by the Ministry of Tourism.

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 for Technical Bid Submission

Format for Annexure 2

To be provided by the Chartered Accountant on his letter head

This is to certify that M/s.....(name and address of the bidding agency / production house) is a registered company and has a cumulative turnover equivalent to Rs.30.00 crore (Rupees thirty crore) or above in the financial years 2015-16, 2016-17 and 2017-18. as per the break-up given below:-

Financial year	Total Turnover in INR
2015-16	
2016-17	
2017-18	
Cumulative Total	

It is further to certify that the M/s.....(name and address of the bidding agency / production house) the agency / production house has received total payment from a single client, i.e. M/s ----- (name of Client) in the year ----- (any one year out of the three years (2015-16, 2016-17, 2017-18) of an amount of at least **Rs.1 Crore** for production of TV commercials.

In addition, the agency / production house has received total payment from the following clients during the three years (2015-16, 2016-17, 2017-18) of an amount of at least **Rs.1 Crore** per client for production of TV commercials :

- (i) M/s..... (amount received) (year)
- (ii) M/s.....
- (iii) M/s.....
- (iv) M/s.....

To be signed and certified
by Chartered Accountant

To be provided on ‘Company letter head’

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

Subject :- Undertaking in respect of **Technical Bid**

Madam / Sir,

This has reference to the Ministry of Tourism’s RFP no. dated for ‘Production of 4 (Four) Television Commercials on Social Awareness Themes’

In this context, I/ We as authorized representative(s) of company, certify the following:-

- (a) That we are not declared **ineligible for corrupt or fraudulent practices** with any Government departments/ agencies/ ministries or PSU’s and are not blacklisted on the date of submission of this bid.
- (b) That we will **undertake the assignment**, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted in our financial bid. (the cost is **NOT** to be mentioned in this undertaking)

Name of the Bidder:

Authorised Signatory:.....

Name:

Seal:

Date:

Place:

To be provided on 'Company letter head'

The Dy. Director General (Publicity Division),
Ministry of Tourism
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 Production of 4 (Four) Television Commercials on Social Awareness Themes in accordance with your RFP document no. dated 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:

Address and contact

Details of bidding agency.....

Seal:

Date:

Place:

To be provided on 'Company letter head'

**The Dy. Director General (Publicity Division),
Ministry of Tourism
Transport Bhawan, 1, Parliament Street,
New Delhi**

Subject :- Financial Quote Details.

Madam / Sir,

This has reference to the Ministry of Tourism's RFP no. dated for Production of 4 (Four) Television Commercials on Social Awareness Themes.

2. (i) In this context, our **total financial quote** for production of the four (4) Television Commercials on Social Awareness Themes in respect of above RFP is Rs...../- (Rupees in words), **excluding taxes**.

(ii) Break-up of the total financial quote, exclusive of taxes is as given below :

Cost for Production of 4 Television Commercials (TVCs) (Exclusive of Taxes) :

	<u>In figures</u>	<u>In words</u>
TVC on Safety & Security of Tourists :	Rs.-----	Rupees -----
TVC on Being a Responsible Tourist :	Rs.-----	Rupees -----
TVC on Benefits of Tourism for Local Communities :	Rs.-----	Rupees -----
TVC on Desirable Behaviour Towards Tourists :	Rs.-----	Rupees -----
Total Cost for Production of 4 TVCs :	Rs.-----	Rupees -----

It is certified that the Cost for Production of the TVCs quoted above covers all costs / expenses for undertaking work as detailed in the Scope of Work of the above referred RFP, except taxes.

IMPORTANT

The following may be noted while submitting the Financial Quote :

- (i) There should be no mismatch between the cost quoted for each TVC and the total cost for all 4 TVCs. The total cost for the 4 TVCs should be the sum of the cost for each of the 4 TVCs. In case of any mismatch in the same, the bid will be considered as non-responsive and will be rejected.
- (ii) The total cost quoted for all the 4 (four) TVCs will be taken into account for evaluation of financial bid.
- (iii) The Total Cost quoted is exclusive of taxes.
- (iv) Taxes/GST, if any, applicable in India will be as per actual.

Thanking you,

Name of the Bidder:

Authorised Signatory:.....

Name:

Seal:

Date:

Place:
