

**Development of Creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme'.**

**for the  
Ministry of Tourism, Government of India**

**Request For Proposal [ RFP ] [File No. : TP-5/36/2020-PUBLICITY dated: 27/01/2021]**

Pre-bid Meeting : **10/02/2021**

Last date for submission of Bids : **03/03/2021**

Ministry of Tourism  
Government of India  
Publicity Division  
Transport Bhawan

**1, Parliament Street  
New Delhi – 110001**

**RFP DOCUMENT FOR the development of Creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme'.**

## Introduction

The Ministry of Tourism, Government of India, annually undertakes domestic & international Media Campaigns - print, electronic, outdoor and online form, 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 of Tourism proposes to undertake the work for development/production of creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme'. Considering, the present circumstances the first and foremost communication (could be Namaste India) with the consumer / tourists would essentially need to be aware about confidence building and reassurance. The focus would be on the steps taken by the government in terms of safety, security and hygiene mechanism in place for counting the fear of the tourist. It may be understood that when tourist come out for travel after such a long gap and after fighting the Pandemic (COVID-19), he will have lot of doubts and fear towards the travel outside his comfort zone and especially when a tourist is travelling along with his family which may consists of younger ones and the elder. Hence the clear-cut messaging regarding the all required safety procedures and mechanism being put in place needs to be highlighted so that the consumer develops a sense of security and encouraged to take decision for travel.

3. The Ministry of Tourism invites Technical and Financial Bids from Agencies for developing the above creatives 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.

## 4. Minimum Eligibility Criteria

- i. The bidding agency should be a registered company under Govt. of India. No Consortium or Subcontracting would be allowed.
- ii. The bidding agency must be in possession of a valid GST no.
- iii. The bidding agency must have a valid PAN Number.
- iv. The bidding agency must have been in operation for a minimum period of **5** years, as on **1<sup>st</sup> April, 2020 and** working in the field of production/development of Creatives/Television Commercials / Films / Documentaries.
- v. The bidding agency must have a cumulative turnover equivalent to **Rs.30.00 (Thirty) Crore** or above in the financial years **2017-18, 2018-19 and 2019-20**.
- vi. The total payment to the bidding agency from a single client in any one year out of the three years (2017-18, 2018-19, and 2019-20) should be of an amount of at

least **Rs.1.00 (One) Crore** for production/development of Creatives/TV commercials/ Films / Documentaries.

- vii. The bidding agency 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 bidding agency should agree to undertake the assignment in accordance with the 'Scope of Work'.
- ix. The bidding agency needs to furnish **Bid Security** declaration in the prescribed format as specified in this RFP document.

## 5. Scope of Work

- i. Production/Development of Creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme' as per details given below:-
- ii. The proposed creative may highlight the Post Covid scenario for encouraging the International & Domestic Tourists which may include.

### **A. Welcome Back**

- India is ready and open for the domestic / international Travelers.
- Namaste Incredible India messaging.

### **B. Safety, Security And Hygiene**

- Address the safety concerns and encourage travelers to take travel decisions in unlocking phase in a smart and sustainable way with an aim to build confidence among the tourists/travelers.
  - Message regarding assurance about safety and hygiene for the travelers.
  - The element of Responsible Tourism could be addressed and Promoted through this stage of communication.
- iii. The following terms and conditions may be adhered to while developing the creative:-
    - a. The creatives would be adaptable for use in all media platform.
    - b. The creatives would be produced either with fresh shoot or outright purchase of images.
    - c. Each digital campaign on the above theme would comprise multiple options.
    - d. The Creative should be developed with eye-catching visuals of interest to consumers in the different source markets.

- e. Creative for Radio & AV Spots of 60 seconds each to be developed including smaller edits, on above theme. This may include concept creation, story writing, music, voice artist, recording, etc.
- f. Besides English & Hindi, the creatives (i.e. in the form of Print, Radio, Digital, Outdoor and Audio Visual) may also be required to be developed in international languages such as Russian, Korean, Thai, Japanese, Italian, German, Spanish, French and Arabic.

## 6. **Important Information**

- (i) The ownership / copy right of the creatives produced / designed through the Creative Agency will for all time rest with the Ministry of Tourism, Government of India and the agency / copy writer / photographer, etc. will have no proprietary or other rights in respect of the same. This would include full copyright for all time use of the images / photographs used in the creatives (unless bound by copyright rules).
- (ii) All creatives designed / produced will be of international quality, comparable with the existing creative and publicity material of the Ministry of Tourism.
- (iii) The Agency will be responsible for copy right issues concerning usage of images, etc. obtained through various sources. The Ministry of Tourism will not be a party to any disputes arising out of copyright violation by the agency.
- (iv) The Agency will at no time resort to plagiarism. The Ministry of Tourism, will not be a party to any dispute arising on account of plagiarism resorted to by the agency.
- (v) The Agency will ensure submission of required creatives / publicity material undertaken within the time frame.

## 7. **Deliverables**

Raw Stock / Unmixed versions of each creative in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme' 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 Bhawan, 1<sup>st</sup> floor, Parliament Street, New Delhi – 110001, 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 would be held **at 1100 hrs. on 10/02/2021** to provide clarification on queries, if any raised by the prospective bidders regarding the bid document. All queries would be addressed only during the Pre-bid meeting. Interested agencies may attend the pre-bid meeting on the said date. Any change in the pre-bid meeting schedule will be notified on the Ministry of Tourism's website [www.tourism.gov.in](http://www.tourism.gov.in). The pre-bid queries could be sent to the Ministry of Tourism prior to the meeting till **1500 hrs. on 03/02/2021**

..... as per the following format: -

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

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

- a. **Shri. Arun Srivastava, DDG (Publicity), e-mail Id: [srivastava.arun@gov.in](mailto:srivastava.arun@gov.in) ,**
- b. **Smt. Susheela Tigga, Asst.DG (Publicity), e-mail Id: [susheela.tigga@gov.in](mailto:susheela.tigga@gov.in)**

10. 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](http://www.tourism.gov.in) and on e-procure [www.eprocure.gov.in](http://www.eprocure.gov.in) website of the Government of India by **17.00 hrs. on 20/02/2021.**

#### 11. Guidelines for Submission of Bids

Proposal should be submitted in two separate Envelopes put into one large Envelope, which should consist of Technical and Financial proposals. The two inner Envelopes (Envelope - 1 and Envelope - 2) should be clearly super scribed as:-

**Envelope 1:-** Technical Bid (This envelope should be super scribed as '**Technical Bid**' for development/production of creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme'.

**Envelope 2:-** Financial bid (This envelope should be superscribed as '**Financial bid**' development/production of creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme'.

Both the sealed envelopes as mentioned above should be kept in a bigger envelope to be superscribed as Technical and Financial Bid for development/production of creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme' 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 Assistant Director General (Publicity),  
Ministry of Tourism, Government of India,  
Transport Bhawan, 1, Parliament Street,  
New Delhi – 110 001.”**

## **12. 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 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 GST Certificate.
- iv. A clear photocopy of PAN Card Number.
- v. Complete address and other contact details of the Registered Office of the Agency as well as address and contact details of the office of the Agency located in the NCR of Delhi, if any.
- vi. Copies of the **3 work orders / contracts** issued by different clients during the period 01<sup>st</sup> April, 2017 to 31<sup>st</sup> March 2020, for production/development of creatives/television commercials / films / documentaries may be enclosed. Out of these work orders / contracts, **at least one** should have a value of **Rs.1.00 (One) Crore** in total. In case of non- disclosure agreement of the agency with the clients, a CA certificate stating the same and confirming that the bidding agency is working in the field of production of creatives/television commercials / films / documentaries must be submitted.
- vii. A certificate from **Chartered Accountant only** should be submitted certifying that the agency has a cumulative turnover equivalent to **Rs.30.00 (Thirty) Crore or above** in the financial years **2017-18, 2018-19 and 2019-2020**. Chartered Accountant should also certify that the agency has received total payment from a single client in any one year out of the three years **(2017-18, 2018-19, 2019-2020)** of an amount of at least **Rs.1.00 (One) Crore** for production of Films/TV commercials. CA certificate to be submitted as per format at **Annexure 2**.

(Bidding Agency 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 - This may include strength and credentials of the agency, 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 creative, television commercials, films, documentaries), list of important clients / brands handled, etc.

- ix. **Concept note** with minimum two options & maximum four options for the Print Creatives, Radio Jingle, Digital, Outdoor and Audio Visual based on above theme. The Concept Note may also include proposed mode for sourcing of images for the creatives and details of resources through whom translation of the Creatives will be undertaken. Concept notes along-with scripts for minimum 2 Radio and 2 Audio Visual creative (\*maximum 500 words).
- x. **Print Creative** of minimum 2 creatives options in A4 size, Digital Creative of minimum 2 options, Outdoor Creative of minimum 2 options.
- 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 should be provided in form of a Curriculum vitae.
- xii. **Success Story**, including impact, of Television Commercials / Films / Documentaries produced by the Agency for any two clients / brands.
- xiii. **Earnest Money Deposit (EMD) / Bid Security**: In lieu of Bid security, bidders should sign a Bid securing declaration accepting that if they withdraw or modify their bids during the period of validity, or if they are awarded the contract and if they fail to sign the contract, or to submit a performance security before the deadline defined in the bid document, they will be blacklisted for the period of eighteen months (18) from the date of disqualification. In the absence of Bid securing declaration in the prescribed format (**Annexure - 4**), the tenders will be rejected and will not be opened.
- xiv. The Bidder should 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 authorized 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 and signed by the authorized representative of the agency 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 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 otherwise the proposal would be outright rejected.**

### **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.	<p><b>Production of Creatives ( in form of Print, Radio, Digital, Outdoor and Audio Visual)</b></p> <p>a. Brief on the Profile and Track Record of the Agency indicating strength and credentials of the agency, details of earlier work handled in related spheres i.e. <b>(Not more than 5 pages)</b></p> <p>b. Production of the Creative (Print, Digital &amp; Outdoor)</p> <p>c. Production of Radio jingle,</p> <p>d. Production of Audio Visual</p> <p>e. List of important clients / brands handled, etc. during last 5 years.</p> <p><b>(5 marks maximum for each Category) for (a) to (e) – it should be for last 5 years.</b></p>	25
2.	Over the cumulative turnover of Rs. 30.00 Crore <b>2 marks</b> for every bracket of Rs. 5.00 crores over Rs. 30.00 crore (during 2017-18, 2018-19 and 2019-2020).	10
3.	<p>The total payment to the agency from a single client in any one year out of the three years (2017-18, 2018-19, and 2019-20) of an amount of at least Rs.1.00 (One) Crore for production of Creatives/TV commercials/Films/Documentaries- <b>2 marks for each account</b></p> <p><b>2 marks</b> each for every additional account for which payment received is Rs. 1.00 (One) Crore or more (during 2017-18, 2018-19 and 2019-2020).</p>	10
4.	Number of Print, Radio, Digital, Outdoor and Audio Visual produced in the area of tourism during last 5 years <b>(2 marks for each Category)</b>	10
5.	Award winning movies recognized for National/Global label or earlier work of similar nature undertaken and Experience in the field of film production. <b>(Maximum 3 mark for each National Award winning Film and maximum 5 marks for each International Award winning Film)</b>	15
6.	Concept and Story Board for development/production of creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme'.	20
7.	Profiles of proposed creative team, production crew members, including director / script writer, music composer, etc.	10



### 13. Financial Proposal

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

(ii) The bidding agencies 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 development/production of creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme' will be considered.

(iii) The Total Financial Quote will cover all costs / expenses of the Agency for development/production of creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme' 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. Foreign language dubs No separate cost would be allowed for travel undertaken for production of the films.

**NOTE** : Agencies 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. 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.

(v) 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 Proposal.

**(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-11** of this document.

(v) The Proposal should be submitted **on or before 1500 hrs. on 03/03/2021.**

(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 who have submitted proposals **at 1600 hrs. on 03/03/2021.**

(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 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 percent and will be evaluated by a Constituted Committee as enumerated in **Para-12** of this RFP document.

(iv) The agencies scoring 70% and above (i.e. 70 marks or more out of 100 marks) in the Technical Evaluation, will be considered for financial bid opening.

(v) 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 Amount for development/production of creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme'** quoted by the Agency as per the format given at **Annexure FQ 2**, will carry a weightage of 30%.

(vi) Selection of the agency 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.

### **Combined and Final Evaluation**

Proposal will finally be ranked according to their combined technical (Tb) and financial (Cb) scores as follows:

$$Bb = (0.7) * Tb + (0.3) * (Cmin/Cb * 100)$$

Where

Bb = overall combined score of bidder under consideration (calculated up to two decimal points)

Tb = Technical score of the bidder under consideration

Cb = Financial bid value of the bidder under consideration

Cmin = Lowest financial bid value among the financial proposals under consideration.

(vii) 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.

### **16. Delivery Schedule**

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

- i. On approval of the designs through the selection process indicated above, the selected agency will be required to submit the final creative, suitable for multipurpose usage adaptable to different sizes within 30 days of the issue of work order.
- ii. After delivery of the creatives in English & Hindi, the agency will submit required foreign language translations of the creatives as per following schedule:
  - a. Submission of script/design/content for the creatives in 9 international languages within a period of 30 working days from the date of submission of the English & Hindi creatives.
  - b. Submission of the final creatives in 9 international languages, within a period of 30 working days from the date of approval of the scripts/designs/content in the international languages, by the Ministry of Tourism.

### **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 in Indian Rupees, on completion of the work to the satisfaction of the Ministry. The Agency 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 will be required to indicate the name of the Bank and 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.

**18. Other Important Information**

- i. The ownership of the creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme' will rest with the Ministry of Tourism, Govt. of India and the agency will have no proprietary or other rights in respect of the same.
- ii. The selected Agency will be responsible for securing any copy right issues / plagiarism resorted to by the Agency. The Ministry of Tourism will not be a party to any dispute arising out of copyright violation / plagiarism by the Agency.
- iii. The Ministry of Tourism will not be party to any agreement between the Agency 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. 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 will execute a **Performance Guarantee for 3% 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 and 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 would have to submit Performance Guarantee for amount equivalent to 3% 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 under performance by the agency, besides other action, including blacklisting of the agency as may be deemed fit by the Ministry of Tourism, Govt. of India.

(ii) Any delay of over five days from the stipulated schedule in respect of delivery schedule given at point No.16 in respect of each column for development/production of creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme' would invite a penalty of Rs.2000/- per day, per creative.

## **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 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 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**

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

**23. Jurisdiction**

- i. 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 03/03/2021**. 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.**

**25.** The RFP document is also available in the Ministry's website (i.e. [www.tourism.gov.in](http://www.tourism.gov.in)) as well as on Central Government Public Procurement portal– [eprocure.gov.in/epublish](http://eprocure.gov.in/epublish).

  
Asstt. DG (Publicity)

**SUSHEELA TIGGA**  
Asst. Director General  
Ministry of Tourism, Govt. of India

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 'for development/production of creatives in form of Print, Radio, Digital, Outdoor and  
Audio Visual to have an effective and sustained multi-media tourism promotion campaign  
on 'Confidence Building/Reassurance theme'".

In this context, please find enclosed our 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 60 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:

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 2017-18, 2018-19 and 2019- 2020 as per the break-up given below: -

Financial year	Total Turnover in INR
2017-18	
2018-19	
2019-20	
<b>Cumulative Total</b>	

It is further to certify that the M/s.....(name and address of the bidding agency ) the agency 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 (2017-18, 2018-19, 2019-20) of an amount of at least **Rs.1.0 Crore** for production of films.

In addition, the agency has received total payment from the following clients during the three years (2017-18, 2018-19, 2019-2020) of an amount of at least **Rs.1.0 Crore** per client for production of films:

- 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, Govt. of India  
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 'development/production of creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme'.

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

**Bid security declaration**

**Format for Annexure 4**

**To be provided on 'Company letter head'**

Date:

Tender No:

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

I/We. The undersigned, declare that:

I/We understand that, according to your conditions, bids must be supported by a Bid Securing Declaration.

I/We accept that I/We may be blacklisted from bidding for any contract with you for a period of 18 months from the date of notification if I am /We are in a breach of any obligation under the bid conditions, because I/We

- a. have withdrawn/modified/amended, impairs or derogates from the tender, my/our Bid during the period of bid validity specified in the form of Bid; or
- b. have been notified of the acceptance of our Bid by the purchaser during the period of bid validity (i) fail or reuse to execute the contract, if required, or (ii) fail or refuse to furnish the Performance Security, in accordance with the Instructions to Bidders.

I/We understand this Bid Securing Declaration shall cease to be valid if I am/we are not the successful Bidder, upon the earlier of (i) the receipt of your notification of the name of the successful Bidder; or (ii) thirty days after the expiration of the validity of my/our Bid.

-----

Name of the Bidder: .....

Authorised Signatory: .....

Name:

Seal:

Date:

Place:

(Power of attorney/ board resolution/documents of incorporation should be attached)

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 development/production of creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme' 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 for development/production of creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme'.

2. (i) In this context, our **total financial quote** for development/production of creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme'. This also includes foreign language dubbing in Twelve languages i.e. French, Spanish, German, Italian, Russian, Portuguese, Arabic, Thai, Japanese, Korean, Sinhalese and Chinese 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 development/production of creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme' (Exclusive of Taxes):**

Performa for Financial Proposal: -

S.No.	Item	Quote per unit in INR (excluding taxes)	Quote for total specified quantity in INR (excluding taxes)
1	2	3	4

(A)	Designing and production of print creatives. This would include copy writing, designing, and other costs involved*.	Cost for one print creative : Rs. ....	Total cost for 2 print creatives : Rs. ....
(B)	Designing and production of Outdoor creatives. This would include copy writing, designing, and other costs involved*.	Cost for one Outdoor creative: Rs. ....	Total cost for 2 Outdoor creatives : Rs. ....
(C)	Designing and production of Radio jingles. This would include copy writing, designing, and other costs involved*.	Cost for one Radio jingle : Rs. ....	Total cost for 2 Radio Jingles : Rs. ....
(D)	Designing and production of Audio Visual creatives. This would include copy writing, designing, shooting and other costs involved*.	Cost for one Audio Visual creative : Rs. ....	Total cost for 2 Audio Visual creatives : Rs. ....
(E)	Designing and production of Digital creatives. This would include copy writing, designing, and other costs involved*.	Cost for one Digital creative : Rs. ....	Total cost for 2 Digital creatives : Rs. ....
(F)	Cost for Translation of Print Creative in Foreign Languages.	Cost for translation of 1 print creative in 1 foreign language: Rs. ....	Total Cost for translation of 2 print creatives in 9 foreign languages : Rs. ....
(G)	Cost for Translation of Radio Spot in Foreign Languages.	Cost for translation of 1 Radio Spot in 1 foreign language: Rs. ....	Total Cost for translation of 2 Radio Spots in 9 foreign languages : Rs. ....

(H)	Cost for Translation of Digital Creative in Foreign Languages.	Cost for translation of 1 Digital creative in 1 foreign language: Rs. ....	Total Cost for translation of 2 Digital creatives in 9 foreign languages : Rs. ....
(I)	Cost for Translation of Outdoor Creative in Foreign Languages.	Cost for translation of 1 Outdoor creative in 1 foreign language: Rs. ....	Total Cost for translation of 2 Outdoor creatives in 9 foreign languages : Rs. ....
(J)	Cost for Translation of Audio Visual in Foreign Languages.	Cost for translation of 1 Audio Visual in 1 foreign language: Rs. ....	Total Cost for translation of 2 Audio Visual in 9 foreign languages : Rs. ....
(K)	Cost for adaption of short edits of Audio Visual	Cost for adaption of 1 short edits of Audio Visual: Rs. ....	Total Cost for adaption of 2 short edits of Audio Visual: Rs. ....
(L)		<b>GRAND TOTAL 4(A) to 4(K)</b>	Rs. ----- Rupees----- (in words)

It is certified that the Cost for development/production of creatives in form of Print, Radio, Digital, Outdoor and Audio Visual to have an effective and sustained multi-media tourism promotion campaign on 'Confidence Building/Reassurance theme' 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. Evaluation of Financial Bid would be on the basis of the total cost for all items of work as indicated at **Sl. No.(L)**.
- ii. In the event of any difference between figures and words, the amount indicated in words shall prevail. In case of difference between unit cost and total cost then the unit cost will prevail. In the event of difference between the arithmetic total and the total shown in the financial quote, the lower of the two shall prevail.
- 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: .....

Authorized Signatory: .....

Name:

Seal:

Date:

Place:

\*\*\*\*\*