

**Government of India
Ministry of Tourism
(Publicity Division)**

1st Floor, Transport Bhawan,
1, Parliament Street, New Delhi

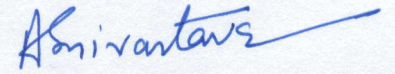
File no. TP-7/24/2021

Dated: 10.03.2022

**Subject:- Request for proposal for Selection of dedicated Creative Agency
for the Ministry of Tourism, Government of India.**

The Ministry of Tourism proposes to appoint a **dedicated Creative Agency** for designing and production of required creative and publicity material and other related work. The RFP document bearing reference no. TP-7/24/2021 dated: 10.03.2022 has been uploaded on the official website www.tourism.gov.in & www.eprocure.gov.in. The interested bidding agencies may like to go through the details and the procedures mentioned in the said RFP documents. Important dates are also given in the RFP document. Corrigendum/Amendments/Clarifications in respect of this RFP, if any, will be posted on websites - www.tourism.gov.in & www.eprocure.gov.in only.

Therefore, interested bidding agencies may like to keep on checking the above mentioned websites for such details and updates.



(Arun Srivastava)
Deputy Director General

Encl.: As above.

To, All interested bidding agencies

Incredible India

Appointment of a Dedicated Creative Agency

By the

Ministry of Tourism, Government of India

Request for Proposal [RFP]

(File no. TP-7/24/2021 dated 10.03.2022)

Pre-bid Meeting:- 1100 hrs. on 17.03.2022

Last date for Submission: - 07.04.2022 (1500 hrs.)

References

Section I : Instructions for the bidding agencies
Section II : Checklist for bidding agencies
Section III : Formats

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

SECTION I : INSTRUCTIONS FOR THE BIDDING AGENCIES

1.1 Introduction

1.1.1 The Ministry of Tourism, Government of India, annually undertakes various advertising activities, under the "Incredible India" brand line in key source markets across the world. The objective of these activities is to generate awareness about the varied tourism products and destinations in 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.

1.1.2 The endeavor of the Ministry of Tourism is to promote domestic tourism within the country and to target important and potential source markets overseas.

1.1.3 Through its campaigns in the print, electronic, online and outdoor media. The Ministry of Tourism projects and showcases the varied tourism destinations and products of the country. The Ministry also releases advertisements related to important events organized and on achievements and initiatives of the Ministry.

1.1.4 The Ministry of Tourism undertakes production of publicity and promotional material on a regular basis which are distributed to tourists, potential consumers, stakeholders in the tourism industry, media, etc.

1.1.5 The Ministry of Tourism proposes to appoint a **dedicated Creative Agency** for designing and production of required creative and publicity material and other related work. The Creatives would, at times, be required at very short notice.

1.1.6 The Creative Agency would be appointed for a period of **three years**, subject to a yearly review and with the provision that services of the agency(ies) may be dispensed with at any time, giving three month notice, in the event of non-performance, under-performance or any other reason which would be specified or emerge during the period of contract.

1.1.7 The period of contract of the selected Creative Agency may also be extended by a maximum period of six months on the same terms and conditions and scope of work would be on Pro-rata basis of the unit cost quoted.

1.1.8 Interested Creative 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 Proposal
- (iii) Financial Proposal

1.1.9 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.

1.1.10 The Creative Agency is required to provide professional, objective, and impartial service and at all times, hold the Ministry's interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.

1.1.11 The Creative Agency would 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.

1.1.12 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.

1.2 Minimum Eligibility Criteria

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

1.2.1 The bidding agency should be a registered company.

1.2.2 The bidding agency must be in possession of a valid GST no.

1.2.3 The bidding agency must have a valid PAN Number.

1.2.4 The bidding agency must have an office in the NCR of Delhi, with adequate staff strength, including both a servicing and creative team, for implementing the contract of the Ministry of Tourism.

- 1.2.5 The bidding agency must have been in operation for a minimum of 5 years, as on **1stApril, 2021** and working in the field of designing/ production of creatives for various media including print, radio, online, outdoor etc. *as well as publicity material.*
- 1.2.6 The bidding agency must have a cumulative turnover equivalent to **Rs. 30.00 crore** or above in the financial years **2018-19, 2019-20 & 2020-21**. In addition, the creative agency should have handled at least one creative agency account in any field, with value of over **Rs. 1.0 (One) Crore or two accounts of minimum Rs.50.00 Lacs each**, in any one of the years i.e. **2018-19, 2019-20 & 2020-21**. **CA certificate clearly indicating the value of Creative Agency work (excluding media cost value) to be attached.**
- 1.2.7 The bidding agency should be able to provide a qualified Servicing and Creative team, for undertaking the Creative work and related activities of the Ministry. The Team should have a Team Leader with a minimum of three members to service the account of the Ministry, who would be available as and when required by the Ministry. The identified team would work closely with the Ministry of Tourism. In the event of any change in any of the identified team members during the contract period, the same is to be conveyed to the Ministry of Tourism **in advance**, along with details of the new Team Member identified as a replacement and is to be approved by the Ministry of Tourism.
- 1.2.8 The Bidder should not be under a Declaration of Ineligibility for Corrupt or Fraudulent practices with any Government departments/ agencies/ ministries or PSU' and should not be blacklisted by any government departments/agency/ Ministries or PSUs.
- 1.2.9 The bidding agency should agree to undertake the assignment in accordance with the Scope of Work.
- 1.2.10 The bidding agency should submit declaration for bid security as specified in this RFP document.

1.3 **Scope of Work**

The selected agency should be able to provide a creative vision and strategy for taking forward the Incredible India campaigns of the Ministry of Tourism. The agency would also be responsible for taking over the content, inventory of films and other creatives from the creative agency which handled the account of Ministry of Tourism and maintaining the same.

1.3.1 **Designing and production of creatives** for the print (news-papers, magazines/other print publications) and digital media during the three year period, as detailed below, on themes/subjects to be decided in consultation with the Ministry of Tourism :-

- (a) Estimated **150 print creatives and their digital versions** for advertisements for release in newspapers and/or other publications, with the ability to be adapted for use in other media such as outdoor online and others. *(1 advertisement of any size would be treated as one creative)*. These would largely relate to events, initiatives & achievements of the Ministry and for specific requirements on case to case basis, etc. This would include procurement of images wherever required, copy writing, designing, and all other costs involved. Besides English and Hindi, creatives may be required to be produced, in other regional languages such as Tamil, Kannada, Malayalam, Telugu, Gujarati, Marathi, Bengali, Oriya, Punjabi, Kashmiri and Assamese etc. In addition, creatives may also be required in foreign languages such as Arabic, French, Spanish, German, Chinese, Russian, Japanese, and Korean etc.
- (b) Estimated **30 advertorials and their digital versions**, for release in newspapers and/or other publications. They may be one page or multi-page advertorials and each advertorial would comprise images and text matter to be presented with an attractive lay-out. These would largely relate to initiatives & achievements of the Ministry, promotion of destinations and products and for specific requirements on case to case basis, etc. This would include procurement of images wherever required, copy writing, designing, and all other costs involved.
- (c) Estimated **300 creatives for the Digital Media**, with the ability to be adapted in other media. This would include procurement of images wherever required, copy writing, designing, and all other costs involved. (Print creatives designed and produced by the Agency, which are adapted for use in the Digital Media, will **not** be considered as a separate Digital Creative.)
- (d) Estimated **60 short duration Audio Visuals with animated Videos** to be produced for highlighting specific events/campaigns etc.

Quality required	4K/HD/SD (1080 fine for social media)
Video bit depth	10

For social media	16:9, 1:1, Square or 4.3 aspect ratio or any other format best suitable
AV Duration	60 Seconds
AV Language	English/Hindi
Duration of edits/cut Downs	30 and 10 sec
Language	English, Hindi
Regional languages voice over	Tamil, Kannada, Malayalam, Telugu, Gujarati, Marathi, Bengali, Oriya, Punjabi, Kashmiri and Assamese etc.
Foreign language dub/subtitle voice over	Thai, Japanese, Korean, German, French, Spanish, Arabic, Chinese, Russian,
Credit Titles/Mutes	Mute Tags, 5 secs, 3.5 secs, 2.5 secs, 2 secs
Audio Rights	Digital & Internet, OOH (Live Media), Social Media. Audio bit rate to be kept at minimum 128 kbps
Video Rights	Digital & Internet, OOH (Live Media), Social Media
Duration of Audio Rights	Perpetuity
Duration of Video Rights	Perpetuity

- (e) Estimated 15 Edits of the TVCs from the existing stocks to be modified for highlighting specific events/campaigns etc. This includes voice over in regional language/Foreign languages and their subtitles.

NOTE

- (i) The footages required for use in the production would either be used from the existing stock of images/footages with the Ministry or would be procured on case to case basis.
- (ii) If the images/footages used in the production are to be procured from photographers / photo banks, copyright of the images/videos would preferably rest with the Ministry of Tourism for all time / perpetuity and if not available for all time use, then as per the terms and conditions applicable for procurement of the images/footages for maximum period

of usage.

- (iii) In case a particular image or a set of images/footage is specifically required by the Ministry of Tourism and is required to be purchased, the cost for such purchased images shall be paid as per actual, subject to approval of the same by the competent authority of the Ministry of Tourism, through rate reasonability committee.

1.3.2 Production of (Estimated) 15 Radio Spots / Jingles of 60 sec. each with 30/20sec. edits, during the three year period, on themes that would be decided by the Ministry of Tourism as per the requirement. This would include concept creation, story writing, music, voice artist, recording, etc.

- (i) Besides English and Hindi, the radio spot may be required to be produced, with voice over's in other regional languages such as Tamil, Kannada, Malayalam, Telugu, Gujarati, Marathi, Bengali, Oriya, Punjabi, Kashmiri and Assamese etc.
In addition, radio spots may be required to be produced, with voice over's in foreign languages such as Arabic, French, Spanish, German, Chinese, Russian, Japanese, Korean etc.
- (ii) If radio spot/ jingle is required to be produced for shorter / longer duration, payment on pro-rata basis would accordingly be considered.

1.3.3 Designing of other Publicity Material and Collaterals and their digital versions as given below, during the three years period, on themes / subjects to be decided in consultation with the Ministry of Tourism. This would entail supervision of printing / production of the publicity material / collaterals by the printing/production agencies identified by the Ministry, to ensure quality of production.

- (a) **Designing of (Estimated) 150 posters & their digital versions** on identified themes, with high quality images. This would include procurement of images wherever required, copy writing, designing, QR Codes etc.
- (b) **Estimated 30 Maps & their digital versions** on various destination/themes/concepts etc., this would include procurement of map, images/short videos etc. wherever required, copy writing, designing, QR Codes, permissions/approval from concerned authorities and all other costs involved.
- (c) **Estimated 30 Brochures** (comprising between 32-52 pages) **& their digital versions** on various themes. This would include procurement of map, images/short videos etc. wherever required, copy writing,

designing, QR Codes and all other costs involved.

- (d) Estimated **30 Digital booklets/brochures (comprising between 08-52 pages)** on various destination/themes/concepts etc.

- (e) Estimated **30 Designs for Incredible India Carry Bags/Souvenirs / T-shirts/Standees/event collaterals and their digital versions etc.** with attractive, eye catching designs and/or images. This would include procurement of images wherever required, designing, etc.

- (f) Estimated **6 promotional calendars & their digital versions**, on various destination/themes/concepts etc., this would include procurement of images/short videos etc. wherever required, copy writing, designing, and all other costs inclusive. The images used in the calendar would become all time property of the Ministry of Tourism and the copyright of these images would rest with the Ministry of Tourism for all time.

- (g) **Development of Logos:** The agency may be required to develop logos for events/initiatives/themes from time to time.

NOTE

- (i) The image(s) required for use in the posters, carry bags, etc. would either be used from the existing stock of images with the Ministry or would be procured on case to case basis.
- (ii) If the images used are to be procured from photographers / photo banks, copyright of the images would preferably rest with the Ministry of Tourism for all time / perpetuity and if not available for all time use, then as per the terms and conditions applicable for procurement of the images.
- (iii) In case a particular image or a set of images is specifically required by the Ministry of Tourism and is required to be purchased, the cost for such purchased images shall be paid as per actual, subject to approval of the same by the competent authority of the Ministry of Tourism through rate reasonability .

1.3.4 **Photo-shoot/drone shoot** The agency would be required to assign photo-shoot/drone shoot for the development of photo-bank of the Ministry of Tourism. The agency would be required to provide **200 high resolution photographs of acceptable quality**, to the Ministry of Tourism, per

State/Union Territory, by commissioning a photographer for fresh photo-shoot/drone shoot.

The photo-shoot/drone shoot should cover tourism destinations / products various subjects including, monuments, museums, forts, palaces, sanctuaries, wildlife, places of religious interests, cuisines, fairs and festivals, adventure, folk dances, art, music, attire, handicraft, Cruise Tourism, diverse geographical locales, Golf Tourism and Wellness Tourism etc. as per the brief given by the Ministry of Tourism. The photographs would be of a resolution of 600 DPI or more and should be expandable to a large bill-board size. The agency should submit a quote for undertaking the photo-shoot for 1 state /UT in the financial bid for evaluation purpose. The same quote would be applicable for undertaking similar photo-shoots in other state /UTs, list of which would be finalized by the Ministry of Tourism during the contract period. A composite quote for photo-shoot should be given which should include cost towards hiring of photographer, obtaining permits, travelling, lodging, boarding etc. No additional expenditure on this account would be considered at a later stage.

1.3.5 Preparing and maintaining an inventory and catalogue of all the creative material (in physical Space – storage device up to 15 TB & in Digital Space – cloud) belonging to the Ministry of Tourism and its supply as per requirement, during the period of the contract. This may include the following:-

- (i) To take over all the previous inventory (which may include images. Creatives, designs, films, TVCs, AVs, Radio spots etc.) from the present creative agency working with the Ministry of Tourism.
- (ii) To maintain and properly catalogue all the existing inventory.
- (iii) To add new creative material produced by the Ministry to this inventory from time to time.
- (iv) Supply of the creative material, videos in the required format to the concerned media/organizations/associations, etc., in the required format as per the directions of the Ministry and its offices (Domestic/Overseas).

1.3.5 Adaptation, translation (Indian/Foreign languages) and replication of existing and new creatives produced for various media and their supply as per requirement, during the period of the contract. This may be required to be done by using different software's as per need.

1.3.6 Miscellaneous work which may include other small related jobs which are required to be undertaken by the Ministry of Tourism from time to time, during the period of the contract. A cost estimate would be required with elaborated justification and comparison to near match work.

1.3.7 The quantum of work specified in the Scope of Work is **only an estimation** of required work. The quantity may vary as per actual requirement. For any **additional quantity of work**, pertaining to items of work included in the Scope of Work, payment will be made on the basis of the **unit-wise cost** estimates submitted by the agency. **Payment would be made on the basis of actual work done.** For any other minor miscellaneous creative work which may be required, payment will be made on the basis of cost estimates to be submitted by the agency, with rate reasonability to be decided by a Committee constituted for the purpose.

1.3.8 Important Information

(a) The full copyright of all creative and publicity material produced would rest with the Ministry of Tourism, Government of India for all time use. This would include full copyright of images used in the creative and publicity material unless the same is right managed.

(b) All creative and publicity material designed / produced will be of international quality, comparable with the existing creative and publicity material of the Ministry of Tourism.

(c). The Agency will ensure submission of required creatives / publicity material and any other work undertaken within the time frame that would be conveyed by the Ministry for each work assigned.

1.4 Pre Bid Meeting

1.4.1 A pre-bid meeting will be held for the interested bidders in 'Manthan' Conference Room, **Ministry of Tourism, Government of India**, First Floor Transport Bhavan, 1 Parliament Street, New Delhi 110001 at **1100 hrs. on 17.03.2022**, 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 14.03.2022** as per the following format :-

S.no.	RFP Clause No.	Page no.	Current requirement	Clarifications requested

The queries shall be sent to:-

(i) Dy. Director General (Publicity), E-mail :srivastava.arun@gov.in

(ii) Asst. Director(Publicity), E-mail :sudeshna.r@nic.in

1.4.2 Based on discussions held during the pre-bid meeting, corrigendum, 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.

1.5 Guidelines for Preparation of Proposals

1.5.1 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 a Dedicated Creative Agency.**')
- (b) Second envelope:- Technical bid (This envelope should be super scribed as "**Technical packet for appointment of a dedicated creative agency.**")
- (c) Third envelope- Financial bid (This envelope should be super scribed as '**Financial bid for appointment of a dedicated creative agency.**')

All the three sealed envelope as mentioned above should be kept in a bigger envelope to e super scribed as **Pre-qualification, technical and financial Bid for appointment of a Dedicated Creative 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**

1.5.2 Pre-Qualification Bid would contain documents related to Minimum Eligibility Criteria of the agency bidding.

The bidder 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 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 as well as address and contact details of the office of the Agency locate in the NCR of Delhi.
- (vi) Copies of the 3 work orders / contracts issued by different clients during the period April, 2018 to March, 2021 may be enclosed, of these work orders / contracts, at least one should have a value of over Rs. 1.0 (one) crore or two accounts of minimum Rs.50.00 Lacs each(excluding media cost value) for creative agency profile.

In case of non-disclosure agreement of the agency with the clients, a CA certificate to this effect must be submitted confirming that the bidding agency is working as dedicated Creative Agency.

- (vii) A certificate from Chartered Accountant only should be submitted certifying that the creative agency has a cumulative turnover equivalent to Rs. 30.00 crore or above in the financial years 2018-19, 2019-20 & 2020-21. Chartered Accountant should also certify that the creative agency has handled at least one creative account in any field, with value of over Rs. 1.0 (one) Crore or two accounts of minimum Rs.50.00 Lacs each(excluding media cost value), in any one of the financial years i.e. 2018-19, 2019-20 & 2020-21.

(Bidder 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) **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-3**), the tenders will be rejected and will not be opened.

The Creative Agency should be able to provide a qualified Servicing and Creative team, for undertaking the Creative work of the Ministry, which would work closely with the Ministry of Tourism. The Team should have a Team Leader with a minimum of three members to service the account of the Ministry, who would be available as and when required by the Ministry.

A Confirmation letter from the Creative Agency for being able to provide the qualified team should be enclosed with the Pre-Qualification Bid. Confirmation letter may be submitted on the company letter head, duly signed by the authorized representative of the bidding agency as per format given in **Annexure-4**.

The bidding agency must have an office in the NCR of Delhi, with adequate staff strength, including both a servicing and creative team, for implementing the contract of the Ministry of Tourism. A declaration by the authorized representative of the bidding agency, including names and details of team members stationed in the office located in the NCR of Delhi, on the letter head of the agency, to be submitted as per format given in **Annexure-4**.

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 authorized representative of the bidding agency, on the letter head of the agency, to be submitted as per format given in **Annexure-4**.

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-4**.

1.5.3 Relevant certificates/ Documents in support of fulfillment of eligibility criteria must be submitted otherwise opening of Technical Bid followed by Financial Bids will not be considered.

1.6 Technical

1.6.1 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. 1.6.2 below. Technical assessment would be undertaken by the technical assessment committee and would carry a weightage of 70%. The agencies scoring 70% marks or above (out of 100 marks)

in technical assessment would be eligible for financial bid opening.

1.6.2 The Technical Proposal shall contain the following documents

- (a) **Covering letter of Technical bid** on the agency letter head signed by author zed signatory (as per the format at **Annexure TB 1**)
- (b) A **Brief on the Profile and Track Record** of the Agency- This may include strength and credentials of the agency, network details, number of employees, details of the specialist partners/affiliates/associates, in-house facilities etc.
- (c) A list of **major clients handled** for creative work.
- (d) **Details of Team Members** identified to work with the Ministry of Tourism.
- (e) **Sample creative material**, as detailed below, to promote India:
 - A set of **five print creatives** with copy writing and catchy punch-lines on **Dekho Apna Desh, Cuisine, Wildlife, Adventure & Wellness**.
 - Recorded **1 radio spot of 60 sec.** on the theme of "**Azadi Ka Amrit Mahotsav**".
 - 1 sample **logo** for an event titled "**National Tourism Awards**".
 - 1 sample animated video of 60 sec. on the theme of '**MICE Tourism**'.
 - 1 Sample 4-page brochure on UNESCO World Heritage sites in India

1.6.3 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 indicating strength and credentials of the agency, network details, number of employees, details of the specialist partners/ affiliates/ associates, in-house facilities etc.	10
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 2018-19, 2019-20 and 2020-21)	10
3.	One creative account in any field with value of over Rs. One	

	creative account in any field with value of over Rs.1.0 (one) crore or 2 accounts of minimum Rs.50.00 lacs each. 1 marks each for every additional creative account which is more than Rs. 50 Lakh (during 2018-19, 2019-20 &2020-21)	05
4.	Important tourism related Clients handled for creative work.	05
5.	Five print creatives on the theme of Dekho Apna Desh, Wellness, Adventure, Cuisine & Wildlife.	15
6.	Recorded 1 radio spot of 60 sec. on Azadi ka Amrit Mahotsav.	15
7.	1 Sample logo for an event titled 'National Tourism Awards'.	10
8.	1 Sample animated video of 60 sec. on the theme of " MICE Tourism. "	20
9.	1 Sample 4 page brochure on UNESCO Heritage sites in India	10
Total maximum marks		100

1.6.4 The Technical Proposal should not include any financial information otherwise the proposal would be outright rejected.

1.7 Financial Proposal

1.7.1 In preparing the Financial Proposal, Agencies are expected to take into account the requirements and conditions outlined in the RFP document.

1.7.2 The bidding agencies would submit their financial proposals which shall contain the following information to be submitted in the standard formats as enumerated below:-

(i) Letter of Financial Proposal Submission (as per the format at **Annexure FQ**

1)

(ii) Financial Quote (as per format at Annexure **FQ 2)**

(a) **Total Financial Quote for three years (exclusive of taxes):Rs.-----**

For Financial Evaluation, the Grand total financial quote for the three years will be considered. This Grand Total Financial Quote will cover all costs / expenses of the Creative Agency for undertaking all work as detailed in the Scope of Work.

(b) Break-up of costs for items of work listed in the Scope of Work is also to be submitted in the format at Annexure FQ 2. This break-up of individual costs will **not** be considered for financial evaluation.

NOTE: Agencies may be careful while preparing their Financial Proposal and ensure that there is no mismatch while making calculations, as indicated in format at Annexure FQ2.

1.7.3 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.

1.7.4 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.

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

1.8 Submission of Proposals

1.8.1 The original proposal (Pre-qualification 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.

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

1.8.3 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.

1.8.4 The Pre-Qualification bid, The Technical Proposal and the Financial Proposal should be submitted in sealed envelopes as per the guidelines enumerated in clause 1.5.1. of this document.

1.8.5. The Proposal should be submitted **on or before 1500 hrs. on 07.04.2022.**

1.8.6 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.

1.8.6 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.

1.9 Opening of Proposals and Selection Process

1.9.1. Technical Bids received will be opened in the presence of authorized representatives of the agencies who have submitted proposals **at 1600 hrs. on 07/04/2022.**

1.9.2 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.

1.9.3 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.

1.9.4 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.

1.9.5 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 **Grand total amount** quoted by the Agency as per the format given at **Annexure FQ 2**, will carry a weightage of 30%.

1.9.6 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:

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

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.

1.10 Terms of Payment to the Selected Agency

1.10.1 No advance payment will be made to the agency.

1.10.2. Payment will be made by electronic transfer of funds to the bank account of the concerned Agency in Indian Rupees. The Agency will submit pre-receipted invoices in triplicate, complete in all respects, on the last working day of every month, for necessary settlement. The monthly invoices should be submitted along with complete details of the work undertaken during the month, supporting documents and bills as well as copies of the creative and publicity material designed / produced during the month, for which the bills are submitted. A reconciliation sheet pertaining to the bills will be submitted every month.

1.10.3. The payment shall be released only after completion of the required work 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.

1.10.4. Taxes and GST in India shall be paid as applicable and as per actual.

1.10.5. For facilitating Electronic Transfer of funds, the selected agency will be required to indicate the name of the Bank & Branch, account no. (i.e. bank name, IFSC Code and Bank account 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 agency.

1.10.6 In respect of additional items supplied by the agency, which are outside the scope of work, such as image requirement for additional creatives etc.,

payment would be considered only on the basis of the actual cost, supported by third party invoice etc. by the agency.

1.11 Other Important Information

1.11.1. The ownership of all publicity material produced / designed through the Creative Agency will at all time rest with the Ministry of Tourism, Government of India and the agency / copy writer / photographer / producer, 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 / radio jingles/TVCs/AVs etc. used in the creatives and publicity material (unless bound by copyright rules).

1.11.2. The creative Agency will provide the creatives and publicity & promotional material in standard international formats as would be required and conveyed by the Ministry of Tourism, Govt. of India.

1.11.3. The creative Agency will be responsible for copy right issues concerning usage of images, footage, text material, maps 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.

1.11.4. The creative Agency will be responsible for obtaining any permission that may be required for undertaking work as detailed in this RFP Document. The Ministry of Tourism will assist the Agency in this regard, wherever possible.

1.11.5. The Creative 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.

1.11.6. Period of validity of the Tender is 90 days from the closing date of the proposals. If need be, necessary extension would be considered by the Ministry of Tourism.

1.11.8. 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 '**Pay & Accounts Officer, 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.

1.11.9. 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.

1.11.10 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.

1.11.11 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.

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

1.11.13. 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.

1.12. Penalty Clause

1.12.1 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 invoked in full or part (the amount of Performance Guarantee would be appropriated to Government Account) in case of underperformance by the agency, besides other action, including blacklisting of the agency as may be deemed fit by the Ministry of Tourism, Govt. of India as per details given below:

(a) In case it is noticed that agency has been unable to deliver any work enumerated in the work order or specified by the Ministry of Tourism **in part** as enumerated under each item of work, penalty @ 15% would be imposed equivalent to the cost of that unit of work.

In case if it is noticed that agency has been unable to undertake miscellaneous work including adaptation and replication of creatives, a penalty of 1 % of the cost quoted for undertaking this item of work for that particular year, shall be levied for every default.

In case the agency fails to maintain inventory of the Ministry properly, a penalty of 5% of the cost quoted for undertaking this work, per year, shall be levied for the concerned year(s).

In case the agency loses the inventory stock of the Ministry of Tourism or fails to transfer it to the new incumbent agency after the contract is over, the agency shall be blacklisted, damages would be recovered from the agency and appropriate legal action shall be taken. A Committee of officers of appropriate

level decided by the competent authority will decide on damages to be recovered and/or other action to be taken, after examining all aspects of the case.

1.13 Termination

1.13.1 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.

1.13.2 In such an occurrence Ministry of Tourism shall give a written advance notice of 3 Month before initiating action.

1.14 Force Majeure

1.14.1 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, Pandemic, 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.

1.14.2 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.

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

1.16. 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.

1.17. 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 07.04.2022.** 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.**

SECTION II

CHECKLIST FOR BID PREPARATION

PRE-QUALIFICATION BID (to determine Minimum Eligibility):- To be kept in the First envelope super scribed as <u>Pre-Qualification Bid for Appointment of Creative Agency.</u>		
Requirements	RFP Clause	Remarks
Letter of Pre-Qualification Bid submission on letter head signed by authorized signatory.	1.5.2	As per format at Annexure 1
Company Registration certificate	1.5.2	
GST Certificate	1.5.2	
Photocopy of Pan no.	1.5.2	
Address and contact details of registered office and office in NCR of Delhi	1.5.2	
Copies of 3 work orders / contracts issued by different clients during the period April,2018 to March, 2021. of these, at least one work order / contract to have a value of over Rs. 1 crore. (In case of non-disclosure agreement, CA certificate to this effect may be submitted)	1.5.2	
Cumulative turnover equivalent to Rs. Crore in the three years	1.5.2	CA certificate as per format at Annexure 2
Bid Security Letter	1.5.2	As per format at Annexure 3
Undertaking		As per format at Annexure 4
TECHNICAL BID To be kept in the Second envelope super scribed as <u>Technical Bid for Appointment of Creative Agency.</u>		
Letter of Technical Bid submission on letter head sign by authorized		

signatory		
A brief on Profile and Track Record		
List of Major clients handled		
Details of Team members identified to work with Ministry of Tourism		
A set of five print creatives		
Recorded 1 radio spot of 60 sec		
1 sample logo for an event		
1 Sample AV		
1 sample Brochure		
Financial BID		
To be kept in the Third envelope super scribed as <u>Financial Bid for Appointment of Creative Agency.</u>		
Letter of Financial Proposal		As per format at Annexure FQ 1
Financial Quote		As per format at Annexure FQ 2
All the three envelopes i.e. first envelope containing documents pertaining to pre-qualification bid, Second envelope containing technical bid and the third envelope containing financial bid should be sealed in should be kept in a bigger envelope to be Super-scribed as ' Pre-qualification, technical and financial bid for appointment of Creative Agency '.		

Please note that:-

- **The bid should be spiral bound.**
- **The index of the bid 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 and indexing should reflect relevant page numbers where the requested documents are placed.**
- **Bids received without spiral bound/index would be out rightly rejected.**

SECTION III

Letter of Pre-Qualification Bid Submission

Format for **Annexure 1**

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 Pre-Qualification Bid Submission.

Madam/ Sir,

This has reference to the Ministry of Tourism's RFP no. dated
..... for Appointment of a Dedicated Creative 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:.....

Authorized 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) is a registered company and has a cumulative turnover equivalent to Rs. 30.00 Crore or above in the three financial years i.e. 2018-19, 2019-20 and 2020-21 as per the break-up given below:-

Financial year	Total Turnover in INR
2018-19	
2019-20	
2020-21	
Cumulative Total	

It is further to certify that the M/s(name and address of the bidding agency) has handled one creative account of M/s : (name of the company whose account has been handled) with value of over Rs.1.0 (one) crores(**excluding media cost value**) or two accounts of minimum value of Rs.50.00 lacs each(**excluding media cost value**) during the financial year 2018-19, 2019-20 and 2020-21. In addition, the agency has handled the creative accounts for the following companies, which is more than Rs. 50 lakh, during the financial years 2018-19, 2019-20 and 2020-21.

- (i) M/s
- (ii) M/s
- (iii) M/s
- (iv) M/s.....

To be signed and certified by Chartered Accountant

To be provided on 'Company letter head'

Tender No:

Date:

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)

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

Madam/Sir,

This has reference to the Ministry of Tourism's RFP no. dated.
. . . for Appointment of a Dedicated Creative Agency.

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

a) That we shall provide a **qualified Servicing and Creative team**, for undertaking the Creative work and campaigns of the Ministry. which would work closely with the Ministry of Tourism. In the event of any change in any of the identified team members during the contract period. the same will be conveyed to the Ministry of Tourism in advance, along with details of the new Team Member identified as a replacement. Details of the identified Team Members are given below :

Name and Contact details including e-mail and tel./ mobile no.	Educational Qualifications	Total years of experience	Years of experience in the agency

b) That we have **an office in the NCR of Delhi** and details of the Team Members stationed in the office in the NCR of Delhi are given below:
(To be listed)

(c) 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.

c) That we will **undertake the assignment**, in accordance with the Scope

of Work detailed in the **RFP** document and at the cost fixed by the Ministry of Tourism.

Name of the Bidder:.....

Authorized 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 Technical Bid Submission.

Madam/ Sir,

This has reference to the Ministry of Tourism's **RFP** no. dated. . . .
..... for Appointment of Dedicated Creative 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 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:.....

Authorized 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 Dedicated Creative Agency for the Ministry of Tourism, Govt. of India 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:.....

Authorized Signatory:

Name:

Address and contact details of bidding agency.....

Seal:

Date:

Place:

Financial Quote details**Format for Annexure FQ 2**

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,

1. This has reference to the Ministry of Tourism's RFP no.....dated.....for Appointment of Dedicated Creative Agency.
2. In this context, our **total financial quote** for three years in respect of above RFP is Rs....(Rupees in words), excluding taxes. Break-up of the total financial quote is as given below:

S. No.	Item	Quote per unit in INR (excluding taxes)	Quote for total specified quantity in INR (excluding taxes)
1	2	3	4
A	(i) Designing and production of print creatives for newspapers/other print publication(English/Hindi)	Cost for one print creative: Rs.....	Total cost for 150 print creatives: Rs.....
	(ii) Translation of Print creatives in 1 regional language	Cost for one print creative: Rs.....	Total cost for 150 print creatives: Rs.....
	(iii) Translation of Print creatives in 1 foreign languages	Cost for one print creative: Rs.....	Total cost for 150 print creatives: Rs.....
B	(i) Designing and production of advertorials creatives for newspapers/other print publication(Hindi/English)	Cost for one page creative: Rs..... (For advertorials of lesser or more number of pages, cost would be calculated on pro-rata basis)	Total Cost for 30 advertorials of one page each. Rs..... (For advertorials of lesser or more number of pages, cost would be calculated on pro-rata basis)
	(ii) Translation of advertorials	Cost for one page	Total Cost for 30

	in 1 regional language	creative: Rs..... (For advertorials of lesser or more number of pages, cost would be calculated on pro-rata basis)	advertorials of one page each. Rs.... (For advertorials of lesser or more number of pages, cost would be calculated on pro-rata basis)																		
C	(i) Designing and production of Digital creatives	Cost for one digital creative: Rs....	Total cost for 300 digital creatives: Rs....																		
	(ii) Translation of digital creatives in 1 regional language	Cost for one digital creative: Rs....	Total cost for 300 digital creatives: Rs....																		
	(iii) Translation of digital creatives in 1 foreign language	Cost for one digital creative: Rs....	Total cost for 300 digital creatives: Rs....																		
D	(i) Production of thematic short AVs including animated videos	Cost for 1 short AV <table border="1"> <thead> <tr> <th>Duration</th> <th>Rs.</th> </tr> </thead> <tbody> <tr> <td>60 Second</td> <td></td> </tr> <tr> <td>30 Second</td> <td></td> </tr> <tr> <td>10 Second</td> <td></td> </tr> </tbody> </table>	Duration	Rs.	60 Second		30 Second		10 Second		Total cost for 60 short AVs <table border="1"> <thead> <tr> <th>Duration</th> <th>Rs.</th> </tr> </thead> <tbody> <tr> <td>60 Second</td> <td></td> </tr> <tr> <td>30 Second</td> <td></td> </tr> <tr> <td>10 Second</td> <td></td> </tr> <tr> <td>Total</td> <td></td> </tr> </tbody> </table>	Duration	Rs.	60 Second		30 Second		10 Second		Total	
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E	(i)Production cost of radio spot/ jingle of 60sec (Hindi/English)	Cost for one radio spot/ jingle: Rs....	Total cost for 15 radio spots/ jingle: Rs.....																										
	(ii)Edit/cuts of Radio Spot	<p>Cost for one radio spot/ jingle</p> <table border="1"> <thead> <tr><th>Duration</th><th>Rs.</th></tr> </thead> <tbody> <tr><td>30 Second</td><td></td></tr> <tr><td>20 Second</td><td></td></tr> </tbody> </table>	Duration	Rs.	30 Second		20 Second		<p>Cost for 15 radio spot/ jingle</p> <table border="1"> <thead> <tr><th>Duration</th><th>Rs.</th></tr> </thead> <tbody> <tr><td>30 Second</td><td></td></tr> <tr><td>20 Second</td><td></td></tr> <tr><td>Total</td><td></td></tr> </tbody> </table>	Duration	Rs.	30 Second		20 Second		Total													
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	(iv) Production cost of radio spot/ jingle in foreign languages.	Cost for one radio spot/jingle in one foreign language: <table border="1"> <thead> <tr> <th>Duration</th> <th>Rs.</th> </tr> </thead> <tbody> <tr> <td>60 Second</td> <td></td> </tr> <tr> <td>30 Second</td> <td></td> </tr> <tr> <td>20 Second</td> <td></td> </tr> </tbody> </table>	Duration	Rs.	60 Second		30 Second		20 Second		Cost for 15 radio spots/ jingles in one foreign language: <table border="1"> <thead> <tr> <th>Duration</th> <th>Rs.</th> </tr> </thead> <tbody> <tr> <td>60 Second</td> <td></td> </tr> <tr> <td>30 Second</td> <td></td> </tr> <tr> <td>20 Second</td> <td></td> </tr> <tr> <td>Total</td> <td></td> </tr> </tbody> </table>	Duration	Rs.	60 Second		30 Second		20 Second		Total	
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F	(i) Designing of posters	Cost for one poster: Rs...	Total cost for 150 posters: Rs....																		
	(ii) Translation of poster in 1 regional language	Cost for one poster creative: Rs....	Total cost for 150 posters: Rs....																		
	(iii) Translation of digital creatives in 1 foreign language	Cost for one poster creative: Rs....	Total cost for 150 posters: Rs....																		
G	Designing of Maps on various destination/themes/concepts etc.	Cost for One Map: Rs.....	Total cost for 30 Maps: Rs.....																		
H	Designing of Brochures (comprising between 32-52 pages on various themes/concepts etc.	Cost for 1 page of brochure: Rs.... (For brochure of lesser or more number of pages, cost would be calculated on pro-rata basis)	Total cost for 30 Brochure of 52 pages each: Rs.... (For brochure of lesser or more number of pages, cost would be calculated on pro-rata basis)																		
	(ii) Translation of brochure in 1 regional language	Cost for one page brochure: Rs.... (For brochure of lesser or more number of pages, cost would be calculated on pro-rata basis)	Total cost for 30 brochures of 50 pages each: Rs.... (For brochure of lesser or more number of pages, cost would be calculated on pro-rata basis)																		
	(iii) Translation of brochure in 1 foreign language	Cost for one page brochure: Rs....	Total cost for 30 brochures of 50 pages each: Rs....																		

		(For brochure of lesser or more number of pages, cost would be calculated on pro-rata basis)	(For brochure of lesser or more number of pages, cost would be calculated on pro-rata basis)
I	Designing of Digital Booklet/Brochures(comprising between 08-52 pages on various themes/concepts etc.	Cost for 1 page of digital booklet/brochure: Rs..... (For brochure of lesser or more number of pages, cost would be calculated on pro-rata basis)	Total cost for 30 digital booklet/Brochure of 52 pages each: Rs.... (For brochure of lesser or more number of pages, cost would be calculated on pro-rata basis)
	(ii)Translation of digital booklet/brochure in 1 regional language	Cost for one page digital booklet/brochure: Rs.... (For brochure of lesser or more number of pages, cost would be calculated on pro-rata basis)	Total cost for 30 digital booklet/brochure of 50 pages: Rs.... (For brochure of lesser or more number of pages, cost would be calculated on pro-rata basis)
	(ii)Translation of digital booklet/brochure in 1 foreign language	Cost for one page digital booklet/brochure: Rs.... (For brochure of lesser or more number of pages, cost would be calculated on pro-rata basis)	Total cost for 30 digital booklet/brochure of 50 pages: Rs.... (For brochure of lesser or more number of pages, cost would be calculated on pro-rata basis)
J	Designing of Carry bags/Souvenirs/T-	Design cost for one Carry	Total design cost for 30 Carry

	shirts/Standees etc.	bags/Souvenirs/T-shirts/Standees etc.: Rs...	bags/Souvenirs/T-shirts/Standees etc.: Rs...						
K	Designing of promotional calendar	Design cost of 1 promotional calendar: Rs.....	Design cost of 6 promotional calendar: Rs.....						
L	Development cost of logo	-	Development cost of one logo: Rs....						
M	State photo shoot/drone shoot composite cost inclusive of hiring of photographer, obtaining permits, traveling, lodging, boarding etc.	-	Cost for 200 high resolution still/drone photographs on various tourism products per /UT: Rs... <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>State</td> <td>Rs.....</td> </tr> <tr> <td>UT</td> <td>Rs.....</td> </tr> <tr> <td>Total</td> <td>Rs.....</td> </tr> </table>	State	Rs.....	UT	Rs.....	Total	Rs.....
State	Rs.....								
UT	Rs.....								
Total	Rs.....								
N	Preparing and maintaining inventory for all creative material (continuous work)	Per year cost: Rs.....	Total cost for 3 years: Rs.....						
O	Adaptation, translation and replication of creatives (continuous work)	Per year cost: Rs.....	Total cost for 3 years: Rs.....						
P	Any other costs (to be clearly specified)	for one year: Rs.....	for 3 years: Rs.....						
Q		Total : Rs.....	Grand Total Rs.....						

Note:

- (i) There should be no mismatch in columns 3 and 4 in table above, while making calculations.
3. I/We understand that **the Grand Total Financial Quote** as given at 4 (Q) will be considered for financial evaluation. The item-wise cost indicated in column 3 of the table in Para's 2 (ii) (A) to (P) will not be considered for financial evaluation.

Name of the Bidder:

Authorized Signatory:

Name:

Seal:

Date:

Place:
