

Incredible India

**Indiatourism, Dubai
Ministry of Tourism, Government of India
104, 1st Floor, Nasa Building
Al Maktoum Road
P.O.Box-12856
Deira, Dubai
U.A.E**

**Request for Proposal (RFP)
File No.: DXB/EXH/VI/ATM Dubai PR-2022 dated
06.4.2022**

*"Tender for PR Agency conducting press conference at ATM Dubai
2022, Dubai"*

Last date of submission of Bids

**25th April, 2022(1500 hrs)
(Local time of UAE)**

*Assistant Director
Indiatourism, Dubai*

Indiatourism Dubai

Tender Document

No.: DXB/EXH/VI/ATM Dubai /PR-2022

Date: 06.4.2022

SUBJECT: Tender for PR agency conducting Press conference at Arabian Travel Market (ATM) in Dubai, 9-12 May 2022.

Indiatourism, Dubai, Ministry of Tourism, Govt. of India is going to participate in ATM Dubai 2022 from 09th to 12th May 2022 at Dubai in UAE.

Indiatourism, Dubai, requires a service of professional PR agency with an experience in the field of conducting press conference during ATM 2022.

A. Scope of work

1. Pre-press activity
2. Press meeting
3. Post press activity
4. Other ancillary services.

1. Pre- Press activity:

- a. Prepare and design E-invitation as per guidelines of Indiatourism, Dubai and invite prominent Medias.
- b. Follow-up and RSVP
- c. Prepare list of confirmations above 40 medias (photo and video Journalists, TV media- English, Arabic, Indian and other foreign languages, Bloggers etc.,)
- d. Prepare 200 Press kits - the hard copies of English and Arabic versions are given by Indiatourism Dubai including Incredible India bags.
- e. List of confirmations should be submitted to Indiatourism, Dubai before the event.

2. Press meeting :

- a. Welcoming and coordinating invitees for comfortable seat.
- b. Distributing press kits and media gifts to invitees and collecting business cards
- c. Prepare placards for dignitaries
- d. Follow –up media attendance
- e. Spare one laptop for presentation
- f. Coordinating with MC for introductions, welcome speech and keep time management
- g. Coordinating between speaker and medias during press conference
- h. Coordinating media interviews for dignitaries after end of press conference
- i. Door price announcement

Assistant Director
Indiatourism, Dubai

3. Post Press Activity

- a. Submission of full media coverage report (print media, links -online, blogging TV and social Medias) after end of conference along with business cards both in three hard and soft copies.

4. Other ancillary services

- a. Photographer and videographer are required for four days including editing & Album and soft copies should be submitted.
- b. Provide one bharthanatyam, one mohiniattam dancers ,one yoga, and bangra dancers for four days.

B. Minimum Eligibility Criteria

- (i) The PR agency should be a registered company.
- (ii) The bidding agency/the PR 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. (**see Annexure-2**)
- (iii) The bidding agency/the PR agency should agree to undertake the assignment in accordance with the Scope of Work, Specification & ancillary requirements and all terms & conditions in RFP document. (**see Annexure-1**)
- (iv) The bidding agency/the PR agency should submit Earnest Money Deposit or Security Bid as specified in this RFP document. (**Refer to E.18&19**)

C. Guidelines for Submitting Tenders:

- a. Envelope 1-Technical Bid of Design
- b. Envelope 2-Financial Bid
- c. Envelope 3-outer envelope

- (i) **Envelope 1:** super-scribed "ATM Dubai, PR -2022 – Technical Bid"

- a) Submission of the following documents :-

1. Profile of PR agency.
2. Track record & details of previous experience in similar events.
3. Previous experience relating to work with Indiatourism,if any
4. Earnest money Deposit or Security Bid (**Refer to E. 18 & 19**)
5. Self-undertaking letters mentioned in Eligibility Criteria (**see annexure**).
6. All relevant documents mentioned in Eligibility Criteria.

Assistant Director
Indiatourism, Dubai

(ii) **Envelope 2:** super-scribed "ATM Dubai, PR- 2022– Financial Bid"

Submission of the following documents and details:-

- a) A financial bid, duly dated and clearly indicating the cost against each of the following components:-
1. Pre-press and post press activities.
 2. Other ancillary activities.
 3. Taxes
 4. Total
- b) Self-Undertaking letter (**see annexure-3**)

Note:-

- 1). The financial bids will be evaluated on the basis of total cost inclusive of all taxes.
- 2). A financial bid should be only in AED.

(iii) **Envelope 3** : Two sealed Envelopes (Envelope 1 and 2) as mentioned above should be kept in a bigger outer envelope to be super scribed as "**Technical Bid and Financial Bid**" ATM Dubai -PR 2022.

The bottom left corner of the outer envelope should be indicated the agency Full Name, Postal Address, Fax, E-mail, and Telephone number etc.,

D) OPENING OF BIDS AND SELECTION PROCEDURE:

A Constituted Committee will evaluate at first the Technical Bids received on the basis of minimum eligibility criteria (**Refer to B**). While Technical evaluation will carry a weightage of 70 marks, the financial bids will carry a weightage of 30 marks.

The technical bids will be judged in the following the criteria:

Sl.No	components	Marks
1	Data base	50
2	Previous experience in similar events	25
	Total	70

The agency which scores the highest aggregate marks on the basis of technical and financial bids (after adding the scores from the technical and financial evaluation) will be awarded for the contract.

Assistant Director
Indiatourism, Dubai

E. Terms and conditions

- 1) Indiatourism, Dubai reserves the rights to reject any or all quotations, at any stage of selection processes, without assigning any reasons thereof.
- 2) Late/incomplete application and those which are not as per guidelines would be rejected.
- 3) Bids received by emails cannot be accepted.
- 4) Tender shall remain valid for 180 days from the date of opening of tender.
- 5) The PR agency should have prior experience in similar field and should have undertaken identical work.
- 6) The decision of Indiatourism, Dubai is final in the selection process of PR agency.
- 7) Advancement payment will not be considered. Payments would be made only in UAE Dirham by bank transfer only after completion of event successfully and satisfactory.
- 8) The payment to PR agency will be made by Indiatourism, Dubai on submission of invoices along with supporting documents, wherever required, only after completion of this event successfully and satisfactory.
- 9) In case the selected PR agency is from India then as per Govt. rule 2% TDS would be cut from the total amount while making the payment.
- 10) The PR agency should be clear while preparing their financial proposal and ensure that there is no mismatch while making calculations.
- 11) The cost quoted will be firm and fixed for the duration of performance of the contract.
- 12) Any conditions posed in financial bid by PR agency are rejected immediately.
- 13) Liaison with the fair authorities for any permission required for arrangements and conducting programme before Press conference. Any kind of penalty by fair authorities, due to negligence and disobedience, will be the responsibility of the PR agency.
- 14) The selected PR agency should be interactive with Indiatourism, Dubai during designing e- invitation and arrangements before event. The agency should adopt recommend changes in the event by Indiatourism, Dubai and Ministry of Tourism, Government of India.
- 15) The selected PR agency should obey completely all terms and conditions, safety rules and hygienic rules of Fair authorities.
- 16) The work should be undertaken as per scope of work & ancillary requirements,

Assistant Director
Indiatourism, Dubai

mentioned above as well as terms and conditions in this RFP. If the work is kept incomplete or negligence, Indiatourism, Dubai will have a right to deduct full amount from the selected PR agency as per the area of work left or negligence.

- 17) The selected PR agency shall be responsible for the conduct and behavior of their employees deputed for the work.
- 18) Earnest Money Deposit (EMD)/Bid security for 1000 AED drawn in favour of "Indiatourism, Dubai" payable at Dubai, to be submitted in an acceptable form such as bank guarantee or Cheque or demand draft from a any schedule bank in Dubai, should normally be valid for a period of at least 90 days. No interest shall be payable by Indiatourism, Dubai on the sum deposited as EMD/Bid security.
- 19) If the bid is not accompanied by EMD/ Bid Security, the proposal of the bidding agency shall be rejected outright. But Micro and small Enterprises (MSE) in India would be exempted from payment of EMD, subject to furnishing of relevant and valid certificate for claiming exemption.
- 20) The unsuccessful bidders should collect their EMD/Bid security within one month of issue of work order/contract to the successful bidder.
- 21) EMD/Bid security will be returned to the successful bidder on issue of work order and receipt of performance Bank guarantee/security deposit.
- 22) Security Deposit/Performance Bank Guarantee: on awarding the contract/work order, the selected PR agency will deposit 10% of the value of the contract amount as security deposit/ Performance Bank Guarantee in the form of account payee Demand draft from any scheduled bank in Dubai within three days from the date of receipt of the work order. The Account payee Demand Draft should remain valid for period of 180 days or beyond date of completion of all contractual obligations. The account Payee Demand Draft will be released after the contractual period. No interest shall be payable by Indiatourism, Dubai on the sum deposited as security deposit.
- 23) **Insurance:** insurance, including transit insurance, will be arranged by the selected PR agency.
- 24) **Termination by default:** Indiatourism, Dubai reserves the right to terminate the contract of any agency in case of change in the Government procedures or unsatisfactory services.
- 25) **Risk-purchase clause:** If the agency , after submission of tender and the acceptance of the same, fails to abide by the terms and conditions , scope of work and ancillary requirements in RFP or fails to complete the work within the specified time or at any time repudiates the contract, the Indiatourism, Dubai will have the right to: (a) forfeit/invoke the security Deposit/ Performance Bank Guarantee (b) in case of completion through alternative sources and if price is higher, the selected PR agency will pay the balance amount to the Indiatourism, Dubai. For all purposes, the work order accepted by the bidder and issued by Indiatourism, Dubai will be considered as the formal contract.

Assistant Director
Indiatourism, Dubai

26) Termination: Indiatourism, Dubai 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 selected PR agency becomes insolvent or goes in to compulsory liquidation.
- (ii) If the selected PR agency, in the judgment of Indiatourism, Dubai, has engaged in corrupt or fraudulent practices in competing for or in executing this contract.
- (iii) If the selected PR agency submits a false statement to Indiatourism, Dubai.
- (iv) If the selected PR agency fails to provide the quality services as per RFP.

27). **FORCE MAJEURE**

Neither party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. If there is delay in performance or other failures by the selected construction agency to perform its obligation under its contract due to event of a Force Majeure, the selected construction agency shall not be held responsible for such delays/failure. If a Force Majeure situation arises, the selected construction agency shall promptly notify the Indiatourism, Dubai in writing of such conditions and the cause thereof providing sufficient and satisfactory evidence immediately on occurrence of such event. Unless otherwise directed by Indiatourism, Dubai in writing, the selected construction agency shall continue to perform its obligations under the contract as far as reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

28). **Arbitration:** venue of arbitration will be at HQ of Ministry of Tourism, Government of India in New Delhi and will be governed by provisions of the Indian Arbitration and Reconciliation Act.

29). **Jurisdiction:** The contract shall be governed by the laws of India.

F). **Submission of the Bids:**

The two sealed envelopes, **Technical Bid-ATM Dubai PR-2022** and **Financial Bid-ATM Dubai PR-2022** should be kept in a bigger outer envelope to be super scribed as "**Technical and Financial Bid for PR agency for press conference at ATM Dubai PR-2022**" and should be sealed.

Assistant Director
Indiatourism, Dubai

The Outer envelope should have details of the Agency e.g., Full Name, Postal Address, Fax, E-mail, Telephone number on the bottom left corner and sent to

**The Assistant Director
India Tourism
104, 1st Floor Nasa Building
Al Maktoum Road, Deira
P.O. Box-12856
Dubai**

The proposal should be submitted on or before **25th April, 2022 (1500 hrs)**
(local time of UAE)

**Seetharaman Avany
Assistant Director
India Tourism, Dubai**

Assistant Director
Indiatourism, Dubai

ANNEXURE 1

Letter for Technical Bid

(To be provided on your 'Company letter head')

**The Assistant Director
India Tourism
104, 1st Floor Nasa Building
Al Maktoum Road, Deira
P.O.Box-12856
Dubai**

Subject: - Letter of Technical Bid Submission.

Madam / Sir,

This has reference to the Indiatourism, Dubai RFP no. dated for
"ATM Dubai PR -2022"

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 Indiatourism, Dubai and as per the provisions stipulated in the RFP document. We agree to abide by Scope of work, Ancillary requirements and all the terms and conditions mentioned in RFP document.

Thanking you,

Name of the Bidder:

Authorized Signatory:.....

Name:
Seal:
Date:
Place:

Assistant Director
Indiatourism, Dubai

Annexure 2
Letter for Technical Bid

(To be provided on 'Company letter head')

The Assistant Director
India Tourism
104, 1st Floor Nasa Building
Al Maktoum Road, Deira
P.O.Box-12856
Dubai

Subject: - Undertaking in respect of Technical Bid

Madam / Sir,

This has reference to Indiatourism, Dubai`s RFP no. dated for
"ATM-Dubai PR -2022"

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, Ancillary requirements and all terms & conditions mentioned in the RFP document.

Name of the Bidder:

Authorized Signatory:

Name:

Seal:

Date:

Place:

Assistant Director
Indiatourism, Dubai

Annexure -3

Letter for Financial Bid Submission

(To be provided on 'Company letter head')

**The Assistant Director
India Tourism
104, 1st Floor Nasa Building
Al Maktoum Road, Deira
P.O.Box-12856
Dubai**

Subject: - Letter of Financial Bid Submission.

I/We, as the authorized representative(s) of the agency, hereby offer to undertake the assignment of **"ATM Dubai PR -2022"** in accordance with your RFP document no..... dated Our financial bid as per the required format of RFP document is attached.

Thanking you,

Name of the Bidder:

Authorized Signatory:

Name:
Address and contact
Details of bidding agency.....
Seal:
Date:
Place:

Assistant Director
Indiatourism, Dubai