

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

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

File no. TP-5/3/2022-Publicity

Dated: 22.09.2022

Subject:- Request for proposal for Selection of Media Planning agency for the Ministry of Tourism, Government of India.

In order to take forward the Incredible India campaigns with renewed focus, the Ministry of Tourism would like to utilize the services of a professional Media Planning Agency to advise the Ministry on various aspects relating to Media Planning and invites bids from **Media Planning Agencies** to provide professional services including Strategic as well as Tactical Media Planning Strategy and Formulation, including digital media strategy.

The RFP document bearing reference no. TP-5/3/2022-Publicity dated: 22.09.2022 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

Appointment of a Media Planning Agency for the Ministry of Tourism, Government of India.

Request For Proposal [RFP]

[No. :TP-5/3/2022-Publicity dated 22.09.2022]

Important Timelines:-

Pre-bid Meeting: **04.10.2022, 1100 hrs.**

Last date for submission of bids: **20.10.2022, 1500 hrs.**

Bid opening: 20.10.2022, 1600 hrs.

This document has three sections:

- | | |
|---------------------|--|
| Section I: | Instructions for Media Planning Agencies |
| Section II: | Checklist for Bid Preparation |
| Section III: | Formats |

**Publicity Division
Ministry of Tourism
Government of India
Transport Bhavan, 1, Parliament Street
New Delhi – 110001**

SECTION I : INSTRUCTIONS TO MEDIA PLANNING AGENCIES

1.1 Introduction

1.1.1 The Ministry of Tourism, Government of India time regularly launches Media Campaigns in the print, electronic and online media, under the 'Incredible India' banner, to effectively promote and project India as a desirable tourist destination in key source markets overseas with the objective of increasing foreign tourist arrivals to the country. These Media Campaigns are wide ranging covering online campaign on the world's most popular websites & Social media platforms, prominent television channels, prime print publications, strategic outdoor advertising etc. in the key international source markets.

1.1.2 Campaigns are also released in the domestic markets to promote travel within the country and to generate social awareness.

1.1.3 In order to take forward the Incredible India campaigns with renewed focus, the Ministry of Tourism would like to utilize the services of a professional Media Planning Agency to advise the Ministry on various aspects relating to Media Planning and invites bids from **Media Planning Agencies** to provide professional services including Strategic as well as Tactical Media Planning Strategy and Formulation, including digital media strategy.

1.1.4 The Media Planning Agency would be appointed for a period of **three years**, subject to a yearly review and with the provision that services of the Agency may be dispensed with at any time, giving a maximum of three months' notice, in the event of non-performance, under-performance, conflict of interest or any other reason which would be specified. Further extension of the contract for a maximum period of One year would be allowed with mutual consent on the same terms and conditions and the value of the contract for 3rd year.

1.1.5 The Media Planning Agency, once selected, will not be eligible to participate, as an Agency, or as part of an Agency / consortium, in any tenders issued by the Ministry of Tourism for execution of its **Media Campaigns**. Further, group company, subsidiaries and sister concerns of the selected company if any, would also not be eligible to participate in any tender floated by the Ministry of Tourism for **appointment of advertising agency / media buying houses for implementing its domestic/international media campaigns**. The agencies *having two or more organizational units that have the same ownership or a registered*

company which works or handles a particular department of the organization OR business owned substantially by person having common interest in more than one business concern as partner / share holder / proprietors would be considered as sister concern.

The selected agency would have to submit an affidavit in this regard as per the details mentioned in the subsequent clauses in this RFP.

1.1.6 Interested Media Planning Agencies are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document

- a. Pre-Qualification Bid
- b. A Technical Bid
- c. A Financial Bid

1.1.7 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 conditional proposals submitted.

1.1.8 The Media Planning Agencies are 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.

1.1.9 Media Planning Agencies have an obligation to disclose any situation of actual or potential conflict that impacts or may impact 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 Media Planning Agency may lead to disqualification of the Media Planning Agency or termination of the contract.

1.1.10 Media Planning 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 Media Planning Agencies recommended for award has indulged in corrupt or fraudulent activities in competing for or in executing the contract in question, and may also declare the Media Planning Agency ineligible or blacklist the firm, either indefinitely or for a stated period of time.

1.2. Minimum Eligibility Criteria

1.2.1 The Media Planning Agency should have been in the business of providing professional services in the area of international and domestic media planning in the services sector, consumer market, tourism, travel and hospitality industry, destination marketing, etc., for at least **5 years, as on 1st April 2022**. In support of this, a Copy of Certificate of Incorporation/ Memorandum of Articles of Association or Certificate from Chartered Accountant mentioning the details of Media Planning services may be furnished. Experience in either domestic or international media planning shall constitute no qualifying the minimum eligibility criteria and the proposal would be summarily rejected.

1.2.2 Keeping in consideration the impact of Covid-19, annual turnover of the Media Planning Agency during each of the last 3 financial years (during 2018-19, 2019-20 & 2020-21 or 2019-20, 2020-21 & 2021-22), should be a minimum of **Rs. 100 Crore per year** (Certificate from the Chartered Accountant on his/her letter head should be submitted).

1.2.3 Out of the last three financial years (2018-19, 2019-20 & 2020-21 or 2019-20, 2020-21 & 2021-22), at least in one year, the Media Planning Agency should have undertaken the work of Media Planning in the Electronic (Television) and/or Print Media, for a single client, for a value of **Rs. 15 Crore** or above and in the Online Media (Digital and Social) for **Rs. 15 Crore** or above. **(Certificate from the Chartered Accountant on his/her letter head mentioning the name & address of client, brief of media planning activities undertaken, amount and the financial year should be submitted).**

1.2.4 The Media Planning Agency should be able to provide and indicate a dedicated team for the Ministry of Tourism, comprising a minimum of 4 members, including 1 Media Director having experience of at least 10 years and Member/Executive with minimum work experience in Media Planning of 5 years. The Media Director should have handled Media Planning work of a single client for a minimum of 10 Crore budget in Online Media and 10 Crore budget in Electronic Media in a Financial year. The member/executive should have experience of successfully designed or handled/executed or monitored Media campaign of minimum 10 Crore budget in Digital Media and 10 Crore budget in Print, Electronic, OOH Media in a Financial year. The Director/members should be on payroll of the agency for a minimum of 01 Year as on date of RFP **(A letter from the bidder to provide the details of dedicated qualified team, their experience/expertise and employment status with more than 1 year to be attached).**

1.2.5.1 The Media Planning Agency must have a valid PAN and GST No.

1.2.6 The Bidder should not be **Blacklisted 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.

1.2.7 The bidding agency should agree to undertake the assignment in accordance with the Scope of Work.

1.2.8 Relevant Certificates / Documents in support of fulfillment of eligibility criteria must be submitted otherwise Financial Bids will not be considered.

1.3. Scope of Work

1.3.1 Based on a comprehensive understanding of the target audience in the different source markets and emerging markets overseas, the Media Planning Agency will develop a detailed media strategy / plan recommending an optimal mix of media that includes online (Digital and Social), Television, Outdoor, Radio, Print and/or any other for Long Term and Short Term Goals, Generic campaigns & Theme/Event centric short campaigns.

1.3.2 The Media Planning Agency will advise the Ministry of Tourism on various aspects relating to Media Planning including:

- (i) An overview of the existing situation and an effective plan on the way forward for the Incredible India / Dekho Apna Desh /or any other Campaigns, based on various market research analysis.
- (ii) Identification of target priority markets, segments and audiences, rationale, approach, etc.
- (iii) Selection and finalization of Media Vehicles [online (Digital and Social), Television, Outdoor, Radio, Print and/or any other] for the different markets and segments, based on available media research/resources such as ComScore, Nielson, ABC, Statista, BARC, Listening tools, Expedia, Trip Advisor, IATA, UNWTO Barometer etc. on reach and impact.
- (iv) Allocation of available budget to the different Media Vehicles in the different target markets based on various market research findings.

- (v) Selection and finalization of television channels, radio channels, print publications, websites & portals, Social Media platforms, outdoor sites, other innovative media, etc. in the identified target markets, for inclusion in the Media Plans for the Incredible India and/or any other campaigns.
- (vi) Product segmentation and use of appropriate creatives for the different markets and segments.
- (vii) Most appropriate schedules for release of campaigns in different markets.
- (viii) Effective use of web with innovative digital media vehicles.

1.3.3 The Media Planning Agency will submit to the Ministry all relevant research and impact studies/reports, as detailed above for all mediums (Social Media, Digital, Electronic, Outdoor, Print, OTT etc.) which have formed the basis of the Media Planning for the different media vehicles included in the Media Plan on regular basis.

1.3.4 The Media Planning Agency will submit a detailed campaign evaluation report to assess the reach and impact of the campaign and to ascertain if the objectives of the Media Plans have been achieved. This report will be submitted by the agency within a period of 6 weeks of completion of the Campaigns supported by findings of independent impact study.

1.3.5 The Media Planning Agency will identify major domestic and international events/Tourism events which have the potential for promoting tourism and providing widespread visibility and reach to the “Incredible India” / “Dekho Apna Desh” brand and will assist in formulating an effective marketing plan to capitalize on such events.

1.3.6 The Media Planning Agency will have regular interactions with the Ministry of Tourism, which at times may be at short notice and submit detailed presentations from time to time.

1.3.7 The Media Planning Agency will interact with the offices of the Ministry of Tourism in India, Overseas and Indian Missions (by telephone/e-mail/fax, etc.), to obtain inputs relevant to the Media Planning.

1.3.8 The Media Planning Agency will liaise with the Creative Agency(ies), Social Media Management Agency (ies) working for the Ministry of Tourism, for effective merging of the media and creative strategies for the Media Campaigns.

1.3.9 The Media Planning Agency will liaise with the Media / Advertising Agencies/publishers executing and implementing the Media Campaigns of the Ministry of Tourism. The agency will overall supervise the campaigns.

1.3.10 The Media Planning Agency will advise on the Domestic Campaigns /advertisements/Media Proposals of the Ministry of Tourism on regular basis.

1.3.11 The Media Planning Agency will provide assistance / consultation in activating / undertaking promotional activities and advertising by the Indiatourism offices in India and Overseas, as and when they require.

1.3.12 Any other activity relating to the Media Planning and Media Strategy for which the Ministry may seek advice of the Media Planning Agency.

1.4 Pre Bid Meeting

1.4.1 A pre-bid meeting will be held for interested bidders in “Manthan” Conference Room, **Ministry of Tourism, Government of India**, Transport Bhavan, 1 Parliament Street, New Delhi -110001 at **1100 hrs. on 04.10.2022**, 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 **1600 hrs. on 29.09.2022** as per the following format :-

S.no.	RFP No.	Clause	page no.	current requirement	clarifications requested

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

Mr. Arun Srivastava, Deputy. DG (Publicity) Email: srivastava.arun@gov.in and

Ms.Sudeshna Ramkumar, Asstt. Director (Publicity) Email: sudeshna.r@nic.in

1.4.2 Based on discussions held during the pre-bid meeting, amendments / clarifications in the RFP Document will be hosted on the websites of the Ministry of Tourism www.tourism.gov.in and on e-procure website of the Government of India.

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 Media Planning Agency for Ministry of Tourism**')
- (b) **Second envelope:-** Technical bid (This envelope should be super scribed as '**Technical packet for appointment of a Media Planning Agency for Ministry of Tourism**')
- (c) **Third envelope:-** Financial bid (This envelope should be super scribed as '**Financial bid for appointment of a Media Planning Agency for Ministry of Tourism**')

All the three sealed envelope as mentioned above should be kept in a bigger envelope to be super scribed as **Pre-qualification, technical and financial Bid for appointment of Media Planning agency for Ministry of Tourism** 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 only 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 1.*

- ii. A clear photocopy of the **Certificate of Incorporation/ Memorandum of Articles of Association** (In case of change in name, the copy of the relevant document) as a media agency **or Certificate from Chartered Accountant** certifying that the bidding agency is in the business of providing professional services in the area of international and domestic media planning in the services sector, consumer market, tourism, travel and hospitality industry, destination marketing etc for at least 5 years as on 1st April, 2022 must be submitted.
- iii. A **certificate from Chartered Accountant** only should be submitted certifying that *Annual Turnover of the Media Planning Agency during each of the last 3 financial years (2018-19, 2019-20& 2020-21 or 2019-20, 2020-21& 2021-22) is a minimum of Rs. 100 Crore.* Further the **certificate from Chartered Accountant** should also state that *out of the three financial years (2018-19, 2019-20& 2020-21 or 2019-20, 2020-21& 2021-22) , at least in one year, the Media Planning Agency has undertaken the work of Media Planning in the Electronic (Television) and Print Media for a single client for a value of Rs. 15.00 Crore or above and in the Online Media (Digital and social) for Rs. 15.00 Crore or above.* (The name of the client with complete contact details, Campaign details, financial value and Financial year should be mentioned).
- iv. The bidding agency must have an office in the NCR of Delhi(copy of electricity bill/landline bill to be submitted), with adequate dedicated staff strength as detailed in Para 1.2.4, for implementing the contract of the Ministry of Tourism. A declaration by the authorized representative of the bidding agency, **providing the details of dedicated qualified team** consisting of 01 Media Director, and 03 Media Executives stationed in the office located in the NCR of Delhi, **their experience/expertise and employment status with more than 01 year to be with the agency**, on the letter head of the agency, to be submitted as per format given at **Annexure 2**).
- v. A clear photocopy of GST Certificate.
- vi. A clear photocopy of PAN Number.
- vii. 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-3**.

- viii. 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**.
- ix. **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.
- x. A notarized affidavit for non-participation by group company(ies) / Subsidiary company(ies) / sister Concern(s) in the Media Buying tender of the Ministry of Tourism as per the details mentioned in clause 1.1.5 of this RFP document. (**Affidavit to be submitted as per format at Annexure 5**)

1.5.3 List of Global Media planning tools/reports/Data such as ComScore, Nielson, ABC, Statista, BARC, Listening tools, Expedia, Trip Advisor, IATA, UNWTO Barometer etc. which have been subscribed(Paid) by the agency and are active. Relevant certificates/ Documents/subscription details in support of fulfillment of eligibility criteria must be submitted otherwise opening of Technical Bid followed by Financial Bids will not be considered.

1.5.4 Media Planning Agencies are required to submit a Technical Proposal and a Financial Proposal as specified below.

Technical Bid

1.5.5 The Media Planning Agencies are expected to provide the Technical Proposal as specified in the RFP Document. Material deficiencies in providing the information requested for may result in rejection of a proposal. Documents

requested under Technical Proposal must be kept in the 2nd envelope super scribed as **‘Technical packet for appointment of a Media Planning Agency for Ministry of Tourism’**

1.5.6 The Technical Proposal shall contain the following documents

- (i) A covering Letter of Technical Proposal on the letter head of the agency signed by the authorized representative must be submitted (format for letter given at **TB 1**).
- (ii) A note on each of the following criterion to be submitted along with supporting wherever possible to ascertain the Profile and Track Record of the agency in the field of Media Planning :-
 - (a) A note on number of years of experience in Media Planning.
 - (b) A note on Size, Experience, Qualifications and credentials of Media Planning Team dedicated for Ministry of Tourism.
 - (c) A note on media planning activities handled in domestic and international markets. Work Order + Completion certificates from the client OR Work order + Self certificate of Completion (Certified by the Statutory auditor); OR Work order + phase completion certificate from the client (for ongoing projects) *of the three financial years (2018-19, 2019-20& 2020-21 or 2019-20, 2020-21& 2021-22).*
 - (d) A note on Client base such as Corporate/Central Govt. /State Govt. International Boards/Airlines/Hospitality Industry/other travel &Tourism related organizations. (A list of important clients handled, including name, address, contract value, details of media planning activities undertaken to be submitted)
 - (e) A note on any one of the most effective and successful Media Plans formulated and executed by the Agency for a client(s) during the last three years, with an independent / third party evaluation of the impact of the campaign.
 - (f) A note on details of specialist partners/affiliates/associates, resources, access to subscription(Paid/Free) to global media tools/reports such as ComScore, Nielson, ABC, Statista, BARC, Listening tools etc. through which the Agency will source required inputs for the Media Plans of the Ministry duly Supported by subscription details and validity.
 - (g) A presentation by the dedicated team on Global media strategy, vision for brand reinforcement / innovation for the “Incredible

India” campaigns post Covid world.(Hard copies of the same to be kept in sealed envelope)

- (h) A presentation by the dedicated team on Innovative ideas and suggestions for Digital and Social media planning of the Ministry of Tourism’s ‘Dekho Apna Desh’ domestic and ‘Incredible India’ international campaigns.(Hard Copies of the same to be kept in sealed envelope)
- (i) Any other relevant information.

1.5.7 The Technical Bid including any financial quote information would be rejected outright.

Financial Bid

1.5.8 In preparing the Financial Proposal, Media Planning Agency are expected to take into account the requirements and conditions outlined in the RFP document.

1.5.9 The Financial Proposal shall contain the following documents to be submitted in the standard formats given in Section 3 of this RFP Document:

- (i) Covering Letter of Financial Proposal on the letter head of the agency signed by the authorized representative must be submitted (format for letter given at Annexure **FQ 1**)
- (ii) **Fixed Annual Fee (exclusive of taxes)**, to be quoted (in figures and words) year-wise for three years, from the date of issue of work order, along with the total for three years, as given below and in the format given at **FQ 2**:

	<u>In figures</u>	<u>In words</u>
1 st year :	Rs.-----	Rupees -----
2 nd year :	Rs.-----	Rupees -----
3 rd year :	Rs.-----	Rupees -----
Total for 3 years :	Rs.-----	Rupees -----

For Financial Evaluation, the total fee for the three years(exclusive of government taxes) will be considered.

This Fixed Annual Fee will cover **all** costs / expenses of the Media Planning Agency for undertaking work as detailed in the Scope of Work, **except government taxes**.

1.5.10 Taxes / VAT etc. if any, as applicable in India will be paid as per actual and the same are **not** required to be indicated in the financial bid.

1.5.11 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.

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

1.5.13 Ambiguous Financial Bid: If the financial bid is ambiguous and leads to two equally valid total price amounts, it shall be rejected as nonresponsive.

1.6 Submission of Proposals

1.6.1 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.

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

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

1.6.4 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. onwards of this document.

1.6.5. The Proposal should be submitted on or before 1500 hrs. on 20.10.2022.

1.6.6 No Proposal will be accepted/considered after the deadline for submission and in the event of any proposals being received after the closing time for submission of proposals, the same shall be returned unopened.

1.6.7 Conditional or self-modified bids would be rejected out rightly.

1.6.8 Ministry of Tourism will not pay any subscription/onetime cost for purchase/access for any global media planning tools.

1.7 Opening of Proposals and Selection Process

1.7.1 Pre-Qualification Bid received will be opened by a constituted committee in the presence of authorized representatives of the Media Planning Agencies who have submitted proposals at **1600 hrs. on 20.10.2022.**

1.7.2 The documents in respect of pre-qualification bid will in the first instance be examined in the Ministry to ascertain fulfillment of eligibility criteria.

1.7.3 Media Planning Agencies who fulfill the eligibility criteria would be considered for opening of the technical bid. A constituted committee would evaluate the technical bids. The agencies having submitted all the required documents in their Technical proposal will be invited to make presentations on their Technical Proposal at a date/time to be specified and conveyed by the Ministry of Tourism. All agencies are requested to ensure that the documents / papers requested in the technical bid are submitted or else they would not be called for making the presentation.

1.7.4 The agencies scoring 70% and above (i.e. 70 marks or more out of 100 marks) in the Technical Evaluation by a Constituted Committee, on the basis of the following criteria, will be considered for financial bid opening:

S. No.	Particulars	Maximum Marks
1	Number of years of experience in Media Planning (Min. 5 Years = 5 Marks additional 1 mark for each year beyond the minimum requirement of 5 years)	10
2	Experience of identified Media Team : One Media Director(Min.10 yrs. experience) & Three	25

Executive/member(Min.5 yrs. experience)							
Team members profile	Total No. of team members	Minimum experience in Years	Marks for min. experience	Additional Marks per additional year experience upto 5 years	Maximum Marks for each profile	Maximum marks	
Director	01	10 years	05	1	10	10	
Media Executive	02	5 Years	2.5	0.5	05	10	
Digital Media Executive	01	5 years	2.5	0.5	05	05	
(Refer Basic criteria at Para 1.2.4)							
3	Successful Media activities/Campaigns undertaken in <i>last 3 financial years</i> (2018-19, 2019-20 & 2020-21 or 2019-20, 2020-21& 2021-2022)						15
Financial value			Marks				
05-10 Crore			1 Mark				
10-15 Crore			2 Marks				
15-20 Crore			3 Marks				
20 Crore and above			5 marks				
(refer Para 1.2.3)							
4	Details of Important Clients for which Media planning work of financial value of 5 Crore and above was handled during <i>last 3 financial years</i> (2017-18, 2018-19 & 2019-20 or 2018-19, 2019-20 & 2020-21) <i>including</i> Tourism (Central Govt./State Govt. International Boards/Airlines/Hospitality Industry/other travel & Tourism related organizations) communication experience (2 Marks for each client/ account)						10
5	Active Subscription (Paid) to global media tools/reports such as ComScore, Nielson, ABC, Statista, BARC, Listening tools etc. 2 Marks each for each tool/report (refer Para 1.5.3)						10
6	A presentation by the dedicated team on Global media strategy, vision for brand reinforcement / innovation for the “Incredible India” campaigns post Covid world.(Hard copies of the same to be kept in						20

	sealed envelope)	
7	A presentation by the dedicated team on Innovative ideas and suggestions for Digital and Social media planning of the Ministry of Tourism's 'Dekho Apna Desh' domestic and 'Incredible India' international campaigns.(Hard Copies of the same to be kept in sealed envelope)	10
	Total Maximum Marks	100

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

1.7.6 Selection of the Media Planning 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 Basis

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.

1.7.7 Any effort by the Media Planning Agency to influence the Ministry in the proposal evaluation or contract award decisions may result in rejection of the proposal of the Media Planning Agency.

1.8 Terms of Payment to the Selected Media Planning Agency.

1.8.1 No advance payment will be made to the agency.

1.8.2 The bills towards payment of annual fee would be raised by the selected Media Planning Agency on quarterly basis.

1.8.3 Payment will be made by electronic transfer of funds to the bank account of the Media Planning Agency in Indian Rupees. The Media Planning Agency will submit pre-receipted invoices in triplicate, complete in all respects, for necessary settlement.

1.8.4 The final payment each year, shall be released only after completion of the required work specified by the Ministry for the year and on submission of a statement of work having been executed as per the requirements detailed in the RFP Document, or communicated subsequently by the Ministry of Tourism. This would include submission of the required campaign evaluation report etc.

1.8.5 The GST component shall be paid as applicable and as per actual.

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

1.9 Other Important Information

1.9.1 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.

1.9.2 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.

1.9.3 The Ministry of Tourism is however not bound to accept any tender or assign any reason for non-acceptance. **Conditional, erroneous and incomplete Bids will be rejected outright.**

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

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

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

1.9.7 The Ministry of Tourism reserves the right to reject any or all the bids and terminate the RFP process at any stage at its own discretion without assigning any reasons or incurring any liability thereof.

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

1.9.9 **Termination:** Ministry of Tourism may terminate the Contract of the Media Planning Agency in case of the occurrence of any of the events specified below:

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

In case of such an occurrence Ministry of Tourism shall give a written advance notice, not exceeding three (3) months before terminating the Contract of the Media Planning Agency.

1.9.10 **Force Majeure:** Neither party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, 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.

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.

1.9.11 **Arbitration:**

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

(ii) Pending the submission of and /or decision on a dispute, difference or claim or until the arbitral award is published; the Ministry and the Agency shall

continue to perform all of their obligations under this Agreement without prejudice to a final adjustment in accordance with such award.

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

1.10 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 20.10.2022**. 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.



**Deputy Director General
(Publicity)**

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 Media Planning Agency.</u>		
Requirements	RFP clause	Remarks
Letter of Pre-Qualification Bid submission on letter head signed by authorized signatory	1.5.2 i.	As per format at Annexure 1
Certificate of Incorporation / Memorandum of Articles of Association or Certificate from Chartered Accountant	1.5.2 ii.	copy to be submitted
A certificate from Chartered Accountant only should be submitted certifying that <i>Annual Turnover of the Media Planning Agency during each of the last 3 financial years (2018-19, 2019-20 & 2020-21 or 2019-20, 2020-21 & 2021-22) is a minimum of Rs. 100 Crore</i>	1.5.2 iii.	To be submitted
A Certificate from Chartered Accountant stating that <i>out of the three financial years (2018-19, 2019-20 & 2020-21 or 2019-20, 2020-21 & 2021-22) , at least in one year, the Media Planning Agency has undertaken the work of Media Planning in the Electronic (Television) and or Print Media for a single client for a value of Rs. 15.00 Crore or above and in the Online Media(Digital & Social) for Rs. 15.00 Crore or above.</i>	1.5.2 iii.	To be submitted
Letter in respect of dedicated team	1.5.2 iv	To be submitted as per the format at

		Annexure 2
GST Registration Certificate	1.5.2 v	copy to be submitted
PAN No.	1.5.2 vi	copy to be submitted
Declaration in respect of not being blacklisted	1.5.2 vii	To be submitted as per the format at Annexure 3
Certificate to undertake the assignment, in accordance with the Scope of Work	1.5.2 viii	To be submitted as per the format at annexure 4
Bid Security undertaking	1.5.2 ix	To be submitted as per the format of Annexure 4
Notarized Affidavit for non-participation by group company(ies) / Subsidiary company(ies) / sister Concern(s) in the media Buying tender of the Ministry of Tourism	1.5.2 x	To be submitted as per the format given at Annexure 5

TECHNICAL BID

(To be kept in the Second envelope super scribed as Technical Bid for Appointment of Media Planning Agency)

Letter of Technical Bid submission on letter head signed by authorized signatory	1.5.6 (i)	As per format at Annexure TB 1
A note on each of the criterion in respect of Profile and Track Record	1.5.6 (ii)	To be submitted
A presentation by the dedicated team on Global media strategy, vision for brand reinforcement / innovation for the “Incredible India” campaigns post Covid world.(Hard copies of the same to be kept in sealed envelope)	1.5.6. (h)	To be submitted
A presentation by the dedicated team on Innovative ideas and suggestions for Digital and Social media planning of the Ministry of Tourism’s ‘Dekho Apna Desh’ domestic and ‘Incredible India’ international campaigns.(Hard Copies of the same to be kept in	1.5.6 (i)	To be submitted

sealed envelope)		
FINANCIAL BID (To be kept in the Third envelope super scribed as Financial Bid for Appointment of Media Planning Agency)		
Letter of Financial Proposal	1.5.9 (i)	As per format at Annexure FQ 1
Quote details (Fixed Annual Fee)	1.5.9 (ii)	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 Media Planning Agency for the Ministry of Tourism' .		
Please note that <ul style="list-style-type: none"> ➤ 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 signed, stamped, numbered and indexing should reflect relevant page numbers where the requested documents are placed. 		

SECTION III : FORMATS

Pre-Qualification Bid

Letter of Pre-Qualification Bid Submission

Format for Annexure 1

To be provided on 'Company letter head'

The Deputy 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.datedfor Appointment of a Media Planning Agency.

In this context, please find enclosed documents properly indexed, page numbered and spiral bound as desired for pre-qualification bid in respect of RFP mentioned 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:

Pre-Qualification Bid**Certificate for Providing Qualified team****Format for Annexure 2**

To be provided on 'Company letter head'

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

Subject :- Certificate for providing qualified team.

Madam / Sir,

This has reference to the Ministry of Tourism's RFP no.Dated..... for Appointment of a Media Planning Agency.

In this context, I / We as an authorized representative(s) of company, certify that we shall be able to provide a qualified servicing team for undertaking the media planning work for the media related activities of the Ministry. The media planning team would work closely with the Ministry of Tourism. **Details of dedicated qualified team (1 Media Director, 2 Media Executive & 1 Digital Media executive) , their experience/expertise are as below:-**

Sr. No.	Name	Designation	Brief on Experience in Media planning and expertise	Value of media campaign handled in Crore Rs. Along with client details
1		Media Director		
2		Media Executive		
3		Media Executive		
4		Digital Media executive		

Further, this is to certify that the above team members are on pay role for minimum 1 year with us in our NCR office.

Our office is located at NCR is:

Thanking you,

Name of the Bidder:

Authorized Signatory:.....

Name:

Seal:

Date:

Place:

Pre-Qualification Bid

Bid Security and Declaration of not being blacklisted

Format for Annexure 3

To be provided on 'Company letter head'

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

Subject :- Declaration of not being blacklisted.

Madam / Sir,

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

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

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

Thanking you,

Name of the Bidder:

Authorized Signatory:.....
Name:

Seal:

Date:
Place:

Pre-Qualification Bid - Undertaking**Format for Annexure 4****To be provided on 'Company letter head'**

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

UNDERTAKING

Madam / Sir,

This has reference to the Ministry of Tourism's RFP no. dated.....for Appointment of Media Planning Agency.

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

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.

Thanking you,

Name of the Bidder:

Authorized Signatory:.....

Name:

Seal:

Date:

Place:

Pre-Qualification Bid

Format for Annexure 5

Affidavit for non-participation by group company(ies) /Subsidiary company(ies) / sister Concern(s) in the MediaBuying tender of the Ministry of Tourism

(On stamp paper)

AFFIDAVIT

(Under Clause no. of the RFP no. dated)

I,.....S/D of Sh....., aged..... years, working as Proprietor / Managing Partner / Director of M/shaving its registered office atdo hereby solemnly affirm and declare on oath as under:-

1. That I am competent to swear this affidavit being proprietor / one of the partners / Director of M/s.....
2. That my firm M/s is proprietorship/ partnership firm / company is participating in tender for 'Appointment of Media Planning Agency for the Ministry of Tourism, Government of India.'
3. I, as an authorized representative(s) of company, declare that, if(company name) is appointed as a Media Planning Agency of the Ministry of Tourism, the sister concerns / group companies / subsidiary companies of my company i.e.(company name) shall not participate in the media buying tender(s) floated by the Ministry of Tourism for selection of an agency / media house for running its international media campaigns during the period of appointment of my company i.e.as Media Planning Agency.
4. The names & contact details of the group company(ies)/ subsidiary company(ies) / sister concerns are given below for information of the Ministry of Tourism.

(a).....

(b).....

(c).....

(leave blank /strike through, if the bidding agency has no group/subsidiary/sister concern)

(Signature of the Proprietor / Managing Partner / Director with seal)

DEPONENT

Verified atonthat the contents of the
Para's 1 to 4 of this affidavit are true and correct to the best of my
knowledge and no part of this is false and nothing material has been
concealed or falsely stated therein.

(Signature of the Proprietor / Managing Partner / Director with seal)

DEPONENT

(Signature & seal of Notary)

To be provided on 'Company letter head'

The Deputy 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 a Media Planning Agency.

In this context, please find enclosed documents as desired for technical bid and as detailed below :-

- A note on number of years of experience in Media Planning
- A note on Size, Experience, Qualifications and credentials of Media Planning Team
- A note on media related activities handled in domestic and international markets
- A note on Client base (A list of important clients handled to be submitted)
- A note on any one of the most effective and successful Media Plans formulated by the Agency for a client(s) during the last three years, with an independent / third party evaluation of the impact of the campaign.
- A note on Tourism communication experience, if any
- A note on Details of specialist partners/affiliates/associates and resources through which the Agency will source required inputs for the Media Plans of the Ministry
- A presentation by the dedicated team on Global media strategy, vision for brand reinforcement / innovation for the "Incredible India" campaigns post Covid world.

- A presentation by the dedicated team on Innovative ideas and suggestions for Digital and Social media planning of the Ministry of Tourism's 'Dekho Apna Desh' domestic and 'Incredible India' international campaigns.
- Any other relevant information.

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 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 on 'Company letter head'

The Deputy 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 Media Planning 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:

Seal:

Date:

Place:

To be provided on 'Company letter head'

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

Subject: -Quote Details.

Madam / Sir,

This has reference to the Ministry of Tourism's RFP no.datedfor Appointment of Media Planning Agency.

In this context, our total quotation (exclusive of taxes) in respect of above RFP for a period of 3 years is Rs...../- (Rupees in words). The year-wise break-up of the quotation (exclusive of taxes) as per various items enumerated in the RFP document is as under :-

Fixed Annual Fee (Exclusive of Taxes)

	<u>In figures</u>	<u>In words</u>
1 st year :	Rs.-----	Rupees -----
2 nd year :	Rs.-----	Rupees -----
3 rd year :	Rs.-----	Rupees -----
Total for 3 years :	Rs.-----	Rupees -----

It is certified that the Fixed Annual Fee quoted above covers all costs / expenses of the Media Planning Agency for undertaking work as detailed in the Scope of Work of the above referred RFP, except taxes.

IMPORTANT

The following may be noted while submitting the Financial Quote :

- (i) There should be no mismatch between the yearly fee quoted and the total fee for three years. The total fee for three years should be the sum of the yearly fee for three years. In case of any mismatch in the total fee for three

years and the sum of the annual fee for three years, the bid will be considered as non-responsive and will be rejected.

(ii) The total fee quoted for all the three years will be taken into account for evaluation of financial bid.

(iii) The Annual Fee 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:
