

**UT ADMINISTRATION OF  
DADRA AND NAGAR HAVELI, UT  
TOURISM, DEPARTMENT, SILVASSA**

**TENDER NOTICE**

**NO.DNH/TOUR/E/120/III/122**

**Date: 13/03/2014**

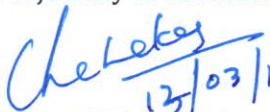
The Tourism Department, Dadra & Nagar Haveli invites sealed tenders in Two Bid system on behalf of the President of India from reputed photographers/photography agencies/production houses/film making agencies etc. having requisite experience with modern technology for the following works:

Sr. No.	Name of work	Tender fee	EMD
1.	Production of television commercial (an AD Film) to promote, Daman-Diu and Dadra & Nagar Haveli	₹ 5,000/-	₹ 5.00 lakhs
2.	Digital Photography / Still Shoot Production for Daman-Diu and Dadra & Nagar Haveli	₹ 5,000/-	₹ 50,000/-

The Tender document for each work shall be available in the office of the Joint Director of Tourism, Near Tribal Museum, Silvassa on all working days during working hours from **14<sup>th</sup> March to 29<sup>th</sup> March 2014.**

The complete bid proposal for each work separately along with enclosures as prescribed in the bid document should reach the office of Tourism Department on or before **29<sup>th</sup> March 2014** upto 4:00 P.M. by RPAD or should be put in the tender box kept in the office for the purpose. The tender document is also available on website [www.dnh.nic.in](http://www.dnh.nic.in), [www.diu.gov.in](http://www.diu.gov.in) and [www.daman.nic.in](http://www.daman.nic.in) and the same can be downloaded and used for submitting the proposal in the manner prescribed above along with the cost of tender document and EMD. The tender without EMD & tender fees shall be summarily rejected.

The Tourism Department reserves the right to accept or reject any or all tender without giving any reason thereof.

  
**JOINT DIRECTOR OF TOURISM  
TOURISM DEPARTMENT  
DADRA AND NAGAR HAVELI  
SILVASSA**

- 1) Copy to the Chief Publicity Officer for publishing it in any two local Newspapers.
- 2) The Director (IT), Secretariat with a request to upload the Bid document in the official website of DNH
- 3) All Heads of Offices, Dadra & Nagar Haveli for wide publicity

**TENDER DOCUMENT FOR  
AN AD FILM  
TO PROMOTE DAMAN DIU  
&  
DADRA NAGAR HAVELI  
TOURISM**

**TOURISM DEPARTMENT  
TOURIST RECEPTION CENTRE  
SHAHEED CHOWK, NEAR TRIBAL MUSEUM  
UT ADMINISTRATION OF DADRA & NAGAR HAVELI  
SILVASSA - 396230  
PHONE NO.-0260-2641399  
FAX - 0260- 2632985  
E-MAIL : [dnhtourism@gmail.com](mailto:dnhtourism@gmail.com)**

**UT ADMINISTRATION OF  
DADRA AND NAGAR HAVELI, UT  
TOURISM, DEPARTMENT, SILVASSA**

**TENDER NOTICE**

**NO.DNH/TOUR/E/120/III/122**

**Date: 13/03/2014**


The Tourism Department, Dadra & Nagar Haveli invites sealed tenders in Two Bid system on behalf of the President of India from reputed production houses in the field of film making etc. having requisite experience with modern technology and for production of an AD Film to promote Daman-Diu and Dadra & Nagar Haveli.

Sr. No.	Name of work	Tender fee	EMD
1.	Production of television commercial (an AD Film) to promote, Daman-Diu and Dadra & Nagar Haveli	₹ 5,000/-	₹ 5.00 lakhs

The Tender document shall be available in the office of the Joint Director of Tourism, Near Tribal Museum, Silvassa on all working days during working hours from **14<sup>th</sup> March to 29<sup>th</sup> March 2014.**

The Bidders shall submit the proposal in a Two Bid system comprising of (i) Technical Bid (ii) Financial Bid. The Technical Bid should be in a separate sealed cover and the Financial Bid should be in separate sealed cover which should be put in to one big cover and should be super scribed with the name of the work along with the EMD drawn in favour of Joint Director (Tourism), DNH in the form of DD or FDR of any schedule/Nationalised Bank. The EMD should be attached only with the Technical Bid failing which the same shall be summarily rejected. The complete bid proposal along with enclosures as prescribed in the bid document should reach the office of Tourism Department on or before **29<sup>th</sup> March 2014** upto 4:00 P.M. by RPAD or should be put in the tender box kept in the office for the purpose. The tender document is also available on website [www.dnh.nic.in](http://www.dnh.nic.in), [www.daman.nic.in](http://www.daman.nic.in), [www.diu.nic.in](http://www.diu.nic.in) and the same can be downloaded and used for submitting the proposal in the manner prescribed above along with the cost of tender document and EMD. The tender without EMD & tender fees shall be summarily rejected.

The Tourism Department reserves the right to accept or reject any or all tender without giving any reason thereof.

  
**JOINT DIRECTOR OF TOURISM  
TOURISM DEPARTMENT  
DADRA AND NAGAR HAVELI  
SILVASSA**

- 1) Copy to Chief Publicity Officer for publishing it in Newspapers.
- 2) Director (IT), Secretariat with a request to upload the Bid document in the official website of DNH.
- 3) All Heads of Offices, Dadra & Nagar Haveli for wide publicity



## **TENDER DOCUMENT FOR AN AD FILM TO PROMOTE DAMAN DIU & DADRA NAGAR HAVELI TOURISM**

The Tourism Department of Daman, Diu & Dadra Nagar Haveli (DD&DNH) intends to produce a Television Commercial to help promote tourism in the both Union territories. The objective of our television commercial is to take the viewer on an enigmatic journey through the beautiful sites & sounds of DD&DNH. It has to be a visual treat which mesmerizes and intrigues the viewer.

The duration of the ad film shall be 90 seconds which can be edited to shorter durations of 60, 30, 15 and 5 second versions to help showcase the various tourist locations in Daman, Diu and Dadra Nagar Haveli. The Ad film will cover the union territories of Daman, Diu and Dadra Nagar Haveli and other cultural aspects of the territories. The television commercial script has been developed by our marketing consultants with whom the selected bidder shall interact.

The film will be a showcase of what the places have to offer and should capture the beauty and diversity of DD&DNH in such a way that it offers the viewers a high quality and engaging experience.

Ad film production houses with requisite experience, may submit required documents in two packets (Technical & Financial Bids) as detailed below:-

Last Date for submission: **29<sup>th</sup> March 2014** up to 4:00 P.M.

### **A. The bid should contain the following documents**

#### **1. Technical bid**

The Film Production House has to submit documents detailing their profile, Director's details, technical expertise, film making experience and proof of similar assignments handled in the past as part of the Technical bid along with EMD in form of FDR in the name of 'Joint Director of Tourism' for an amount of **₹ 5.00 lakhs**. The bid shall be returned to the unsuccessful bidders without any interest on the FDR.

All the above documents should be put in an envelope sealed and superscribed as "Technical Bid for Production of Ad film – Daman Diu & Dadra Nagar Haveli Tourism" and the envelope should carry the tender number, due date for submission along with the name, address, telephone number, e-mail address of the film production company.



## 2. Financial Bid

The Film Production House has to submit the financial bid for implementing the said project. The financial bid should contain the final cost of making the said commercial as per the scope of work and should include all expenses involved in the assignment like transportation, accommodation, out of pocket expense, etc. in the prescribed format attached as Annexure to the bid document. All taxes shall be extra.

The financial quote should be put in a separate envelope sealed and super scribed as "Financial Bid for Production of ad film – Daman Diu & Dadra Nagar Haveli Tourism" and the envelope should carry the tender number, due date for submission along with the name, address, telephone number, e-mail address of the film production company.

All bids are to be based on the script shared by our marketing consultant- Ogilvy & Mather Advertising, Mumbai Office.

3. Thereafter, both, Technical Bid and Financial Bid should be put in to one big cover and should be super scribed with **"Production of television commercial (an AD Film) to promote, Daman-Diu and Dadra & Nagar Haveli"** along with the EMD drawn in form of DD or FDR of any schedule/Nationalized Bank in favor of the Joint Director of Tourism. The EMD should be attached only with the Technical Bid failing which the same shall be summarily rejected.

## B. Technical Eligibility/Criteria for selection of the agency

- The Company should have been in existence for a minimum of 5 years.
- The Company should have been rated as the best production house at least once in the last 5 years by recognized/ reputed bodies like the Abby's or any other similar bodies.
- The Director should have won the Best Director Award at least once in the last 5 Years by recognized/ reputed bodies (international or national) like the Cannes, Abby's and any other similar bodies.
- The Company should have experience of making Television Commercial on Tourism (National/ International) or for Multinationals brands.
- The Company should have a well-trained in-house production team





**C. Financial Eligibility / Criteria for selection of the agency**

The Company should have an average annual turnover of Rs. 10 Crores in each of the last 3 financial years i.e. 2010-11, 2011-12 and 2012-13

**D. Bid evaluation process**

The bid shall be evaluated on a QCBS basis with 80% score for the technical bid and 20% score on the financial bid. The technical scores shall be evaluated based on the eligibility criteria, experience, turnover, recognition/ awards etc. The department decision shall be final and binding to all. The financial bid shall be given a weightage of 20. The cumulative highest scorer of both technical and financial scores shall be declared as the successful bidder.

**E. Scope of work:**

1. Master production of 1 TVC and shoot on 35 mm or HD Digital format for airing in India and abroad.
2. Duration – 90 seconds and multiple shorter edits of 60 seconds, 30 seconds, 15 seconds and 5 seconds.
3. 2 language versions of the master

**F. The work/ cost should include:**

1. Pre-production meeting and recce, shooting and editing, post production - Recording music and voice over and for the above
2. Video and audio usage fees for TV, Internet & Cinema for perpetuity
3. The production house will be responsible for shooting; purchasing raw stock, processing, hire of camera & lights, other equipment's, studio hire, cast (non-Celebrity), costumes, make-up, props hire, setting, green screen, location hire, procuring all necessary permissions for shoot, catering, transportation etc.
4. Responsible for hiring the crew – including Director, Cameraman and other technical & production team – Assistant Directors, Music Director, Editors, Production assistants, spot boys, lighting crew, etc.
5. Will be responsible for post-production
  - a. Studio hire for editing charges
  - b. Animation charges
  - c. Music compositions and voice over charges
  - d. Any other charges
6. Responsible for travel, boarding and lodging for the entire production and technical crew across all the locations in Daman, Diu & Dadra Nagar Haveli.
7. 2 rounds of client feedback & changes.

u

#### **F. Terms of Payment**

- 75% advance payment at the time of job confirmation to the production house.
- 25% balance payment on satisfactory delivery of the scope of work stated above.

#### **G. Special Clauses:**

1. The Tourism Department of Daman Diu & Dadra Nagar Haveli reserves the right to accept or reject the tender without assigning any reasons. The Tourism Department of Daman Diu & Dadra Nagar Haveli along with its marketing consultants Ogilvy & Mather, Mumbai office will be the sole decision makers on the final bid. The Tourism Department of Daman Diu & Dadra Nagar Haveli does not bind itself to accept the lowest or any tender and has the right to refuse any Tender without assigning any reason or select any Bidder that is in the final evaluation list.
2. Copyright of all creative works including jingles, photographs, movies, etc. shall vest with the Administration which shall be free to use them in whichever way it wants.

#### **H. Tender Fee**

The tender fee of Rs. 5000/- in the form of Demand Draft of any Nationalized Bank in favour of "JOINT DIRECTOR OF TOURISM, DADRA NAGAR HAVELI" payable at Silvassa has to be deposited along with the technical bid.



**ANNEXURE - 1**

**PRICE SCHEDULE**

<b>Sr. No.</b>	<b>Description</b>	<b>Rate (In ₹)</b>
1.	Production of television commercial (an AD Film) to promote, Daman-Diu and Dadra & Nagar Haveli	

**Signature of the Tenderer**



**TENDER DOCUMENT FOR  
STILL SHOOT  
PRODUCTION  
TO PROMOTE DAMAN DIU  
&  
DADRA NAGAR HAVELI  
TOURISM**

TOURISM DEPARTMENT  
TOURIST RECEPTION CENTRE  
SHAHEED CHOWK, NEAR TRIBAL MUSEUM  
UT ADMINISTRATION OF DADRA & NAGAR HAVELI  
SILVASSA - 396230  
PHONE NO.-0260-2641399  
FAX - 0260- 2632985  
E-MAIL : [dnhtourism@gmail.com](mailto:dnhtourism@gmail.com)

**UT ADMINISTRATION OF  
DADRA AND NAGAR HAVELI, UT  
TOURISM, DEPARTMENT, SILVASSA**

**TENDER NOTICE**

**NO.DNH/TOUR/E/120/III/122**

**Date: 13/03/2014**

The Tourism Department, Dadra & Nagar Haveli invites sealed tenders in Two Bid system on behalf of the President of India from reputed photographers/photography agencies etc. having requisite experience with modern technology and for Still Shoot Production for Daman-Diu and Dadra & Nagar Haveli.

Sr. No.	Name of work	Tender fee	EMD
1.	Digital Photography / Still Shoot Production for Daman-Diu and Dadra & Nagar Haveli	₹ 5,000/-	₹ 50,000/-

The Tender document shall be available in the office of the Joint Director of Tourism, Near Tribal Museum, Silvassa on all working days during working hours from **14<sup>th</sup> March to 29<sup>th</sup> March 2014.**

The Bidders shall submit the proposal in a Two Bid system comprising of (i) Technical Bid (ii) Financial Bid. The Technical Bid should be in a separate sealed cover and the Financial Bid should be in separate sealed cover which should be put in to one big cover and should be super scribed with the name of the work along with the EMD drawn in favour of Joint Director (Tourism), DNH in the form of DD or FDR of any schedule/Nationalised Bank. The EMD should be attached only with the Technical Bid failing which the same shall be summarily rejected. The complete bid proposal along with enclosures as prescribed in the bid document should reach the office of Tourism Department on or before **29<sup>th</sup> March 2014** upto 4:00 P.M. by RPAD or should be put in the tender box kept in the office for the purpose. The tender document is also available on website [www.dnh.nic.in](http://www.dnh.nic.in), [www.diu.gov.in](http://www.diu.gov.in) and [www.daman.nic.in](http://www.daman.nic.in) and the same can be downloaded and used for submitting the proposal in the manner prescribed above along with the cost of tender document and EMD. The tender without EMD & tender fees shall be summarily rejected.

The Tourism Department reserves the right to accept or reject any or all tender without giving any reason thereof.



**JOINT DIRECTOR OF TOURISM  
TOURISM DEPARTMENT  
DADRA AND NAGAR HAVELI  
SILVASSA**

- 1) Copy to Chief Publicity Officer for publishing it in Newspapers.
- 2) Director (IT), Secretariat with a request to upload the Bid document in the official website of DNH.
- 3) All Heads of Offices, Dadra & Nagar Haveli for wide publicity

## **Tender document for Still Shoot Production for Daman, Diu & Dadra Nagar Haveli Tourism**

The Tourism Department of the Daman, Diu & Dadra Nagar Haveli intends to do a still shoot at certain identified locations and in a studio for creating an image bank for creation of press advertisements, brochures and marketing collateral.

The still shoot will cover the destinations of Daman, Diu and Dadra, Nagar Haveli and include all the beaches, destinations and forts in all three union territories and will also include a studio shoot to recreate certain scenery and shots. List of places to be shot include – Daman: Bom Jesus Church, Dominican Monastery, Satmaliya Deer Park, Daman Fort, Butterfly Park, Lion Safari and Madhuban Reservoir. Diu: St. Paul's church, Panikotha, Diu fort, Ghogili / Nagoa beach, Nadia caves and boats. Dadra Nagar Haveli: Nagar Haveli, Tribal cultural museum, Tarpa dancers and Warli paintings. Shots of indoor set-up shoot in Mumbai.

The campaign aims to showcase the various sights and architectural marvels of DD & DNH. The treatment of the press ads and other material such as brochures etc. should be such that the viewer should be surprised by the beauty of the place and should feel like planning a visit to the place

The Photographer / Photography Agency may submit bids as per following guidelines

### **A. Guidelines for Submission**

Interested Photographer / Photography Agency with requisite experience, may submit required documents in two packets (Technical & Financial Packets) as detailed below:-

Last Date for submission: 29<sup>th</sup> March 2014 up to 4:00 P.M.

### **B. The bid should contain the following documents**

#### **1. Technical bid**

The Photographer / Photography Agency has to submit the concept for implementing the above assignment along with the technical expertise, experience, proof for similar assignment handled in the past and other relevant details as a part of technical bid along with the format- Part A. along with EMD in form of FDR in the name of 'Joint Director of Tourism' for an amount of ₹ 50,000/- . The bid shall be returned to the unsuccessful bidders without any interest on the FDR.





All the above documents should be put in an envelope sealed and super scribed as "Technical Bid for Production of Digital Photography / Still Shoot for Daman Diu & Dadra Nagar Haveli Tourism" and the envelope should carry the tender number, due date for submission along with the name, address, telephone number, e-mail address of the photographer / photography agency.

## **2. Financial Bid**

The Photographer / agency has to submit the financial bid for implementing the assignment as per the format enclosed Part-B. The financial bid should contain all expenses involved in the assignment like transportation, accommodation, out of pocket expense, etc.

All the above documents should be put in an envelope sealed and super scribed as "Financial Bid for Digital Photography / Still Shoot for Daman Diu & Dadra Nagar Haveli Tourism" and the envelope should carry the tender number, due date for submission along with the name, address, telephone number, e-mail address of the film production company.

3. Thereafter, both, Technical Bid and Financial Bid should be put in to one big cover and should be super scribed with **"Bid Document for Digital Photography / Still Shoot for Daman Diu & Dadra Nagar Haveli Tourism"** along with the EMD drawn in form of DD or FDR of any schedule/Nationalized Bank in favor of the Joint Director of Tourism. The EMD should be attached only with the Technical Bid failing which the same shall be summarily rejected.

## **4. Bid evaluation process**

The bid shall be evaluated on a QCBS basis with 80% score for the technical bid and 20% score on the financial bid. The technical scores shall be evaluated based on the eligibility criteria, experience, turnover, recognition/ awards etc. The department decision shall be final and binding to all. The financial bid shall be given a weightage of 20. The cumulative highest scorer of both technical and financial scores shall be declared as the successful bidder.



**C. Technical Eligibility/Criteria for selection of the photographer**

- Photographer whose works/photos are published in noted Publications will only be considered. Proof of the same has to be provided.
- The Photographer should have been won awards at least once in the last 5 Years by recognized/ reputed bodies (international or national) such as International photography awards or Black and White Spider awards.
- The Photographer should have experience of shooting ads on Tourism (National/ International) or for Multinationals brands.
- Photographer who has his own technical equipment plus his own professional studio. Proof of the same has to be attached as documents.

**D. Scope of work:**

- Still shoot of various identified locations and destinations in Daman: Bom Jesus Church, Dominican Monastery, Satmaliya Deer Park, Daman Fort, Butterfly Park, Lion Safari and Madhuban Reservoir.
- Still shoot of various identified locations and destinations in Diu: St. Paul's church, Panikotha, Diu fort, Ghogili / Nagoa beach, Nadia caves and boats.
- Still shoot of various identified locations and destinations in Dadra Nagar Haveli: Nagar Haveli, Tribal cultural museum, Tarpa dancers and Warli paintings.
- Total number of images to be shot is 68.
- Indoor studio set-up shoots in a studio in Mumbai.

**The work/ cost include:**

- Photographer's assignment charges
- Pre-production meeting and recce.
- Still shoot production crew, casting, hire of camera & lights, other equipment, studio hire, costumes, make-up, props hire, setting, green screen, location hire, procuring all necessary permissions for shoot, catering, transportation etc.
- Vanity van, make up, costumes if exclusively required for still shoot will be part of the cost.
- Post production like basic system correction of the images, etc.
- Travel, boarding and lodging for the entire production and technical crew across all the locations in Daman, Diu & Dadra Nagar Haveli.
- Delivery in the required format by the Creative firm – PSD format, Tiff format, JPEG format, etc. in a DVD and CD.

u



- Raw stock of the still shoot will be the property of the Tourism Department of Daman Diu & Dadra Nagar Haveli and the same is required to be handed over to Tourism Department of Daman Diu & Dadra Nagar Haveli in DVD/hard drive.

#### **E. Tender Fee**

The tender fee of Rs. 5000/- in the form of Demand Draft of any Nationalised Bank in favour of "JOINT DIRECTOR OF TOURISM, DADRA NAGAR HAVELI" payable at Silvassa has to be deposited along with the technical bid.

#### **F. Terms of Payment**

- 75% advance payment at the time of job confirmation to the production house.
- 25% balance payment on satisfactory delivery of the scope of work stated above.

#### **G. Special Clauses:**

1. The Tourism Department of Daman Diu & Dadra Nagar Haveli reserves the right to accept or reject the tender without assigning any reasons. . The Tourism Department of Daman Diu & Dadra Nagar Haveli along with its marketing consultants Ogilvy & Mather, Mumbai office will be the sole decision makers on the final bid. The above clauses can be amended on a mutually agreed basis. The Tourism Department of Daman Diu & Dadra Nagar Haveli does not bind itself to accept the lowest or any tender and has the right to refuse any Tender without assigning any reason or select any Bidder that is in the final evaluation list.
2. Copyright of all creative works including jingles, photographs, movies, etc. shall vest with the Administration which shall be free to use them in whichever way it wants.

#### **H. IMPORTANT ISSUES FOR THE NOTICE OF BIDDERS**

- Cost if any for getting permission for shoot will be borne by the Tourism Department of Daman Diu & Dadra Nagar Haveli.

u



**ANNEXURE 1**

**PRICE SCHEDULE**

<b>Sr. No.</b>	<b>Description</b>	<b>Rate (In ₹)</b>
1.	Digital Photography / Still Shoot for Daman Diu & Dadra Nagar Haveli Tourism	

**Signature of the Tenderer**