

Request for Proposal
For Empanelment of Event Management cum
Advertisement Agencies

RFP Ref No: 4/397/DDT/2017-18/340

Dated: 07/09/2020

Issued by
Society for Promotion of Tourism Art & Culture
UT Administration of Dadra & Nagar Haveli and Daman & Diu
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IMPORTANT DATES

Last Date of Submission (Online): 28/09/2020 by 12.00 pm

Last Date of Submission: 28/09/2020 by 12.30 pm

Date of opening of applications- 28/09/2020 at 01.00 pm

Pre Bid Meeting Date: 14/09/2020

at 12 noon at, Secretariat Daman

Presentation before committee- to be communicated later

(above mentioned dates are tentative)

CHAPTER 1

INTRODUCTION

1.1 EMPANELMENT OF AGENCIES FOR ORGANIZING VARIOUS EVENTS, ROADSHOWS, EXHIBITIONS, ADVERTISING AND PUBLICITY, MARKETING ETC

The Society for Promotion of Tourism Art & Culture, UT Administration of Dadra & Nagar Haveli and Daman-Diu, invites applications for empanelment for a period of one (01) year and further extendable for two (02) years, from eligible and reputed marketing/advertising/event management agencies as per the terms and conditions described in the tender document, capable of providing facilities & services for, providing marketing and promotional services, organizing road shows, stall decor, advertisement and publicity, event management etc. as per details enclosed in the tender document.

Agencies interested in applying for the empanelment may submit their duly filled applications with complete information as required as per the document.

CHAPTER - 2

SCOPE OF WORK

2.1 Scope of work for the empanelled agencies shall be as below:

The Society for Promotion of Tourism Art & Culture, Dadra & Nagar Haveli and Daman & Diu is the nodal agency for all marketing and promotion activities for the UT Administration of Dadra & Nagar Haveli and Daman & Diu. The empanelled agencies will work as per the brand strategy approved by the Tender Inviting Authority. The empanelled agencies will be responsible for designing creative elements and execution of the marketing campaigns, media buying, organizing various events, etc. at the most competitive rates.

The selected agency shall deal with the following scope of work.

- a) Maximum of Ten (10) best agencies shall be empanelled by the Tender Inviting Authority. The scope of work for the empanelled agencies shall be, but not limited to the following items in India and overseas:
- b) Designing and Execution of creative campaigns for brand reinforcement, extension, enhancement and promotion of tourism in Daman & Diu and Dadra & Nagar Haveli.
- c) Implementing layouts and printing for the following items
 - Brochures/Leaflets.
 - Posters/Bulletins/Newsletters.
 - Stage Backdrops.
 - Outdoor Hoarding/Indoor Hoardings/Billboards.
 - Annual Reports/Press Booklets etc.
 - Tender Ads/Notices/Statutory Ads etc.
 - sales brochures, pamphlets, coffee table books, calendars and other related material for the brand, products and events etc.
- d) Designing and creation of Ads and Media buying and release of advertisements in Print, electronic, social media and outdoor media.
- e) Development of TV Commercials and Radio Jingles.
- f) Execution of a cost effective Multi Media Campaign for “Dadra & Nagar Haveli and Daman & Diu Tourism”.
- g) Release of advertisements in Print, social media and Electronic channels.
- h) Event Management Support for organizing various events/festivals, food festival, and support in attending various tourism and trade fairs.
- i) Any other work related to media campaign, social media, out of home media campaigns etc.
- j) Complete management and organization of international events and road shows.
- k) Implementing advertising campaign and media plan for Print Media and Electronic Media including production of commercials/films/documentaries on Dadra & Nagar Haveli and Daman & Diu of various

time durations in English and in various other languages as per the brief and creative sanction given by Tender Inviting Authority.

- l) To implement advertisement campaign for Society for Promotion of Tourism Art & Culture, DNH & DD.
- m) To negotiate with various media houses and obtain the most competitive rates for various media campaigns to be undertaken by Society for Promotion of Tourism Art & Culture, DNH & DD in print, audio and visual media and to liaise with the media organizations on behalf of the Department while finalizing such campaigns.
- n) To assist Society for Promotion of Tourism Art & Culture, DNH & DD in handling event management of various press conferences, road shows etc. in Dadra & Nagar Haveli and Daman & Diu and in other places of the country and abroad.
- o) To execute the design, decor of the exhibition, set up highlighting beaches, churches, cultural heritage, cuisine, tourist places, etc. and printing and supply of multi color brochures in different languages.
- p) Making of films, Interactive, Website, CD Rom and other media applications.
- q) The Agency will develop necessary Creatives, artwork and script for TVCs, radio jingles online and digital advertising, promotional materials, in-branch display utilities, contests, customer loyalty programs, BTL activities, etc. and implement the same.
- r) Conceptualization and visualization of various events and cultural festivals as per brief received by the Society for Promotion of Tourism Art & Culture, UT Administration of Dadra & Nagar Haveli and Daman & Diu and plan on Concept, Layout, Thematic understanding, Quality of visual
- s) Appeal, Quality of Artists, Blend of Cultural Experiences, Overall Project Management Capabilities, Development & Execution of events.
- t) Complete Stagecraft, Green Rooms, Sound, AV, Relay, Lighting, Public Seating, Barricading, Public Lighting, Refreshments Stalls, Waste Management, Security, etc.
- u) Proposing Artists, Artists Bookings, Artist Coordination, Artists Management, Artists Security, F&B, Travel & Transport, TBL, etc. Complete show management during the events and Complete Photography, Videography, AV Production and related activities for all the events/festivals

2.2 Duration of Empanelment of advertising/ marketing agencies

- a) The empanelment of selected agencies shall be for a period of one (01) year, from the date of empanelment which may be extended further for a period of two (02) years depending on satisfactory performance of the empanelled agencies.
- b) The empanelled agencies will work with the Society for Promotion of Tourism Art & Culture and undertake all marketing and promotional activities. However, in case of unsatisfactory performance by an empanelled advertising/marketing agency, the Society for Promotion of Tourism Art & Culture shall be at liberty to terminate the empanelment of the said agency by giving a notice of 15 days in writing.
- c) In any case Society for Promotion of Tourism Art & Culture reserves the right to curtail the period of empanelment and to issue fresh expression of interest, for empanelment of agencies during any time of the empanelment period, solely at its own discretion and without giving any notice to the empanelled agencies.
- d) The Society for Promotion of Tourism Art & Culture also reserves the right to invite open tenders from open market for events/ activities proposed to be organized.
- e) The Empanelled agencies will have to participate in all e tenders floated by the Society for Promotion of Tourism Art & Culture and if any agency is found to be following unfair business practice such as cartelling, making offers and monetary consideration to any staff of the Society for Promotion of Tourism Art & Culture, engaging in corrupt practices, violating terms and conditions of the tender, showing unsatisfactory service delivery and output etc the concerned agency will be removed from the panel.

CHAPTER 3

PROCEDURE FOR EMPANELMENT OF ADVERTISING/ MARKETING AGENCIES.

3.1 Procedure for empanelment of advertising/ marketing agencies is as below:

1. An initial screening of all the applications will be undertaken at Department level after evaluation of all the applications on the basis of qualifying criteria as laid down in para titled "Qualifying Criteria" below.
2. The Event Management cum Advertising Agency, who fulfill the terms and conditions prescribed in the empanelment document will be called for presentation by the Society for Promotion of Tourism Art & Culture, DNH & DD.
3. All the proposals received will be scrutinized to assess the eligibility based on the qualifying criteria.
4. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.
5. Agencies not fulfilling the qualifying criteria are therefore advised not to apply.
6. Subsequent to the presentation and discussions with the short-listed advertising/marketing agencies, a panel of Event Management cum Advertising Agencies.
7. Maximum of Ten (10) agencies will be selected thereon based on final ranking as per maximum marks obtained in technical proposal evaluated by the tender evaluation committee and will be issued a letter of award. However, the number of selected agencies may be lower which will be decided by the tender inviting authority.
8. The evaluation for empanelment of agencies will be done on the following aspects:
 - a) Existing office set up of the agency and the lists of creative personnel available on its payroll/retainer basis, Creative software available in the office, no of computers, printers, scanners etc. give full details. (Enclose details and write up on the letterhead of the company).
 - b) List of existing and retained clients and work done for these clients in the past five years.
 - c) Work done in event management for the past five years.
 - d) Capacity of the agency to undertake media buying and develop advertising campaigns for the Dadra & Nagar Haveli and Daman & Diu Tourism, advertising templates based on the data provided by the Dadra & Nagar Haveli and Daman & Diu Tourism.
 - e) Presentation and the proposed approach given by the Agency to promote Dadra & Nagar Haveli and Daman & Diu as a world class tourism destination before the selection committee regarding its approach, methodology to be followed, capacities, experience, existing facilities and the overall access to talent pool so as to evolve a best media and advertisement campaign for the Dadra & Nagar Haveli and

Daman & Diu Tourism, tie ups with leading national and international media houses.

- f) The empanelment process shall be based exclusively on the creative and technical parameters only. No financial bids are required to be submitted at this stage.
- g) The agencies fulfilling the eligibility criteria will be requested to make a presentation of some of their recent creative's done by their Team, both for print and electronic media. A specific theme may be given for the presentation by Society for Promotion of Tourism Art & Culture.
- h) The agencies will be evaluated based on the following:
 - The agencies understanding of the Tourism Industry in Dadra & Nagar Haveli and Daman & Diu.
 - Quality of Personnel, in term of experience, exposure to different products, etc.
 - Recent creative work done for print media/ Electronic Media and past track record.
 - Recent posters/brochures on products designed by them especially for tourism sector.
 - TV Commercials/Radio Jingles made by them in last 18 months.
 - Availability of infrastructure facilities.
 - Media buying capabilities.
 - Clients handled
 - Work done in the past with special focus on tourism promotion.

CHAPTER 4

QUALIFYING CRITERIA AND TECHNICAL PROPOSAL

The Society for Promotion of Tourism Art & Culture shall evaluate the capabilities of the Event Management cum Advertising Agencies based on their profile and also keeping in view of the following criteria. Agencies not fulfilling the below criteria need not apply.

4.1 Minimum Eligibility Criteria

- a) A Bidder can be a company/ partnership firm/other legal entity incorporated/established as per the applicable laws in India. A consortium/Joint venture of entities shall be allowed to bid and shall be considered for evaluation under this Tender.
- b) The agency **must be in operation in India from past 5 years** in the same line of business. As proof the agency may submit proof (Invoices/work orders/agreement copies/Purchase Order) of any assignment executed 5 years before the tender due date. (* Same line of business here stands for the business of events, exhibitions, roadshows, creative designing, Advertising, branding, marketing, Media & communications)
- c) The agency must have executed atleast five **(05) events/ Exhibitions/ roadshows/projects** for any Government Organization/ PSUs/Chambers of Industry Association in last three years out of which at least two (2) assignments must be of value Rs.1 crore each or more. (Documentary proof in this regard must be submitted)
- d) The agency must have done at least **three (03) creative designing/Advertising** (Print or electronic) / branding/ marketing/ Media & communications for any Government Organization/ PSUs/ Chambers of Industry Association out of which at least two (2) assignments must be of value Rs. 50 Lakhs each or more. (Documentary proof in this regard must be submitted)
- e) The agency must have **average annual turnover of Rs. 5 crores** in last three financial years from the same line of business. A CA certificate in this regard must be submitted as proof.

4.2 Technical Proposal

The agencies fulfilling the pre qualification criteria will be asked to make a presentation before a committee constituted by the Administration for this purpose. The agencies will be evaluated on the following parameters and the presentation.

Sr No	Evaluation criteria	Maximum Marks	
1.	TECHNICAL CAPACITY OF THE BIDDER	60	
1.1	Number of assignments (events/ Exhibitions/ roadshows) as shall be awarded marks as under: (minimum five (05) assignments required to be eligible as per clause 4.1 (c) of this RFP)	15	
	Number of Additional Projects		Marks
	05 projects to 07 Projects		05
	08 projects to 10 projects		10
	More than 10 projects	15	
1.2	Number of assignments of creative designing/ Advertising (Print or electronic) /branding /marketing/ Media & communications shall be awarded marks as under: (minimum three (03) assignments required to be eligible as per clause 4.1 (d) of this RFP)	15	
	Number of Additional Projects		Marks
	03 projects to 05 projects		05
	06 projects to 08 projects		10
	More than 08 projects	15	
1.3	Relevant Experience in Past years: The agency must be in operation in India from past 5 years in the same line of business to be eligible as per clause 4.1 (b) of this RFP	15	
	Experience in Years		Marks
	5 Years ≤ 7 Years		05
	> 7 Years ≤ 10 Years		10
	> 10 Years	15	
1.4	Average annual turnover of Company: minimum average annual turnover of last three financial years shall be 5 crores to be eligible as per clause 4.1 (e) of this RFP	15	
	Cumulative turnover of Company		Marks
	05 Crore ≤ 10 Crore		05
	> 10 Crore ≤ 15 Crore		10
	>15 Crore	15	
2	PRESENTATION	40	
2.1	Presentation reflecting Concept, Proposed Methodology & Work Plan to create DNH & DD as a Tourism brand. Evaluation will be based on the quality of presentation.	40	
	TOTAL MARKS (1+2)	100	

* Maximum of Ten (10) agencies will be selected thereon based on final ranking as per maximum marks obtained in technical proposal evaluated by the tender evaluation committee and will be issued a letter of award. However, the number of selected agencies may be lower which will be decided by the tender inviting authority.

CHAPTER 5
OTHER TERMS & CONDITIONS

5.1 The following terms and conditions will be applicable for the agencies.

- a) The agency will have to abide by the guidelines and the standards laid down by the ADVERTISING/MARKETING STANDARDS COUNCIL OF INDIA/ Govt regulations and shall not create anything on behalf of the Department that will be violate any moral standards, legal framework and Government guidelines. In case the agency fails to meet these guidelines then Society for Promotion of Tourism Art & Culture will terminate the empanelment and forfeit the EMD.
- b) In case there are any allegations from any third party regarding plagiarism and infringement of any copyright, then the sole responsibility and the consequent legal proceedings for the same shall be that of the agency and the empanelled agency will have to indemnify the Society for Promotion of Tourism Art & Culture against the same. The empanelled agency will have to indemnify and keep indemnified the Society for Promotion of Tourism Art & Culture against any or all claims arising out of any or all actions of the agency.
- c) The firm should provide their services on 24 hrs basis and the firm should publish the advertisements within 24 hours and should provide at least two months credit facility from the date of submission of fully completed bills, to the Department.
- d) The Empanelment Application shall be clear and without any condition. Conditional Empanelment application shall be summarily rejected.
- e) TDS/ Income Tax etc. will be deducted at source from the bills of contractor as admissible under the rules.
- f) Service Tax is payable as admissible under the rules.
- g) If any dispute arises out of the contract with regard to the interpretation, meaning and breach of the terms of the contract, the matter shall be referred to by the parties to sole Arbitrator decided by Society for Promotion of Tourism Art & Culture, DD, and whose decision shall be final. Provision of the Arbitration and Conciliation Act, 1996 or any statutory modification or re-enactment thereof and the rules made there under and for the time being in force shall apply to the Arbitration proceeding under this clause
- h) In case of delay in publishing the advertisement within the stipulated period of 24 hours, the firm shall be liable to pay a penalty @2% of the estimated cost of Advertisement or Rs.1000/-Whichever is higher per day per advertisement upto maximum one week. Non execution of order beyond one week, the contract shall be liable to be terminated. Fine will be imposed as deemed fit by the Society for Promotion of Tourism Art & Culture for non completion of work in time. The agency will not lobby or bargain for any contracts/advertisements with the Society for Promotion of Tourism Art & Culture and the interest of the Government shall be protected at all times by the Empanelled agency, at the time of releasing advertisements in the shortest possible space, timely release of advertisements to newspapers, and while advising the Society for

Promotion of Tourism Art & Culture about the media plan in case of special advertisement campaign on any particular issue of common interest. The agency will have to bear the entire cost of advertisement if incorrect matter is printed in any publication due to negligence of the agency.

- i) The Agency shall not enter into illicit cartel arrangements with other empanelled agencies, failing which the empanelment will be terminated immediately.
- j) The agency will obtain the most competitive rates while executing Road shows, exhibition, events and media buying.
- k) Bill should be accompanied by the advertisement clippings of Newspaper in which advertisement has been published.
- l) Each firm empanelled shall provide a security deposit of Rs.10,00,000/- (Rupees Ten lakhs) which will be non interest bearing and will be valid for a period of 36 months from the date of award of contract. The same will be returned after successful completion of the contract by the firm. The bank guarantee will be forfeited by the Society for Promotion of Tourism Art & Culture in case the agency violates any terms and conditions of the empanelment. At the time of each event of value Rs. 50 Lacs & above a separate security deposit/Bank Guarantee of 10% of the value of the project/ event must also be submitted. The same shall be non interest bearing and will be valid for a period of 6 months from the date of award of contract for the said event. This security deposit shall be returned within 7 days of the successful completion of that particular event.
- m) There shall be no assurance of fixed quantum of work from the Society for Promotion of Tourism Art & Culture to the agencies.
- n) The agencies fulfilling the above requirement should submit their Application in the name of Member Secretary SPOTAC, Paryatan Bhawan, Nani Daman, UT Administration of Daman & Diu and Dadra & Nagar Haveli in a sealed/taped cover so as to reach this office on ___/___/2020 by 03.30 pm and super scribed "Application for Empanelment of Advertising Agency/Marketing". The date for presentation before the Selection Committee will be intimated to the applicants after the initial screening of the applications by the Society for Promotion of Tourism Art & Culture.
- o) Applications will be opened in the presence of the representatives, if any of the applying agencies on the date and time mentioned above.
- p) Acceptance of the Application will rest with the Society for Promotion of Tourism Art & Culture, DD & DNH who reserves the right to reject or partially accept any or all the Applications received without assigning any reasons. The Applications are liable to be cancelled, if any of the above conditions are not complied with. Parties participating in this empanelment process shall be deemed to have accepted all the terms and conditions of the process, unconditionally and an undertaking to this effect shall have to be given by the agency on its letterhead.
- q) RFP will be invited from the empanelled agencies for the execution of work.

CHAPTER 6

SUBMISSION OF DOCUMENTS

6.1 Interested Event Management cum Advertising Agencies shall submit the following mandatory documents online on www.ddtenders.in as well as physical bid to the office of Society for Promotion of Tourism Art & Culture, Daman:-

- a) Tender Fee of Rs. 2,500/- in the form of a Demand Draft drawn on any nationalized / scheduled bank in favour of The Member Secretary SPOTAC payable at Daman.
- b) EMD Fee of Rs. 3,00,000/- in the form of a Demand Draft drawn on any nationalized / scheduled bank in favour of The Member Secretary SPOTAC payable at Daman.
- c) Proof of continuous & regular existence for the last five years.
- d) Proof of experience/ work orders as required in eligibility criteria and technical proposal.
- e) Average Annual Turnover for the last three consecutive years. Certificate from a chartered accountant to be submitted failing which the application for empanelment will be rejected.
Turnover for the year (Rs. in crores)
 - (a) 2017-2018
 - (b) 2018-2019
 - (c) 2019-2020(Attach certificate from Chartered Accountant)
- f) Audited Balance Sheets and P&L Statement for past three financial years 2017-18, 2018-19 and 2019-20. If a particular agency does not have audited balance sheet for the year 2019-20, then provisional balance sheet duly certified by a CA shall be accepted.
- g) Copy of Income Tax Return (ITR) of last three years
- h) Company/Firm Registration Details with certificates
- i) PAN card details and Service Tax Registration No. / VAT Registration Certificate/ GST Certificate.
- j) An undertaking stating that the agency has not being black listed by any Central Govt/State Govt/ PSU.
- k) A Corporate Profile of the agency.
- l) List of major campaigns run.
- m) Particulars of Empanelment of Event Management cum Advertising Agency- Enclosed as Form-I.

FORM-1

To be filled and supporting proof to be scanned and uploaded on www.ddtenders.in and also to be submitted with physical bid at the office of Society for Promotion of Tourism Art & Culture, Daman.

**APPLICATION FOR EMPANELMENT OF
ADVERTISING/ MARKETING AGENCIES**

(To be submitted by Event Management cum Advertising Agencies on their Letter Heads)

(I) NAME OF THE AGENCY: _____

(II) CONTACT DETAILS:

ADDRESS: _____

TELEPHONE NUMBERS:

E-MAIL ID:

(III) NAME & DESIGNATION OF CONTACT PERSON/s:

TELEPHONE NUMBER:

E-MAIL ID:

(IV) YEAR OF ESTABLISHMENT: _____

(V) LEGAL STATUS OF THE EVENT MANAGEMENT CUM ADVERTISING AGENCY (PROPRIETOR/PARTNERSHIP/PRIVATE /PUBLIC)
ALSO ENCLOSE SUPPORTING DOCUMENTS

(VI) INFRASTRUCTURE FACILITY AVAILABLE WITH THE ADVERTISING/ MARKETING AGENCY

- NO. OF EMPLOYEES (GIVE DETAILS OF STAFF)

- WHETHER AN ART DEPARTMENT EXISTS? (GIVE DETAILS)

- NO. OF CREATIVE TEAM MEMBERS: (GIVE DETAILS)

- NUMBER OF MEDIA EXPERTS: (GIVE DETAILS)

- DOES A FULL-FLEDGED STUDIO EXIST? (GIVE DETAILS)

- RECORDING FACILITIES: (GIVE DETAILS)

- PRINTING FACILITY, IF TIE UP WITH ANY PRESS PLEASE STATE:-

- ANY OTHER INFORMATION

(VII) NAME OF MANAGING DIRECTOR, DIRECTORS AND TOP MANAGEMENT

(VIII) LIST OF CURRENT CLIENTS (PUBLIC SECTORS/PRIVATE SECTORS)

(IX) LIST OF GOVERNMENT ORGANIZATIONS/ PSUS/ CHAMBERS OF INDUSTRY ASSOCIATION SERVICED IN THE PAST 5 YEARS (ATTACH COPIES OF AWARD LETTERS/OTHER RELEVANT PROOF)

(X) STATE REASONS WHY DO YOU THINK THAT YOU ARE SUITABLE FOR EMPANELMENT WITH THE SOCIETY FOR PROMOTION OF TOURISM ART & CULTURE, DADRA & NAGAR HAVELI AND DAMAN & DIU

Give full particulars of related work like advertising and designing, organizing international and domestic road shows, making of a film, release of advertisements etc done in the past six years along with proof such as work orders, appointment letters etc.

I/we hereby certify that all the particulars given above are correct and true to the best of my knowledge.

I hereby state that I accept and agree to all the terms and conditions of this empanelment process and I shall not raise dispute about these conditions at a later date:

Signature & Seal: _____

Full Name: _____

Designation: _____

Address: _____