



Delhi Tourism

**Request for Proposal for
Empanelment of
Creative/Multimedia
Agencies**

Delhi Tourism and Transportation Development Corporation Ltd.

(A Govt. of Delhi Undertaking)

18-A, D.D.A.SCO Complex,

Defence Colony, New Delhi - 24

Ph: 91-11-24647005, 24698431, 24618026

www.delhitourism.gov.in

Disclaimer

All information contained in this **Request for Proposal (RFP)** provided is in the good interest and faith. Adequate care has been taken in the presentation of this RFP document, the interested bidders shall satisfy themselves that the document is complete in all respects. The information published in this document is not intended to be exhaustive. Interested Bidders are required to make their own enquiries and assumptions wherever required.

Intimation of discrepancy, if any, should be given to the specified office immediately. If no intimation is received by this office by the date mentioned in the document, it shall be deemed that the RFP document is complete in all respects and firms submitting their bids are satisfied that the RFP document is complete in all respects.

Delhi Tourism and Transportation Development Corporation Ltd. (DTTDC) reserves the right

- 1- To reject any or all of the applications submitted in response to this RFP document at any stage without assigning any reasons whatsoever.
- 2- To withhold or withdraw the process at any stage with intimation to all who have submitted their bids in response to this RFP.
- 3- To change/ modify/ amend any or all of the provisions of this RFP document without assigning any reason.

Any such change would be communicated to the bidders by posting it on the website of DTTDC (<http://www.delhitourism.gov.in>) or <http://govtprocurement.delhi.gov.in>.

Neither DTTDC nor their employees or associates will have any liability to any prospective Bidder interested to apply or any other person under the law of contract to the principles of resolution or unjust enrichment or otherwise for any loss, expense or damage which may arise from or be incurred or suffered in connection with anything contained in this RFP document, any matter deemed to form part of this RFP document, the award of the Assignment, the information and any other information supplied by or on behalf of **DTTDC** or their employees and Prime Bidder/ Consortiums or otherwise arising in any way from the selection process for the empanelment.

Delhi Tourism & Transportation Development Corporation Limited
(A Government of Delhi Undertaking)
18-A, DDA SCO Complex, Defence Colony, New Delhi, 110024

e- Tender Notice

NIT No: PR & Pub/906/DTTDC/2018

E-tenders are invited for the empanelment of Creative/Multimedia agencies through e-procurement system of GNCTD for a period of two years. E-tender with other terms & conditions can be downloaded from <https://govtprocurement.delhi.gov.in>

Corrigendum if any will appear only at <https://govtprocurement.delhi.gov.in>

General Manager
Delhi Tourism

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Section 1: Bidding Schedule and Address

<u>S.no</u>	<u>Description</u>	<u>Date and Time</u>
1.	Date of Release of E-Tender	13.11.2018 at 10:00 am (document can be downloaded online)
2.	Pre- Bid Meeting	16.11.2018 at 11:00 am
3.	Last Date of Receiving the Pre-Bid Queries	19.11.2018 by 3:00 pm
4.	DTTDC to respond to queries by	22.11.2018 by 5:00 pm
5.	Submission of Bids	30.11.2018 by 3:00 pm
6.	Bid Opening	3.12.2018 at 10:00 am
7.	Date of Presentation	To be intimated

Contact Details:

Mr. Sudhir Sobti, Chief Manager (PR & Publicity)
 Mr. Kripal Singh, Dy. Manager (PR)
 Delhi Tourism & Transportation Development Corporation Ltd.
 18-A, D.D.A. SCO Complex, Defence Colony,
 New Delhi – 110024,
 Ph:91-11-24647005, 24698431, 24618026, 24698393
 Email: tenders.delhitourism@gmail.com

Section 2 : Instructions to Agencies

2.1 Introduction to Delhi Tourism

- 2.1.1 Delhi known as the city of cities is the capital of India. The city, offers visitors a sumptuous banquet of history and heritage seamlessly in tune with its transformation as one of the world's fastest growing and largest metropolises today. Delhi has numerous things to offer to the tourists from UNESCO World Heritage sites, culture, and historic sites among many others, also popular as a film shooting destination. Since the last few years Govt. of Delhi has taken several initiatives to establish Delhi as a leading tourism destination. Delhi Tourism and Transportation Development Corporation Ltd (DTTDC) on behalf of the govt. of Delhi annually undertakes national and international media campaigns- print, electronic, outdoor in key source markets to generate awareness about the various tourism products that the city offers and its own services, events and properties.
- 2.1.2 DTTDC regularly publishes new publicity material for promoting Delhi as a tourist destination, film shooting destination apart from various services that Delhi Tourism offers.
- 2.1.3 Attractive, eye-catching and focused creatives which effectively portray the richness and diversity of the Delhi's uniqueness as a destination and other products are released through various advertising and promotional activities, which are undertaken by the DTTDC. In addition, Delhi Tourism also undertakes production of publicity and promotional material on a regular basis which includes production of brochures, leaflets, maps, posters, carry bags, calendars, etc. which are distributed to tourists, potential consumers, stakeholders in the tourism industry, media, Embassies & High Commissions, etc. in India and overseas.

2.2 Objectives of the RFP

DTTDC proposes to empanel **Creative/Multimedia Agencies** for designing and production of the required creatives/publicity material/ radio spots to provide a creative vision and strategy for Delhi Tourism giving it a new direction in the tourism industry.

2.3 Cost of the RFP

The Bidder shall bear all costs associated with the preparation and submission of its bid and DTTDC will, in no case, be held responsible or

liable for these costs, regardless of the conduct or outcome of the bidding process.

Agencies fulfilling the above criteria may download the tender document from the govt. website <http://govtprocurement.delhi.gov.in>. or www.delhitourism.com

The agencies/individuals/proprietorship firms that are not registered with govt. e-procurement website can also download the tender document from www.delhitourism.com and shall submit the hard copy of their application form along with all the documents & EMD in a separate cover and submitted to

Chief Manager (PR & Publicity)
Delhi Tourism & Transportation Development Corporation Ltd.
18-A, D.D.A. SCO Complex, Defence Colony,
New Delhi – 110024,

The applications shall be submitted along with a refundable Earnest Money Deposit of Rs. 25,000/- (Rupees Twenty Five thousand only) in the form of DD in favor of Delhi Tourism and Transportation Corporation Ltd. (DTTDC) drawn on a nationalized bank payable in Delhi in a separate sealed envelope as mentioned in this RFP.

About EMD:

- The Bid Security (EMD) shall be in Indian Rupees (INR) & shall be paid as mentioned earlier.
- The EMD shall be valid for at least 180 (one hundred and eighty) days from the date of submission of proposal. **No interest** shall be payable on EMD under any circumstances.
- Unsuccessful Bidder's EMD shall be returned within 60 (sixty) days or after awarding tender to successful Bidder.
- The successful Bidder's EMD shall be converted into security deposit (interest free) upon the signing of agreement by the Bidder.

2.4 Due Diligence

The Bidders are expected to examine all instructions, terms and specifications stated in this RFP. The Bid shall be deemed to have been submitted after careful study and examination of this RFP document. Failure to furnish all information or submission of a bid not responsive to this RFP will be at the Bidders' risk and may result in rejection of the bid. DTTDC is not bound to disclose the grounds for rejection of Bid. The decision of the DTTDC regarding the final declaration of the successful Bidder shall be final and no correspondence in this regard shall be entertained.

The Bidder is requested to carefully read the RFP document alongwith the terms and conditions specified therein, and if there appears to be any ambiguity, contradictions, inconsistency, gap and/or discrepancy in the RFP document, Bidder should seek necessary clarifications during Pre-Bid queries.

Section 3: Scope of Work

3.1 Creative/Multimedia Agencies

The selected agencies should be able to provide a creative vision and strategy for taking forward the DTTDC services and offers. This will include designing and production of creatives as follows:-

1. Printing and Production of Publicity Material which shall include designing layout, copy writing etc. in various fields as:
 - Brochures (cover design and text layout)
 - Press Advertisements
 - Standees, Scrollers, Posters
 - Invitation/Greeting Cards
 - Hoardings
 - Annual Reports
 - House Journals (English / Hindi)
 - Newsletters
 - Corporate Brochures
 - Diaries
 - Calendars
 - Advertorials
 - Exhibitions/Posters/Display materials
 - Any other print / production jobs
 - Any other job assigned by DTTDC
2. Other related and miscellaneous work including, translation in regional or foreign language, correction or any other minor creative work that may be assigned by DTTDC from time to time, including designing of creative promotional material for promoting of Delhi as a destination during road shows, events, seminars, conferences etc. development of logos as per the need will also be required.
3. Radio Spot: The selected agency will be required to make creative for the Radio spot in the form of Script, Messages, Lyrics, Jingle, etc. Designing and Production of Audio Spots for Radio, will include:
 - Creating a script
 - Recording the audio
 - Delivering the final product

Note: Media Planning

The scope does not include media buying.

Section 4: List of Documents to be submitted

1. Financial Statements for the last three financial years i.e. 2015-16, 2016-17 and 2017-18, duly certified by the Chartered Accountant with proper seal and signatures.
2. The list of technically qualified and competent professionals on roll with Agency's Delhi/NCR office along with their qualification and experience.
3. List of important clients along with performance report from at least two clients – supporting documents with reference to the experience clause i.e. job order and performance report to be attached.
4. Details of ownership and organization structure of the agency/company. All the supporting statutory documents are to be attached.
5. The tenderer shall be required to submit his /her proof in support that he /she is an income tax payer along with PAN.
6. The tenderer / firm / agency / company should have valid GST registration and attach a copy of the same with the technical bid.
7. The tenderer should submit an undertaking cum affidavit on stamp paper (value Rs 100) with the technical bid that he or his firm has not been blacklisted by any of the organization / government department as on the date of submission of the bid.
8. Earnest Money Deposit (EMD-refundable) of Rs. 25,000/- in form of Demand Draft payable in favor of "Delhi Tourism & Transportation Development Corporation Ltd." from nationalized banks.
9. Duly filled, signed & stamped (on every page) forms as mentioned in the RFP.
10. The documents should be properly numbered. There should be no cutting/overwriting in the Tender document.

Section 5: Empanelment Terms and Conditions

1. The team of the agency responsible for the assignment must be in direct coordination with the PR department of DTTDC to implement the assignment. The agency has to provide its dedicated team's profile.
2. The empanelment shall be initially for a term of two years from the date of empanelment. DTTDC solely reserves the right to extend the same on yearly basis up to additional years, with mutually expressed terms & conditions and price.
3. The empaneled agency should have all the necessary required permission/license/clearance from the concerned authorities with regard to creation.
4. The agencies will abide by the terms and conditions laid down herewith and any other condition prescribed by DTTDC from time to time in fulfilment of its objective of serving and facilitating the DTTDC.
5. This Empanelment would not in any way mean that DTTDC would be paying any retainer ship fee or monthly consultancy charges or any other form of remuneration to the empanelled agencies.
6. The **Pre Bid Meeting** will be held at the Conference Room in the corporate office of Delhi Tourism and Transportation Development Corporation at 18-A, D.D.A. SCO Complex, Defence Colony, New Delhi – 110024, as per the date mentioned in this document.
7. The MD & CEO, DTTDC reserves the right to accept / reject any or all the e-tender/s in part or full without assigning any reason.
8. The agency undertaking the creative assignment shall be responsible to ensure that the creatives submitted to DTTDC are not subject to any copyright issues. Any such issues if arises shall be dealt by the agency independently and DTTDC shall not have any legal binding whatsoever.
9. The agency shall have its operational office in Delhi.

Manner of Employment:

DTTDC shall hire the services of the Empanelled Creative and Multimedia Agencies for the work defined in this RFP.

Payment Schedule

For all kinds of production jobs no advance payment shall be made. Payments will be made only after satisfactory completion of each job, approval of competent authority and on submission of authenticated bills in the manner stipulated by DTTDC. The rates will be in accordance with approved rates of DAVP, wherever applicable.

Conflict of Interest

The Agency has to provide professional, objective and impartial advice and at all times, strictly avoid conflicts with other assignments/jobs or their own corporate interests and act without any consideration for future work.

Confidentiality

Confidentiality shall be maintained for the information relating to the examination, clarification and comparison of the proposal. Violation of this clause may result in the rejection of the proposal.

Approvals

The Agency shall seek written approval from DTTDC for all visuals, artworks, copy, scripts, etc. The Agency shall not proceed further with any work until approval of related documents by DTTDC.

Records

The Agency shall maintain all layouts, artworks, production, copy, negatives, tapes, bills vouchers, etc. for duration of the contract period and then submit the same to DTTDC in open (Coreldraw) formats as directed by DTTDC for future requirement (if not already submitted).

Fraud & Corruption

DTTDC requires that Agencies selected for the particular assignment must observe the highest standards of ethics during the performance and execution of such contract. In pursuance of this policy, Govt. of Delhi:

Defines, for the purposes of this provision, the terms set forth as follows:

- "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of DTTDC or any personnel of Agencies in contract executions.
- "Fraudulent practice" means a mis-presentation of facts, in order to influence a procurement process or the execution of a contract, to DTTDC and includes collusive practice among Respondents (prior to or after Proposal submission) designed to establish Proposal prices at artificially high or non-competitive levels and to deprive DTTDC of the benefits of free and open competition;

- "Coercive practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the execution contract.

Standards of Performance

The Agency shall perform the services and carry out their obligations under the Contract with due diligence, efficiency and economy in accordance with generally accepted professional standards and practices. The Agency shall always act in respect of any matter relating to this contract as faithful advisor to DTTDC.

Delivery of Document / Products

As per the time schedule agreed between the Parties for specific projects given to the empaneled Agency from time to time, the Agency shall submit all the deliverables on due date as per the delivery schedule. The Agency shall not without DTTDC prior written Consent disclose the Contract, drawings, specifications, plan, pattern samples to any person other than an entity authorized by DTTDC for the performance of the contract. In case of termination of the Contract all the documents used by Agency in the execution of project shall become intellectual property of DTTDC.

Applicable Law

Applicable Law means the laws and any other instruments having the force of law in India as they may be issued and in force from time to time. Jurisdiction would be the Delhi District Courts only.

Copyrights

Copyrights and other intellectual property rights in all materials, ideas and work or any kind generated by the activities of the Agency performed hereunder shall vest with DTTDC, to the extent copyright belongs to the Agency, provided that DTTDC has paid the Agency for its services.

Assignments

The Agency shall not assign the project to any other agency, in whole or in part, to perform its obligation under the Contract, without DTTDC authorized representative's prior written consent. Sub-contracting of the services allotted is not allowed in any manner.

Resolution of Disputes

DTTDC and the successful bidder shall make every effort to resolve amicably by direct informal negotiation any disagreement or dispute arising between them under or in connection with the contract. If, after thirty (30) days from the commencement of such informal negotiations, DTTDC and successful bidder have been unable to resolve amicably a contract dispute, either party may require that the dispute be referred for resolution to the formal mechanisms specified here in. These mechanisms may include, but are not restricted to, conciliation mediated by a third party. In case of a dispute or difference arising between the DTTDC and the successful bidder relating to any matter arising out of or connected with the agreement, such disputes or difference can be referred to Arbitrator to be appointed by MD & CEO of DTTDC.

Section 6: Technical Bid (Eligibility Criteria)

The bidder should possess the requisite experience, resources and capabilities in providing the services necessary to meet the requirements, as described in the RFP document. Bidder not qualifying the Technical Bid will not be eligible for further evaluation.

S.No.	Criteria	Maximum Marks
1.	<p>The reputed /individual/proprietorship design firms/companies/ agencies must have an experience for a minimum period of five years as on 01st April 2018</p> <p>Five years- 10 marks</p> <p>For every additional year one mark to be given with maximum 5 marks</p>	15
2.	<p>Cumulative turn over for the last three years i.e. 2015-16, 2016-17 & 2017-18 to be between 25 lacs- 30 lacs</p> <p>25 – 30 lakhs - 10 marks</p> <p>For every additional 5 lacs one mark to be given upto maximum marks 5</p>	15
3.	<p>The agency must have at least three years of experience in creative and multimedia (radio spots) production and must have undertaken a few assignments in Central/State Government, PSU or leading Private organizations.</p> <p>3 years- 10 marks</p> <p>For every additional creative & multimedia production executed for Central/State Govt./PSU 01 mark will be awarded, maximum upto 5 marks</p>	15
4.	<p>The agency should have performed similar work in the tourism/hospitality sector as detailed in the scope of work for at least three clients in the last 24 months as on the date of submission of the bid.</p> <p>3 projects- 10 marks</p> <p>For every additional project related to the travel/tourism/hospitality industry one mark to be given upto 5 marks</p>	15
	Total Marks	60

Minimum Qualifying Marks: 40

Note:

Mandatory certification mentioning that bidders have not been blacklisted by any of the State or Central Government organization and should not have been found guilty of any criminal offence by any Court of law. The bidder should not have been blacklisted by any Government/Semi Government organizations in India, as on date of submission of bid.

The Multimedia Agency for Radio Spot should qualify under the following:

Availability of in- house Infrastructure Facilities ie. a Digital Audio Studio. The agency not fulfilling the criteria won't qualify for the presentation.

Digital Audio Studio

Designed to digitally record, mix and master audio production using industry standard workstation, having multi-track recording facilities on digital, analogue and compact disc formats equipped with modern digital audio workstation and related necessary accessories.

Section 7: Selection Process

- i. Composite score consisting of marks obtained in the technical bid and presentation would be the basis for empanelment of the bidders.
- ii. Presentation on the various works undertaken by company along with a presentation on innovative ideas for promoting Delhi as a tourist destination.

1. Technical Evaluation (Maximum Marks 60)

- i. Technical evaluation will be based on eligibility criteria (as per the Eligibility Criteria on Page 12)
- ii. Applicants who secure minimum 40 marks in technical evaluation would qualify for the presentation.

2. Presentation

A soft and hard copy of the presentation shall be submitted to DTTDC before the date of the presentation. An evaluation committee would assess the presentation on the following para-meters:-

For Creative Agencies

S.no	Parameters	Marks
1.	Awards won in similar work - 2 marks for each award at National/State level upto 10 marks	10
2.	Creative Ideation - The creative Ideation will consist of a plan on what kind of creatives Delhi Tourism should create for the future. Give a new outlook - 4 demo Press Ads on Delhi as a tourism destination - 4 demo magazine ads for Delhi as film shooting destination	30
	Total	40

Minimum Qualifying Marks: 30

For Multimedia (Radio Spot) Agencies

S.no	Parameters	Marks
1.	Best Five Audio Spots Created in past 3 years	10
2.	Creative Ideation Multimedia Agencies - Present a Radio spot for 60 seconds showcasing Delhi as a tourist destination. (minimum two)	30
	Total	40

Minimum Qualifying Marks in Presentation - 30

Note:

The bidders securing composite score of **70** or more marks in technical bid and presentation would be considered for empanelment with DTTDC.

Section 8 :
Submission Forms
Form- 1

(To be submitted on letterhead of the Bidder)

To,
General Manager
Delhi Tourism Transportation Development Corporation Ltd.
18-A, DDA SCO Complex, Defence Colony
New Delhi- 110024

Dated -----, 2018

Ref: "Request for Proposal for Empanelment of Creative/Multimedia Agencies for Delhi Tourism"

Dear Sir,

Having examined the tender document of Request for Proposal for Empanelment of Creative/Multimedia Agencies with Delhi Tourism as detailed in the tender document, Terms & Conditions and scope of procurement, Specifications etc., and having understood the provisions and requirements relating to the procurement and all other factors governing the tender, We hereby submit our offer for the tender document of Request for Proposal for Empanelment of Creative/Multimedia Agencies for Delhi Tourism, in accordance with terms and conditions and confirm our acceptance to execute the order within the time period specified in the tender document.

We accept the RFP document and if we fail to complete the delivery as per the order, we agree that, DTTDC shall have full authority to forfeit the earnest money/Performance Security and cancel our order with no obligation on their part.

We confirm having submitted the earnest money of Rs 25,000/- as per the requirement.

(Authorized signature of the Bidder)

With stamp and date

Form-2 Bidder's Profile

(To be submitted on letterhead of the Bidder)

Technical proposal submission form		
Section 1: Organizational Details / Personal details		
1.1 Name of the Firm / Organization / Individual		
1.2 Address of the Registered Head Office		
1.3 Address of the Project offices		
1.4 Telephone, Fax and Email details		
1.5 Name and Designation of the Authorized Representative of the renderer to whom all the references shall be made along with mobile/phone/email etc.		
1.6 Are you on the panel of any Govt Agency		
Section 2: Subject Area		Reference page
2.1 Area of Expertise:		
Section 3: Registration Details		Reference page
3.1 Registration no. and date:		
3.2 PAN / TAN card number details		
3.3 GST registration Certificate		
3.4 Any other registration		
3.5 Name of the Bank with Account No.		
Section 4: Experience & Profile		Reference page
4.1 Summary of similar projects executed successfully in the past years; focusing on brief descriptions of assignments and experience in similar conditions.		
(i) Project title		
(ii) Source of funding		
(iii) Implementing partners (if any)		
(iv) Project duration		
(v) Project budget		
(vi) Project brief		

4.2 Experience in Creative Designing		
Section 5: turnover of last three financial years (submit audit report / P & L Statements balance sheet) and Net worth		
5.1 Turnover of last three financial years (submit audit report / balance sheet/ P& L statements)		
Year 1 (FY 2015-16)		
Year 2 (FY 2016-17)		
Year 3 (FY 2017-18)		
Net Worth as on 31.03.2018		
Section 6: Earnest Money Deposit (Bid Security) and validity		
Details of Earnest money deposit		
Amount of EMD		

Authorized Signature of the Bidder

Name and Designation (Capital Letters)

With Stamp and Date

Form 3: Declaration of Clean Track

(To be submitted on letterhead of the Bidder)

To,
General Manager
DTTDC Ltd.
18-A, D.D.A. SCO Complex,
Defence Colony,
New Delhi - 24

Dated -----, 2018

Ref: "Request for Proposal for Empanelment of Creative/Multimedia Agencies for Delhi Tourism"

Dear Sir,

I have carefully gone through the Terms & Conditions contained in the RFP Document regarding "Empanelment of Creative/Multimedia Agencies for Delhi Tourism".

I hereby declare that my company has not been debarred/black listed by any Government/Semi Government organizations in India. I further certify that I am competent officer in my company to make this declaration.

In accordance with the above we would like to declare that:

1. We are not involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment.
2. We are not blacklisted by any Central/State Government/Public Sector Undertaking/autonomous body etc.
3. The information provided in the tender document is true of my best knowledge and no false representation has been made/canceled.

Yours faithfully,

(Authorized Signature of the Bidder)

Printed Name:

Designation:

Date:

Business Address:

Place:

Bidder's signature

Date:

with seal.

Form 5: Project Experience**Submit Past Similar Experience in the following format**

S.no	Item	Details
General Information		
1.	Client's Name	
2.	Government Department	
Brief Description of Scope of Project		
3.	Contract Value of the Project	
4.	Total cost of the services provided (by the bidder)	
Project Details		
5.	Name of the Project	
6.	Start/End Date	
7.	Current Status (work in progress completed)	
8.	Contract Tenure	
9.	Brief Scope of Work	
10.	Number of Creatives	