



## Engagement of Agency for Branding of Bihar Tourism at Rajgir & Mandar Hills Ropeways

No. 162/Ropeway/16-17/50/Engg./2019

Date: 21.01.2019

Short Re-Tender Notice  
of  
Request for Proposal

Bihar State Tourism Development Corporation Ltd. Patna invites proposal from well experienced experts as Media and Branding Agency for Branding of Bihar Tourism at Rajgir & Mandar Hills Ropeways.

Name of work	Branding of Bihar Tourism at Rajgir & Mandar Hills Ropeways.
Portal for downloading tender documents	<a href="http://www.bstdc.bih.nic.in">www.bstdc.bih.nic.in</a>
Date of Downloading of Tender	<b>01.02.2019</b>
Bid Fee	<b>Rs. 1,000/- payable by Demand Draft in favour of Bihar State Tourism Development Corporation, payable at Patna.</b>
Bid Security Fees	<b>Rs. 10,000/- payable by Demand Draft in favour of Bihar State Tourism Development Corporation, payable at Patna..</b>
Date & place of Pre bid meeting	<b>04.02.2019 at 2 PM</b> Hotel Kautilya Vihar, Beer Chand Patel Path, Patna, Bihar 80001
Last Date & Time for Submission of Bids	<b>06.02.2019 up to 1 pm.</b>
Date and Time of Opening Technical Bid	<b>07.02.2019 at 2 pm.</b>
Date and Time of Opening Financial Bid	<b>To be informed later</b>
Bid Validity Period	60 days
Place of Submission and opening of Bids	Bihar State Tourism Development Corporation Ltd. Hotel Kautilya Vihar, Beer Chand Patel Path, Patna, Bihar 80001
Phone	
Officer Inviting Bids	GM, Bihar State Tourism Development Corporation Ltd. Hotel Kautilya Vihar, Beer Chand Patel Path, Patna, Bihar 80001

Interested parties may download the bid documents from the website: [www.bstdc.bih.nic.in](http://www.bstdc.bih.nic.in) of Bihar State Tourism Development Corporation Ltd.. Patna

For details or information please contact Sri Rama Shankar Prasad, Executive Engineer, BSTDC on Mobile no 8544418208

Managing Director BSTDCL Reserves the right to accept or reject any or all the bids without assigning any reason thereof.

Sd/-  
General Manager  
BSTDC

## Background

- 1.1 Bihar State Tourism Development Corporation Limited is a fully Owned Company of the Government of Bihar, having registered office at Beerchand Patel Path, Patna – 800001 (the "Corporation") is engaged in the development and promotion of tourism in the State of Bihar. It has 16 units across the State of Bihar. The addresses may be seen on the official website of the Corporation [www.bstdc.bih.nic.in](http://www.bstdc.bih.nic.in)
- 1.2 The Corporation has versatile roles to play in the fields of Tourism promotion and development and is also entrusted from time to time to undertake the event management responsibilities of small, medium and large sizes. These events also generate interest of people in Bihar as a tourism Destination.
- 1.3 In pursuance of the above it has been decided to invite the RFPs for Branding of Bihar Tourism at Rajgir & Mandar Hills Ropeways from the well experienced and operating agencies who are well versed with Branding and Media Management.
- 1.4 The RFPs are invited from the experts having undertaken similar jobs and having good experience in the related fields as given in the Documents. The bids opened shall be evaluated and only qualified bidders shall be considered for making a presentation to the designated committee for consideration for empanelment.

## INTRODUCTION

### REQUEST FOR PROPOSAL

INVITATION OF RFP FOR ENGAGEMENT OF AGENCY FOR BRANDING OF BIHAR TOURISM AT RAJGIR & MANDAR HILLS ROPEWAYS.

1. BSTDCL invites detailed proposals (hereinafter referred to as “RFP”) from renowned agencies well experience in the field of branding.
2. The Proposals would be evaluated on the basis of the evaluation criteria set out in this RFP to identify the successful Bidder for the Assignment.

The RFP would be available at the website [www.bstdc.bih.nic.in](http://www.bstdc.bih.nic.in) It may be noted that all subsequent notifications, changes and amendments in the assignment / documents would be posted only on the website.

**Joint Ventures and Consortiums are not allowed to participate**

### GENERAL INSTRUCTIONS

1. The Bid shall be typed or written in indelible ink and signed by the Authorized signatory of the Bidder.
2. Bidders are encouraged to submit their respective Bids after visiting the Project site and ascertaining for themselves the site conditions, and any other matter considered relevant by them.
3. The Bidder shall be responsible for all costs associated with the preparation and presentation required to be made.
4. The BSTDCL reserves the right to summarily reject any or all the offer received from any agency, without any intimation to the bidder(s).
5. The BSTDCL reserves the right to withdraw / cancel the bid document partially or completely at any stage.
6. Department may provide, at its own discretion, photographs or any other material available in the stocks free of charge for exclusive usage for this purpose. These photographs if provided shall not be used elsewhere without the written approval of the Department.

### BRIEF OF REQUIREMENTS

**A very modern and state of art Ropeway is under construction at Rajgir and shall become operative shortly. The new ropeway shall replace the existing one which was established long time back and had been very popular with visitors to Shanti Stupa. The new ropeway shall have the cars to seat riders inside**

**The Proposal is to use all the areas in public view for the promotion of brand Bihar Tourism suitably and in a high-profile manner.**

The areas proposed are :

- i. Ticket Counter.
- ii. Tickets of the Ropeway ride.
- iii. Passages leading to the Ticket Counter, Ropeway boarding / alighting zone.
- iv. Area around and in the boarding/alighting zone.
- v. Inside and outside the cable cars.
- vi. Ropeway towers as per the visibility from the car and adjoining areas.
- vii. A voice over can be created and installed inside the car giving details of the Stupa while riding up wards. And giving a different information capsule about the adjoining areas about Bodhgaya/ Nalanda while riding down. (alternatives suggestions may be considered).
- viii. Billboard to announce any event being held by the department image and information dissemination.
- ix. Any other suggestion as may be considered appropriate for improving brand image, brand recall and improvement of ambience.

#### **PENALTY CLAUSE**

In case of default in performance on the part of the agency/ artist, BSTDCL shall decide the penalty to be imposed for such default considering the quantum and other related factors which shall be deducted from the payments that may become due to the selected bidder

In case the agency fails to render the services as per the terms and conditions of the RFP and subsequent work order and if the services are not to the satisfaction of BSTDCL, BSTDCL shall be at liberty to terminate the contract

#### **INDEMNIFICATION CLAUSE**

That the selected agency shall keep BSTDCL indemnified and harmless against all claims, damages, dues, payments, fines, penalties, compensations, liabilities other losses etc. which may incur on account of non-compliance or violation by the selected agency or otherwise in any manner whatsoever.

#### **VALIDITY OF THE CONTRACT**

The Contract shall remain valid from the date of award of the contract / tender till the end of 60 days from the date of submission of bid or otherwise specified in the letter of award of tender.

#### **SUBMISSION PROCEDURE**

**Technical Bid:** Bidders shall submit physically their bids giving concept and proposed design, material to be used and final presentation as it will be seen on completion of the job. The presentation should be in the hard as well as soft form. The bidder shall also be required to make a presentation of the proposal to the concerned officials. The envelop should be sealed and super-scribed with project name.

The Technical bid should be accompanied with the Bid Fees and Bid Security Fee.

**Financial Bid** as per annexure given. Bidders shall submit their unconditional financial quote for rendering their services as per the scope of work in a SEPARATE SEALED ENVELOPE and super-scribed as FINANCIAL BID.

**Note: Filling up price quote in Part 1 will disqualify the Bid.**

The technical (Part 1 & 2) and financial envelopes should be enclosed in a larger envelope dully sealed superscribed with the name of the project. All pages of the offer must be signed.

Services offered should be strictly as per requirements mentioned in this Tender Document.

Once quoted, the Bidder shall not make any subsequent price changes, whether resulting or arising out of any technical/commercial clarifications sought regarding the bid, even if any deviation or exclusion may be specifically stated in the bid. Such price changes shall render the bid liable for rejection.

The Bid Security shall be forfeited in the following cases:

1. If the Bidder withdraws its Proposal;
2. If the bidder fails to render the services as per the given time frame.

## EVALUATION PROCESS AND AWARD

Award of the work shall be done on Quality cum Cost Basis.

Evaluation of the Technical proposal shall be done by a committee constituted for the purpose. Assessment shall be done and marks shall be allotted (max.100).

The Financial Bids for shall be opened at the notified time in the presence of successful bidders who choose to be present.

The proposal with the lowest cost (Fm) shall be given financial score (Sf) of 100 points.

The financial scores of other proposals should be computed as follows:

$$Sf = 100 \times Fm/F$$

Where F= amount of financial proposal.

### Combined Quality and Cost Evaluation.

The total score shall be obtained by weighing the combined quality/technical and cost scores and adding them, as follows:

$$S = St \times Tw + Sf \times Fw$$

Where S = total score, St = combined technical score, Sf = combined financial score, Tw= weight assigned to technical score i.e. 0.7 Fw= weight assigned to financial score i.e. 0.3

The successful bidder shall be the bidder having the highest score.

In the event two or more bidder have same score in the final ranking, the bidder with higher/highest technical score shall be considered as successful bidder.

The firm obtaining the highest total score shall be the successful agency.

### CRITERIA FOR PRESENTATION/ EVALUATION

Sl.	Parameter	Max Marks	Marks Obtained	Remarks
1	Experience & credentials	40		
2	Presentation	50		
3.	Adaptability	10		
	<b>Total</b>			

### CORRESPONDENCE/ENQUIRY

- All correspondence / enquiries should be submitted to the following in writing registered post / courier:  
 GM,  
 Bihar State Tourism Development Corporation Ltd.  
 Hotel Kautilya Vihar, Beer Chand Patel Path, Patna, Bihar 80001
- No interpretation, revision, or other communication from BSTDCL regarding this RFP is valid unless it is in writing and is signed by Director.



**FORMAT FOR COVERING LETTER-CUM-ASSIGNMENT UNDERTAKING**

(On the Letterhead of the Bidder)

To,

General Manager,  
Bihar State Tourism Development Corporation Ltd.  
Hotel Kautilya Vihar, Beer Chand Patel Path, Patna, Bihar 80001

Sir,

Ref: - ENGAGEMENT OF AGENCY FOR BRANDING OF BIHAR TOURISM AT RAJGIR & MANDAR HILLS ROPEWAYS.

We have read and understood the Request for Proposal (RFP) of the captioned Assignment by BSTDCL.

We hereby agree and undertake as under:

Notwithstanding any qualifications or conditions, whether implied or otherwise, contained in our Proposal we hereby represent and confirm that our Proposal is unqualified and unconditional in all respects and we agree to the terms of the proposed Agreement, a draft of which also forms a part of the RFP provided to us. This Proposal is valid till ----- (At least 120 days from the Proposal Due Date).

We undertake to complete the job in a time bound manner as per the agreed schedule.

Name of the Bidder

Signature of Authorised Signatory / Seal of the organisation

Name of the Authorised Signatory

Date: -

Encl.

DD for Bid Fees and Earnest Money Deposit as follows :

1. Bid Fees DD no..... (Amount).....drawn on.....
2. Bid Security Fees DD no..... (Amount).....drawn on.....



**FORMAT FOR TECHNICAL PROPOSAL**

(On the letter head of the bidder)

Date: -

To,

General Manager,  
Bihar State Tourism Development Corporation Ltd.  
Hotel Kautilya Vihar, Beer Chand Patel Path, Patna, Bihar 80001

Sir,

**Ref : ENGAGEMENT OF AGENCY FOR BRANDING OF BIHAR TOURISM AT RAJGIR & MANDAR HILLS ROPEWAYS.**

**Details of the Organisation:**

1. Name of the Firm:
2. Legal status of the Firm  
Individual/Proprietary firm/ Limited Liability Partnership/Limited Company/Pvt. Ltd. Company
3. Description of the Firm: Please specify the field of services
4. Address of the Firm
5. Office Address /Telephone No / Fax No / email id / website:
6. Has the applicant or any constituent partner ever abandoned a work?
7. Experience of similar nature with copies of work order/ photographs etc.
8. Details of the registration with Government statutory bodies viz. GST, income tax etc.
9. Concept on Branding

We certify that we have never abandoned any work assigned/ awarded to us. We/ our partners have not been blacklisted or debarred by any department.

Signature \_\_\_\_\_

Full name of the person: \_\_\_\_\_

Designation: \_\_\_\_\_

**FORMAT FOR FINANCIAL PROPOSAL**

(On the letter head of the bidder)

Date: -

To,

General Manager,  
Bihar State Tourism Development Corporation Ltd.  
Hotel Kautilya Vihar, Beer Chand Patel Path, Patna, Bihar 80001

Sir,

**Ref:** ENGAGEMENT OF AGENCY FOR BRANDING OF BIHAR TOURISM AT RAJGIR & MANDAR HILLS ROPEWAYS

We are pleased to quote the amount for the work to be undertaken as per our technical Bid as follow:

Rs. .... (Rupees .....(in words). Inclusive of all taxes and charges.

We have reviewed all the terms and conditions of the 'Request for Proposal' and confirm that, we would abide by all the terms and conditions. We hereby declare that there shall be no deviations from the stated terms in the RFP. We further declare that, any State Government, Central Government or any other Government or Quasi Government Agency has not barred us from participating in any Bid.

We will abide by our offer/quote and terms condition of the RFP, if the BSTDCL Bihar selects us as the Selected Bidder/Agency.

Sincerely,

Name \_\_\_\_\_

Complete address \_\_\_\_\_

Phone no. \_\_\_\_\_ Mobile \_\_\_\_\_

E-Mail ID \_\_\_\_\_

**Signature of the applicant  
with Seal/Stamp**