

बिहार स्टेट टूरिज्म डेवपलमेंट कॉरपोरेशन लि०, पटना।

Bihar State Tourism Development Corporation Ltd.

वीरचन्द पटेल पथ / Beerchand Patel Path, पटना / Patna- 800 001

दूरभाष / Phone :- +91-612-2222622 फ़ैक्स नं० / Fax No:- 0612-2506218

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सं/No: 87/13/T.T./184/18

Date-26.06.2018

**Request for Proposal**

Bihar State Tourism Development Corporation Ltd. Patna invites proposal from well experienced experts in the form of Technical Bid for empanelment as Media and Branding Agencies for providing consultancy and event management services.

Process of Tender

1	Date of Downloading Tender	09.07.2018
2	Date of Pre – bid meeting	12.07.2018 at 03:00 PM
3	Last Date and Time of submission of Tender	16.07.2018 at 02:00 PM
4	Date and Time of opening Technical Bids	16.07.2018 at 04:00 PM
5	Date and Time of opening Financial Bids	To be informed
6	Tender document Fees	Rs. 1000/-
7	Earnest Money Deposit	Rs. 50,000/-

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

Prebid Meeting and opening of the bids shall be held in Hotel Kautilya Vihar, Beer Chand Path, Patna Bihar. Tender will not be accepted without requisite Tender Fee and EMD payable by Bankers Cheque or Demand Draft in favour of Bihar State Tourism Development Corporation Ltd., Payable at Patna.

For details or information please contact Mr Brajesh Kishore Pd. Singh, Manager, Travel & Trade on Mobile no 8544402437

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

Sd/-  
(Dr. Harendra Prasad)  
General Manager

## 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.bstddc.bih.nic.in](http://www.bstddc.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 empanelment of consultants who are well versed with Branding and Media Management. 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.

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## 2. Definitions

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In this tender document, unless the context otherwise requires or provides for, the following words and expressions shall have the meanings as are hereinafter respectively assigned to them:

- a. **“Authority”** or **“BSTDCL”** shall mean Bihar State Tourism Development Corporation Ltd., Patna;
- b. **“Turn-over”** means the aggregate value of the realization of amount made from the sale, supply or distribution of goods or on account of services rendered, or both by the company during a financial year.
- c. **“Bid”** shall mean the bid submitted by a Bidder;
- d. **“Bidder”** shall mean such person who / which (as the case may be) has submitted an application / bids pursuant to the tender;
- e. **“Bid Due Date”** shall mean the last date for submission of Bids,
- f. **“Business Day”** shall mean such day on which the offices of the Bihar Government are open for work;
- g. **“Letter of Award”** shall mean the letter issued to the Successful Bidder by BSTDCL.
- h. **“Management Contract”** or **“Management Agreement”** shall mean the contract which shall be executed between authority and the successful bidder;
- i. **“Person”** shall mean a firm, entity, HUF, or company incorporated in India;
- j. **“Successful Bidder”** or **“Preferred Bidder”** shall mean the Bidder whose Bid has been accepted by authority and has been issued a letter of award
- k. **“Technical Requirements”** shall mean the technical conditions, as set out in **Section 6**, that are to be satisfied by a bidder;
- l. **“Tender”** shall mean this tender document issued by authority along with all annexes and schedules hereto and any other information/documents attached hereto and shall also include any modifications, amendments, alterations or clarifications thereto Issued from time to time.

### 3. Terms and Conditions for the bidders

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Bids are to be forwarded to the address as follows:

***Bihar State Tourism Development Corporation Ltd., Patna***

***R-Block Beerchand Patel Path, Patna- 800 001***

[www.bstddc.bih.nic.in](http://www.bstddc.bih.nic.in)

Bids not in the prescribed forms/formats will be summarily rejected.

- 3.1 Physical bids shall be accepted only during working hours from **10:30 A.M to 05:00 P.M** on business days up to the bid due date. Bids received after the bid due date shall be rejected and shall be returned unopened.
- 3.2 The bids should be submitted sealed in envelopes duly Super scribed as “Bids for empanelment as Media and Branding Agency”  
  
All documentary evidence should be submitted along with the application.
- 3.3 Bihar State Tourism Development Corporation Ltd. reserves the right to verify all statements, information and documents, submitted by the Applicant in response to the RFP. Any such verification or the lack of such verification by the Authority to undertake such verification shall not relieve the Applicant of its obligations or liabilities hereunder nor will it affect any rights of the Authority there under.
- 3.4 Bihar State Tourism Development Corporation Ltd., Govt. of Bihar Reserves rights to reject bids received late /not to consider media agency(s) / not to call for presentation after evaluation of details received and not to assign job/s after presentation or to cancel the RFP.
- 3.5 In the event a qualified bidder wants to withdraw the bid, the EMD of such bidder shall be forfeited.
- 3.6 Bidders are directed to fill all information clearly and legibly in typed format, Each page of the bid/bids must be signed and company’s seal should be affixed on the bid documents.
- 3.7 The bid/bids shall contain no corrections, or overwriting except as necessary to correct errors made by the Bidder, in which case, such corrections shall be signed by the person or persons signing the bid.
- 3.8 The EMD’s of all unsuccessful Bidders (other than such Bidders whose Bids have been rejected/fail in test of responsiveness/have submitted incomplete bids) will be refunded, without any interest, after the Letter of Award has been accepted by the successful bidder.
- 3.9 The EMD and Security deposit will not carry any rate of interest.
- 3.10 As per evaluation process mentioned in section 7 of the tender, the qualified bidder that has been declared as successful bidder/ preferred bidder shall be issued the Letter of Award.
- 3.11 The successful bidder shall be required to submit the Letter of Acceptance to the authority within 7 days of issuance of Letter of Award. Failing which the Letter of Award shall stand withdrawn without any liability on BSTDCL and the EMD of such bidder shall stand forfeited.
- 3.12 The successful bidder shall be required to sign the Management Agreement within 15 days of acceptance of Letter of Award. The successful bidder shall be liable to fulfil the following obligations as a precondition of signing of Management Agreement.
- 3.13 Failing to fulfill the aforementioned obligations, the Letter of award shall stand withdrawn without any liability on BSTDCL and the EMD of such bidder shall stand forfeited.
- 3.14 Bidders should note that:
  - (i) If they withdraw their Bid after their technical bid has been accepted, or

- (ii) In case successful bidders fail to execute the Management Agreement within 15 days from the date of receipt of the Letter of Award, or within the extended period if any or.
- (iii) If they conceal any material information or make incorrect and misleading statements or misrepresent facts in their Bid, or
- (iv) Try to influence BSTDCL or any of its officials in relation to the evaluation of bids;

BSTDCL shall have the right to forfeit their EMD and blacklist them from participating in any future tenders issued by BSTDCL.

3.15 Bids shall remain valid for a maximum period of 180 days from the date of opening of the Bid. BSTDCL reserves the right to accept or reject any bid at its sole discretion and without assigning any reason. The Managing Director at its own discretion may issue addendum to the bid before the last date of the submission.

3.16 BSTDCL may, at its sole discretion, extend the bid due date and amend the tender by amending the tender documents. In such a case, all rights and obligations of BSTDCL and bidders previously subject to the bid due date will thereafter be subject to the bid due date as extended.

3.17 During evaluation of bids, BSTDCL may, at its discretion, ask a Bidder for further clarifications and/or information. The request for clarification and the response thereto shall only be in writing. The Bidder shall have to reply to the clarification within 7 Business days from the date of receipt of the request failing which the bid of such a bidder shall be rejected and BSTDCL shall have the right to forfeit the EMD of such bidder.

3.18. Bidder shall provide self-attested Certificate that it is not blacklisted.

3.19 No pending Litigation: the bidder shall provide information on any current or pending litigation or arbitration separately.

3.20 Bidder shall not be allowed to participate in bid who is an earlier defaulter in Payment of dues to BSTDCL. as on date of Advertisement of the Tender.

3.21. Bids shall be opened in the office of the Managing Director, BSTDC, and after evaluation of the bids, the date for the presentation shall be fixed and informed to the qualified bidders. The Managing Director reserves the right to cancel any or all the RFPs without assigning any reason thereof.

3.22. State Tourism Development Corporation Ltd. reserves the right to withdraw / cancel the bid document partially or completely at any stage.

3.23. For Seeking any clarifications the bidders may send the points for which they seek clarification in writing on E mail. For Pre bid meeting which shall be held in Hotel Kautilya, Beer Chand Marg, Patna, Bihar, also such points may be sent in writing on email in advance.

3.24. BSTDCLTD. Proposes and reserves the right to empanel more than one agency at any time.

#### 4. Conditions for empanelment

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1. Empaneled agencies will have to agree to deliver jobs at DAVP rate card. In the absence of DAVP rates for any particular job the agency will have to submit estimates /prices for the approval by the Bihar State Tourism Development Corporation Ltd
2. The successful bidder / empaneled agency(ies) shall deposit a sum of Rs. 50,000/- (Rupees fifty thousand) as performance Guarantee/ Security Deposit in the form of Bank Guarantee or cash.
3. In case of default in performance on the part of agency Managing Director, Bihar State Tourism Development Corporation Ltd 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.
4. In case agency fails to render the services as per the terms and conditions of the RFP/ Purchase / work order the BSTDCL shall be at liberty to terminate the contract of the agency and forfeit the Bank guarantee / performance security deposit. IN case of any breach of agreement the selected bidder shall be liable to penalty / legal action as the department may deem fit as assessed by Managing Director.
5. In case of any Dispute Managing Director, Bihar State Tourism Development Corporation Ltd may appoint an Arbitrator, which will be accepted by the agency. The decision of the arbitrator shall be final and biding on both the parties. The jurisdiction of the court will be Patna
6. Indemnification : The agency shall keep the Bihar State Tourism Development Corporation Ltd. indemnified and harmless against all claims, damages, payments, penalties, trademark/copyright claims etc. which may incur on account of non compliance/ violation or any act by the empaneled agency or otherwise
7. The EMD and Security Deposit does not carry any rate of interest.

## **5. List of proposed Activities & Expertise required :**

1. **Planning Brand strategy, Media Management and marketing for Bihar State Tourism Development Corporation Ltd as follows.**
  - a. Carrying out activities for Tourism Image Building which includes initiating Tourism features/stories in Pink Paper, Mainline, Social Media & Tourism Magazines including international market with stress on Chinese and ASEAN countries.
  - b. Initiating Tourism stories on different sectors / places like eco-tourism, heritage, adventure tourism.
  - c. Creating various theme, management profile, press releases etc.
  - d. Publication of Profile / Interview of the Bihar Tourism in the media Dissemination of Press Releases.
  - e. Press Conferences as per requirement on following occasions:
    - i. Announcement of Quarterly I Half Yearly or Annual Results
    - ii. Joining of Officials at senior Management levels
    - iii. Material Development within the department like new projects, circuits, destinations, tie- ups and on receipt of Award, Certificates, Approvals etc
  - f. Tourism Site visit of media, tour travel operators / bloggers, Analysts writers required as per approval of the department.
  - g. Carrying out public relation exercise with the Investors, Press, Opinion leaders, tour & travel agents.
  - h. Distributing literature of the department amongst opinion makers of the industry and similar entities.
  - i. Organizing and coordinating the visit of reporters and photo Journalists and ensure proper coverage of press notes.
  - j. Arranging Road shows, curtain raiser programs
  - k. Arranging Tourism stake holders Meet whenever required.
  - l. Arranging Interviews with the print and nonprint media.
  - m. Managing the media during all events of Bihar Tourism
  - n. Media Monitoring for the department for all coverage on a national basis
  - o. Co-ordination with Media Vehicles- Print, Audio & Video (electronic, Internet), Outdoor
  - p. Any other services which may be assigned on mutually agreed terms.
  - q. Advising on the participation of various events related to tourism for Brand Building and implementation.
2. **Designing, artwork and publication of Department's advertisements.**
  - a) Design development and release of all Financial, Legal, Statutory, Tender, Chairman speech, Recruitment, Notice etc.
  - b) Advertisements on regular basis including Language Translation of any Indian language including English, Copy writing, Script writing, Content development etc. Such work will need agency's abilities to complete the work of designing, proof reading, language translation and publication on short notice.
3. **Designing and artwork, procurement and customs made Gift articles.**
  - a. Design development of various publicity material viz, Corporate booklet, brochures, leaflets, POPs danglers, Folders, Diaries and Calendars, Desk calendars, Hoardings, our Retail outlet Boards, Road signboards, event related theme based designs etc.
  - b. Depending upon the requirement, Such jobs will need to be carried on a short notice but satisfactorily and successfully
  - c. The works will include designing of Company's all publicity literature.
  - d. Designing and art work of Indicator boards, Company's circles in the city, Tehsil/villages, reception and auditorium, for movable and immovable publicity etc.
  - e. Designing of Invitation cards and envelopes, developing various logos
  - f. Developing concepts for Print and Electronic media (digital publicity), Product/company's Print and not print media campaign and its related designs and artwork
  - g. Designing and artwork of Company's procurement or supplying customs made gift articles, Design development of special gift articles etc.
  - h. Designing and artwork of Company's /CSR activities publicity and its related



- Event/regular publicity literature.
- i. The Agency should have proficient translators and proof readers for any Indian language to any language.

**4. Exhibition stall designing, fabrication, display, handling presentation, display etc.**

- a. The Exhibitions/tableau/Permanent display/Mobile display Event based display and event management excluding Media management Works Throughout the year, as and when participated.
- b. Company's Stall designing, fabrication & display and total handling in Exhibitions, Tableau designing, fabrication & presentation, Corporate display during events.
- c. Permanent nature display at our HO, Bihar Region and in our marketing area in various states.
- d. Coordination with Exhibition organizers/ Departments of Govt. of Bihar/Govt. affiliated agencies on behalf of the Company/other agencies.

Qualities expected are as follows.

- i. Ability to provide amicable, learned, well behaved and energetic Assistance throughout the exhibition days and also security person if required.
  - ii. Creative designers, Art directors, skilled Supervisors and skilled carpenters, competent electricians, fluent language translators etc.
  - iii. Whenever job is given, an ability to meet emergencies, tackle and coordinate with organizers and concerned authorities on behalf of the company.
  - iv. Competency in providing excellent creativity and job related services at reasonable
  - v. Charges as deemed fit by Department.
- 5. Film Production / TV and channel ad production and telecast / radio Jingle production and telecast / high resolution tourism and event photo shoot.**
- a) Film Production for Tourism related to Bihar State Tourism Development Corporation Ltd for its events or Destination
  - b) Preparing high Quality DVDs/ any other media of film produced and its distribution for good usage and information dissemination.

**6. Hoarding display.**

- a) Hoarding display at appropriate spots like Bus stops Railway station, airports and State & national Highway, Cities & Tehsil and village level.
- b) Ability to provide feedback, data base of visibility, maintenance, coordinate with Local concerned authorities and settle if any issue pertaining to hoarding display arise. BSTDCL shall in no way take any responsibility for selection and display of hoardings if the agency installs hoardings without permission/license of concerned owner/authority.
- c) It will be responsibility of Hoarding agency to carry out periodical check up of hoarding, its quality display, cleanliness and visibility and to up keep its visibility
- d) Agency should also be competent for digital display and kiosk supply and maintenance.

**7. Designing of Calendars, Diaries, Posters, Cards for Bihar Tourism**

- a) Design development and release of Calendars, Diaries, Posters, Cards on regular basis including Language Translation of any Indian language including English.
- b) Copy writing, Content development etc. Such work will need agency's abilities to complete the work of designing, proof reading, language translation and publication on short notice.

8. **Events Management, Planning, Preparation, Documentation, Monitoring and Invoicing.**
  - a) Preparing for events of and for the BSTDCL within the state, outside the state and abroad.
  - b) Conceiving, planning, and designing the overall scheme of the event as and when required.
  - c) Preparing the RFPs or any other document for the holding of the event.
  - d) Preparing Brand Strategy for media engagement. Designing and creation of Collaterals(invitations, posters, hoardings, advertisements, gifts, literature etc.) for the event.
  - e) Conducting the exercise for the selection of appropriate agency(ies) for the successful conduct and implementation of the planned event.
  - f) Preparing draft work order for the appointment of the agency(ies).
  - g) Monitoring the conduct of the event for any variations, deviations and proper implementation.
  - h) Ensuring proper recording of the event, measurements, quantities through well organized system.
  - i) Ensuring proper culmination of the event as per the planned schedule and program.
  - j) Verifying invoices for correctness.
  
9. Any other work arising and assigned from time to time for the department of Tourism and its affiliated organizations or any activity in which the Bihar State Tourism Development Corporation Ltd may have its interest, participation or any association.

## 6. ELIGIBILITY CRITERIA

1. Minimum average annual turnover of Rs. 5 crore per year during the last three consecutive years.
2. Should have GST, PAN & TAN No. Registration.
3. Agency should have full fledged office operating at Patna.
4. Minimum 5 years experience of similar nature of work.
5. Bid process details are given herein.
6. Agency must be an accredited organization with INS or DAVP or both.
7. The Agency must have at least 1 PSU clients whose single Work Order/ Billing should be of Rs. 50 lakh or above during last 3 years.
8. Agencies black listed by any PSU / Government Organisation or any other organisation in the past are not eligible to apply.
9. Neither the agency nor any of the partners / owners / Directors have been prosecuted for any offence under any law.
10. JV and consortiums are not allowed.

## 7. Evaluation of the proposal (Qualification):

The evaluation of the Proposal will be made on the basis of Eligibility criteria, Project team and the presentation of the Agency.

SI No.	Parameters	maximum Marks
1.	<b>Operational Experience in the related Field.</b> Minimum 5 years – 10 Marks For every additional year of operation 5 marks subject to a max of 10 marks	20 Marks
2.	Agency should have INS or DAVP Accreditation or both one accreditation 10 marks second accreditations add 5 marks	15 Marks
3.	1 PSU/Central or State Tourism Ministry Client- 10 Marks Additional PSU / central of State Govt Organisation – 5 marks / per organization Max 30 marks	30 Marks
4.	Average annual turnover of Rs.5 crore- 10 Marks Additional turnover per Rs. 5 crore 5 marks Max 10 marks	30 Marks
5.	Awards received	5
	<b>Total Marks</b>	<b>100</b>
	Presentation Marks	100

Agency shall be selected on the basis of minimum marks (40) obtained. Presentation shall be made to the committee constituted by the BSTDCL for the purpose.

**Application Format**

**Bid Submission**

**(To be submitted by Media & Branding agency on official letter head)**

To,

Bihar State Tourism Development Corporation Ltd.  
Hotel Kautilya Vihar  
Beer Chand Patel Path  
Patna- 800001

Dear Sir,

Please refer to the RFP for empanelment of Media Agency.

We hereby submit our Bid. We unconditionally agree to abide by the Terms & Conditions specified therein and as and when revised/added/deleted before/after submission of the Bid.

We certify that we have a fully operational office in Patna. In case we do not have an office in Patna we undertake to have an operational office within 15 days of the empanelment and submit full details to the Bihar State Tourism Development Corporation Ltd, failing which our empanelment is liable to be cancelled and security /EMD forfeited.

**(Signature of the Authorized person)**\_\_\_\_\_

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

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

**Seal of the firm and date**

(on official letter head of the organization)

<b>Bid Format</b>		
<b>Sr.</b>	<b>Particulars</b>	<b>Remarks.</b>
1.	*Profile of the organisation in about 1000 words justifying the ability and experience of organization to take up the listed jobs.  Attach some samples of the work done.	
2.	Accreditations with copies of the certificates	
3.	Empanelment with Govt. organizations or PSUs (Please attach documents in this regard)	
4.	Average Annual Turnover for last 3 years (supported by Accounts of relevant period duly certified by a CA)	
11.	PAN GST	
6.	Listings of the awards received if any (Submit evidence of the awards received )	

Details of following employees and infrastructure strength to be included

1. Expert designers,
2. Art Director,
3. Skilled supervisors,
4. Managers,
5. Account staff,
6. Copy writers,
7. Script writers,
8. Content developers

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

I/we certify that if selected to work for Bihar State Tourism Development Corporation Ltd., I/we shall create a dedicated team for the Department.

We also certify that we are not working for any competing clients, nor shall we take up such an assignment during the currency of this contract, who are in the same business as Department of Tourism, Government of Bihar to avoid clash of interests and maintenance of secrecy.

I/We hereby unconditionally agree with the agency eligibility and evaluation criteria decided by the Bihar State Tourism Development Corporation Ltd./Its authorized committee and abide by the decision taken related to selection procedure.

In case at any stage, it is found that that the information given by me/us is false/incorrect, the Bihar State Tourism Development Corporation Ltd., shall have the absolute right to take any action as deemed fit/ without any prior intimation to me/us

I/We enclose herewith non refundable A/c payee DD No..... Dated..... Drawn on .....(Bank) In favour of Bihar State Tourism Development Corporation Ltd, Bihar Payable at Patna(Bihar)

I/We confirm that we have not been black listed by any organization so far.

I/We confirm that our agency's official PAN is....., GST is..... Self attested Copies of the same which are duly signed and stamped by the undersigned are enclosed herewith.

(Signature of the Authorized person) \_\_\_\_\_

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

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

Seal of the firm and date