GOVERNMENT OF ODISHA
DEPARTMENT OF TOURISM

No. 10359
17.10.2019
Bhubaneswar, the 22.11.2019

EOI cum RFP to select a Creative Agency for Preparing, Compiling, Designing & Printing of Odisha Tourism Multi-Fold Brochures

With the endeavor to promote tourism in Odisha, Department of Tourism intends to issue this Request for Proposals (RFP) to select a Creative Agency for Preparing, Compiling, Designing & Printing of Odisha Tourism Multi-Fold Brochures. The last date of submission of bids is 07.12.2019 up to 12 noon.

The Terms of References may be collected from the Department of Tourism, Government of Odisha, Paryatan Bhawan, Bhubaneswar or may be downloaded from the 'tenders' section of website dot.odishatourism.gov.in.

Joint Director & Dy. Secretary
GOVERNMENT OF ODISHA
DEPARTMENT OF TOURISM

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EoI cum RFP
FOR SELECTION OF CREATIVE AGENCY
FOR PREPARING, COMPILED, DESIGNSING & PRINTING OF
ODISHA TOURISM MULTI-FOLD BROCHURES

INTRODUCTION

India is fast emerging as an important tourism destination in the World. The ‘Incredible India Campaign’ has attracted worldwide attention. Odisha in spite of being the “Soul of Incredible India” and despite a strong cultural and religious heritage, varied natural attractions currently plays a comparatively small role in the World Tourism scene. The objectives of the Directorate of Tourism are:

- To promote diverse and sustainable tourism with a view to enhancing the national and global visibility and favorability of Odisha as a prime tourist destination
- Creating employment opportunities to bring socio-economic benefits to the community and boosting community participation in tourism
- To preserve, enrich and promote Odisha's unique cultural heritage and ecological diversity through sustainable development

Apart from undertaking various initiatives for the development of tourism infrastructure and services in the state under the Odisha Tourism Policy 2016, aims to establish its brand globally and enhance the favorability of Odisha as a prime tourist destination through the twin strategies of event-based promotion and destination experience promotion, through innovative advertising and multimedia based outreach to national and global markets.

With a view to developing marketing collaterals for promotion of diverse destinations and segments of Odisha Tourism’s ecosystem, the Authority has decided to Selection of a Creative Agency for Compiling, Designing & Printing of Odisha tourism Multi-Fold Brochures.

The Multi-Fold Brochure shall contain four internal printed content sides apart from the front and back cover sides.

Bids are invited in sealed covers from the reputed Creative Agencies having previous experience of successfully Preparing, Compiling, Designing & Printing knowledge and promotional collaterals for clients within the country and outside.
(A) **SCOPE OF WORK**

1. The agency shall be responsible for drafting the entire content in English (to be vetted by DoT), visuals and photography (as required), editing and creative designing and Printing. Agency will provide creatives based on the requirement and finalise the same in consultation with DoT.

2. All related developmental activities will be done by the agency i.e. content writing, photography, editing, creatives, etc. All the contents and designs will be finalized basis the approval of DoT. The IP rights to all deliverables will lie with DoT.

3. The selected agency will be responsible to arrangement of Map, photographs, Information, Creatives, Content and Design. DoT may at its discretion supplement the agency with stock content for the deliverables. The selected agency will be responsible to coordinate with the required sources for collection of maps, photographs, information, etc and costs associated with this. Decisions on expenditures for accessing material additional to the financial quote submitted by the agency in its financial bid / the payable amount specified in the work order, shall be taken by DoT upon submission of application by the agency.

4. Designing and Printing of Minimum 15 Multi-Fold Brochures on Odisha Tourism and one Odisha State Tourist Map. The theme of the Multi-Fold Brochures will be mutually determined by the agency and DoT.

   The desirable size of a Multi-Fold Brochure is 14” x 8.5” and that of the Tourist Map is A2 (23.4” x 16.5”). Odisha Tourism Map shall creatively highlight major tourist attractions, circuits, etc.

5. Printing of 10,000 copies each of 15 Multi-Fold Brochures on 120 GSM art paper and one Odisha State Tourist Map on 200 GSM art paper (Printing: Multi Colour, Cover with Spot & Lamination) (UV if required) or similar and the agency shall deliver the same at DoT office in Bhubaneswar, Odisha.

6. The above approximate figures are derived from the anticipated requirement of the DoT. The number of collaterals required are only indicative and may increase or decrease according to the actual requirement, upon which the rate per product derived from the payables as per contract shall be applied.

7. Agency will provide all raw and edited soft copies to DoT after completion of the work through an external storage device. The graphic resolution of all creatives shall be maintained at 300 DPI.

(B) **PREQUALIFICATION CRITERIA**

The Bidder must be registered in India as a Limited Company / Partnership / Sole Proprietorship under relevant acts and must have been in operation in a relevant field of creative and promotional collateral production for at least 5 years. Certificate of Incorporation, PAN and GSTIN copies, and proof in the form of work orders / client certificates should be enclosed in the technical proposal.
1. The Bidder must have earned a minimum average operating annual turnover of INR 50 Lakhs in 2016-17, 2017-18 and 2018-19.

2. The Bidder must have successfully completed at least three collateral design, production and delivery projects during the last two years (31 March 2017 to the present date), of which at least one must be for a State Government / Central Government authority or Public Sector Undertaking. The minimum work order value for each of the assignments presented in the credentials must be INR 3 lakh. In case the work order value is of a confidential nature, the bidder shall provide a CA certificate declaring that the work order value for each of the assignments presented in the credentials is INR 3 lakh or more. The bidder shall submit copies of work orders / client awarded completion certificates clearly stating its scope of work as proof of credentials presented.

3. The Agency must not be blacklisted by Govt. of India or States / Central or State PSU as on the date of submission of the Bid. Self-certification to this aspect must be provided.

(C) PREPARATION OF BID:

The bidders shall have to submit INR 10,000/- (Rupees Ten Thousand only) along with the technical proposal by way of Demand Draft in favour of Director Tourism and payable at Bhubaneswar, Odisha towards Earnest Money Deposit (EMD).

The bidders shall also have to submit INR 2,000/- (Rupees Two Thousand only) along with the technical proposal by way of Demand Draft in favour of Director Tourism and payable at Bhubaneswar, Odisha towards Bid Processing Fee.

The agency must separately submit the Technical Proposal & Financial Proposal in separate sealed covers superscribed “EOI cum RFP for Selection of CREATIVE AGENCY FOR PREPARING, COMPILING, DESIGNING & PRINTING OF ODISHA TOURISM MULTI-FOLD BROCHURES – Technical / Financial Proposal (as the case may be)”, along with the name and address of the bidder. The EMD and Bid Processing Fee are to be submitted in the Technical Proposal otherwise the bid would be outrightly rejected. The EMD of unsuccessful bidders shall be returned within one month of opening of the bid & that of the successful bidder shall be returned upon receipt of Performance Guarantee. All the contents of the bid shall be encased in an outer sealed envelope superscribed “EOI cum RFP for Selection of CREATIVE AGENCY FOR PREPARING, COMPILING, DESIGNING & PRINTING OF ODISHA TOURISM MULTI-FOLD BROCHURES” along with the name and address of the bidder.

The technical Proposal shall contain a table of contents. Every page of the bid shall be numbered and shall bear the initials of the authorized representative along with the seal of the bidder.
(D) **SELECTION METHODOLOGY**

The selection of agencies will be done on Quality and Cost Based Selection (QCBS). The total evaluation will be of 100 marks of which 70 marks will be for Technical bid and 30 marks for financial bid. The agency who qualifies 70% of technical qualifications i.e. 49 marks out of 70 will be short-listed. Therefore the bid offer should be in two parts. The process is explained below:

(E) **BIDDING PROCESS**

The offer should be submitted in the 2 bid forms -
1. Technical Bid
2. Financial Bid

1. **TECHNICAL BID**

The Agency shall submit the Technical Bid. The technical bid shall carry a weightage of 70 marks as per the details given in the table below:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Technical Criteria</th>
<th>Evaluation Methodology</th>
<th>Mark / Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Turnover</td>
<td>INR 50 lakh – 7 marks</td>
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<tr>
<td></td>
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<td>Upto INR 2 Cr – 12 marks</td>
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<td>INR 2 Cr &amp; above – 15 marks</td>
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<td><strong>15</strong></td>
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</tr>
<tr>
<td>B</td>
<td>Design</td>
<td>Presentation of 3 sample designs with lorem ipsum content for the purpose of evaluating design aesthetics – on any of the following five subjects:</td>
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<td></td>
<td></td>
<td>• Bhubaneswar</td>
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<td></td>
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<td>• Koraput</td>
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<td>• Simlipal</td>
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<tr>
<td></td>
<td></td>
<td>• Arts &amp; Crafts of Odisha</td>
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<td></td>
<td></td>
<td>• Festivals of Odisha</td>
<td></td>
</tr>
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<td></td>
<td></td>
<td>• Odisha Tourist Map</td>
<td></td>
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<td></td>
<td></td>
<td><strong>30</strong></td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Past Work Experience in Preparing, Compiling, Designing &amp; Printing last 5 years. (Work order value minimum INR 3 lakh)</td>
<td>3 assignments – 12 marks</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Upto 5 assignments – 18 marks</td>
<td></td>
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<tr>
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<td></td>
<td>More than 5 assignments – 25 marks</td>
<td></td>
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<td></td>
<td></td>
<td><strong>25</strong></td>
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</tr>
</tbody>
</table>

**TOTAL 70**

1. The agencies will have to make a presentation of submitted designs before the duly constituted committee.
2. The Technical bid submitted by the bidder shall comprise the following documents:

a. EMD in shape of DD only for INR. 10000/- favoring Director, Tourism and EMD of the unsuccessful bidders shall be returned to them at the earliest. EMD of the successful bidder shall be returned on receipt of performance security.

b. Bid Processing Fee in shape of DD only for INR. 2000/- favoring Director, Tourism.


d. Copy of Work Orders / Completion Certificates for projects presented as credentials as per E.1 C. of this document.

e. Valid GST Registration / PAN / TAN and Certificate of Incorporation or equivalent certificate.

f. Audited Financial Statements for last 3 financial years.

2. FINANCIAL BID

The Agency shall submit the Financial Bid document in proper sealed cover as per format specified in Annexure - D.

(F) BID VALIDITY
The bid shall remain valid for the financial year 2019-20 and 2020-21.

(G) BID OPENING
The technical bid shall be opened on 07.12.2019 at 3:00 pm in the presence of the bidders or through their authorized representatives having ID proof. The financial bid shall be opened later for only those bidders who qualify minimum 70% of the technical bids i.e 49 marks.

(H) BID SCHEDULE
a) Issue of bid document : 22.11.2019
b) Last date for receipt of queries on bid document : 26.11.2019
c) Issue of clarification & addendum to EOI cum RFP : 28.11.2019
d) Last date of receipt of bid document : 12 noon, 07.12.2019
e) Opening of the Technical bid : 3:00 pm, 07.12.2019
f) Presentation by the short listed agency : Will be intimated
g) Opening of Financial Bid : Will be intimated

(I) PERFORMANCE SECURITY
The Selected Agency shall submit a Performance Security for an amount of 10% of the value of the assignment for one year in the form of an account payee Demand Draft / Bank Guarantee in favour of Director Tourism. The Model Bank Guarantee is at Annexure – E. The performance security shall remain valid for a period of 60 days beyond the date of completion of all contractual obligations.
(L) OTHER TERMS & CONDITIONS

1. The agency shall implement the assignment as per the scope of work & specification mentioned in the bid document.

2. Work Order shall be issued to the selected agency(s) after receipt of performance guarantee.

3. The Agency's eligibility is liable to be cancelled for further collateral requirement, if the performance of the Agency is found unsatisfactory, after giving due opportunity for being heard. In case the agency fails to execute the work as per the terms & conditions, there shall be proportionate deduction from the bill submitted by the agency.

4. Bids received after the due date and time shall not be considered. The Director Tourism reserves the right to accept or reject any tender or its part.

5. All costs incurred by the bidder in respect of submission of bids shall be borne by the concerned firm.

6. All incidental approvals for textual and audio-visual content from stakeholder authorities and departments of the Government of Odisha will have to be managed by agency itself. Department of Tourism may however issue letters of authorization, if so required.

7. Rate excluding taxes should be quoted.

8. The Dept. of Tourism reserves its right, not to accept bids from the Agencies resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government Investigating Agencies / Vigilance Cell.

9. Bids received after the due date and time will not be considered.

10. For any query and clarification, interested agencies may contact Department of Tourism by mail info@odishatourism.gov.in before submitting the bids.

11. Wherever specific terms and conditions have not been spelt out in tender document, rules as contained in Odisha Government Financial Rules (OGFR) shall apply.

12. Selection of the Agency in this process should not be construed as binding on the Authority to award any task / work subsequently. This shall be done at the discretion of the DoT, duly considering the performance of the Agency.

(M) PAYMENT TERMS

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Stage</th>
<th>Percentage of Total Payable as per as per work order</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Approval of submitted designs</td>
<td>30%</td>
</tr>
<tr>
<td>2</td>
<td>Delivery of collaterals to DoT</td>
<td>60%</td>
</tr>
<tr>
<td>3</td>
<td>Delivery of raw and edited soft copy of each deliverable through external storage</td>
<td>10%</td>
</tr>
</tbody>
</table>
ADDITIONAL INFORMATION:

i. Conditional bids shall be rejected outright.

ii. Insurance including transit insurance shall be arranged by the Agency.

iii. **Liquidated Damages**: In the event of Agency's failure to complete the work within the specified time, the Department of Tourism may, without prejudice to any other rights hereunder, recover from the supplier, as Liquidated Damages, amounting to the sum of 5% of the contract price.

iv. **Termination by default**: Department of Tourism, Government of Odisha reserves the right to reject, cancel and terminate any offer without assigning any reason thereof.

v. **Risk-Purchase Clause**: If the Agency after submission of the tender and on the acceptance of the same fails to abide by the terms and conditions of the Tender Document or fails to complete the work within the specified time or at any time repudiates the contract, the Department of Tourism will have the right to:
   
   a. Terminate the empanelment / contract of the agency with the Department of Tourism and further blacklist the agency.
   
   b. Forfeit the Security Deposit.
   
   c) In case of completion through alternate sources and if price is higher, the agency will pay the balance amount to the Department of Tourism.
   
   d) For all purposes, the Work Order issued by the Department of Tourism will be considered as formal contract.

vi) **Arbitration**: Provisions of Arbitration Act 1996 & 2002 will be applicable and venue of arbitration will be Bhubaneswar, Odisha.

vii) **Jurisdiction**: Bhubaneswar, Odisha.

Interested Creative Agencies having requisite expertise in design and delivery of such products can submit their offer by post in sealed envelope to the Director Tourism, Department of Tourism, Govt. of Odisha, Paryatan Bhawan, Lewis Road, Bhubaneswar-751014 so as to reach on or before 12 noon on 07.12.2019.

[Signature]

Joint Director & Dy. Secretary
To,

The Director  
Department of Tourism  
Government of Odisha, Bhubaneswar

Sir

We, the undersigned declare that:

1. We have examined the bidding document.
2. If our bid is accepted, we commit to deposit a performance security.
3. We understand that this bid, together with your written acceptance shall constitute a binding contract between us, until a formal contract is prepared and executed.
4. We agree to permit the procuring entity or its representative to inspect our accounts and records and other documents relating to the bid submission and to have them audited by auditors appointed by the procuring entity.
5. We accept to abide by the conditions specified in this bid document issued by Director Tourism.
6. We are not blacklisted by Govt. of India or States, or any Central or State PSU as on the date of submission of this Bid.

Signature of the Authorised Representative of the Bidder with Seal

(Name, Address, Phone No.)
## COMPANY PROFILE

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Particulars</th>
<th>Status</th>
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<tbody>
<tr>
<td>1</td>
<td>Name &amp; Address of the Firm (Details of Tel, Fax, Email)</td>
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<tr>
<td>2</td>
<td>Date of Establishment of the Company (Submit proof)</td>
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<tr>
<td>3</td>
<td>Total duration of relevant work experience (no. of years – must be proven by enclosing COI and work orders / client certificates)</td>
<td></td>
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<tr>
<td>4</td>
<td>Is your Firm a Proprietorship / Partnership / Joint Venture or registered under Companies Act (Pl. give details and enclose certificate)</td>
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<tr>
<td>5</td>
<td>Details of Income Tax Registration (Enclose copy of PAN / TAN)</td>
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<tr>
<td>6</td>
<td>GSTIN (Enclose copy of Registration)</td>
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</tbody>
</table>

Signature of authorised representative
### RELEVANT EXPERIENCE OF BIDDER

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Client Name</th>
<th>Year of assignment</th>
<th>Scope of work</th>
<th>Assignment Cost</th>
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<tbody>
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<td>1.</td>
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**Signature of authorised representative**

**NOTE:** The bidder shall submit copies of work orders / client awarded completion certificates as proof of credentials presented.

In case the work order value is of a confidential nature, the bidder shall provide a CA certificate declaring that the work order value for each of the assignments presented in the credentials is INR 3 lakh or more.
FINANCIAL PROPOSAL

Name of Agency: 

We are pleased to quote our rate for the assignment of Preparing, Compiling, Designing, Printing and Delivering to DoT 10000 units each of the 15 Multi-Fold Brochures and Odisha State Tourist Map. Our quote is inclusive of all costs associated with providing the services specified in Paragraph A of this RFP Document. The Service Fee is exclusive of GST and all other applicable taxes.

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Paper quality</th>
<th>Size details</th>
<th>Rate In INR lakh (for 10,000 units)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-Fold Brochure</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Tourist Map</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td><strong>Total</strong></td>
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</tbody>
</table>

**Signature of authorised representative**
In consideration of DEPARTMENT OF TOURISM, GOVERNMENT OF ODISHA having agreed to exempt ______________________ (hereinafter called "the said Agency(s)") from the demand under the terms and conditions of RFP and an agreement No.______ dated ______ made between ______ and ______ for ________________, for work specified in the agreement referred above (hereinafter called "the said agreement"), of security deposit for the due fulfillment by the said Agency of the terms and conditions contained in the said Agreement, on production of the bank guarantee for ______ (name of the bank) ______________________ (hereinafter referred to as "the bank") at the request of __________________________ (Agencies) do hereby undertake to pay to DEPARTMENT OF TOURISM, GOVERNMENT OF ODISHA an amount not exceeding ______ due to breach of any terms & condition of said agreement by the agency or by reason of the agency's failure to perform the agreement or loss or damage caused to or suffered by the said DEPARTMENT OF TOURISM, GOVERNMENT OF ODISHA by reason of any breach by the said Agency(s) of any of the terms or conditions contained in the said Agreement.

1. We (name of the bank) do hereby undertake to pay the amounts due and payable under this guarantee without any demurrage, merely on a demand from DEPARTMENT OF TOURISM, GOVERNMENT OF ODISHA stating that the amount claimed is due by reason of breach of any terms & conditions of the said agreement by the agency or by loss or damage caused to or suffered by DEPARTMENT OF TOURISM, GOVERNMENT OF ODISHA by reason of breach by the said Agency(s) of any of the terms or conditions contained in the said Agreement or by reason of the Agency(s) failure to perform the said Agreement. Any such demand made on the bank shall be conclusive as regards the amount due and payable by the Bank under this guarantee where the decision of DEPARTMENT OF TOURISM, GOVERNMENT OF ODISHA in these counts shall be final and binding on the bank. However, our liability under this guarantee shall be restricted to an amount not exceeding ______.

2. We undertake to pay to DEPARTMENT OF TOURISM, GOVERNMENT OF ODISHA any money so demanded notwithstanding any dispute or disputes raised by the Agency(s) in any suit or proceeding pending before any court or tribunal relating thereto, our liability under this present being absolute and unequivocal. The payment so made by us under this bond shall be valid discharge of our liability for payment there under and the Agency(s) shall have no claim against us for making such payment.

3. We (name of the bank) further agree that the guarantee herein contained shall remain in full force and effect during the period that would be taken for the performance of the said agreement and that it shall continue to be enforceable till all the dues of DEPARTMENT OF TOURISM, GOVERNMENT OF ODISHA under or by virtue of the said Agreement have been fully paid and its claims satisfied or
discharged or till DEPARTMENT OF TOURISM, GOVERNMENT OF ODISHA certifies that the terms and conditions of the said Agreement have been fully or properly carried out by the said Agency(s) and accordingly discharges this guarantee. Unless a demand or claim under this guarantee is made on us in writing on or before the expiry of FIVE YEARS from the date hereof, we shall be discharged from all liabilities under this guarantee thereafter.

4 We (name of the bank)____further agree with DEPARTMENT OF TOURISM, GOVERNMENT OF ODISHA that DEPARTMENT OF TOURISM, GOVERNMENT OF ODISHA shall have the fullest liberty without our consent and without affecting in any manner our obligations there under to vary any of the terms and conditions of the said Agreement or to extend time of performance by the said Agency(s) from time to time or to postpone for any time or from time to time any of the powers exercisable by DEPARTMENT OF TOURISM, GOVERNMENT OF ODISHA against the said Agency(s) and to forebear or enforce any of the terms and conditions relating to the said agreement and we shall not be relieved from our liability by reason of any such variation, or extension being granted to the said Agency(s) or for any forbearance, act or omission on the part of DEPARTMENT OF TOURISM, GOVERNMENT OF ODISHA or any indulgence by DEPARTMENT OF TOURISM, GOVERNMENT OF ODISHA to the said Agency(s) or by any such matter or thing whatsoever which under the law relating to sureties would, but for this provision, have effect of so relieving us.

5 This guarantee will not be discharged due to the change in the constitution of the Bank or the Agency(s).

6 We (name of the bank)____lastly undertake not to revoke this guarantee during its currency except with the previous consent of DEPARTMENT OF TOURISM, GOVERNMENT OF ODISHA in writing.

Dated the__day of ................for..................................(indicate the name of bank)