REQUEST FOR PROPOSAL (RFP)

FOR

Selection of Creative Agency to conceptualise, produce and activate a Campaign to Assure Safe Tourism in Odisha

DEPARTMENT OF TOURISM
GOVERNMENT OF ODISHA

Odisha Tourism, Paryatan Bhawan, Museum Campus, Lewis Road
Bhubaneswar - 751 014
Tel.No. +91 674 2432177
e-mail: info@odishatourism.gov.in

Dated: 14.07.2020
1. INTRODUCTION

Odisha has been among the best performing states in terms of controlling the spread of COVID-19 pandemic, as established by under 220 cases per million against the national average 533 cases per million and Case Fatality Ratio of 0.41% against 2.80% nationally. Department of Tourism, Government of Odisha has embarked on a plan to promote Odisha as amongst the safest destinations to tour in the times COVID. The purpose of this RFP is to select a reputed Creative Agency to conceptualise, produce and activate a Campaign to Assure Safe Tourism in Odisha.

2. REQUEST FOR PROPOSAL

The Department of Tourism, Government of Odisha (the “Authority”) is issuing this RFP to request techno-commercial bids from interested and eligible firms / agencies / organizations (the “Applicants”) for Selection as Agency to conceptualise, shoot, edit and produce a promotional short-film for Odisha Tourism. The detailed procedure for submission of bid along with the bid process has been given at Annexure-I. The prescribed format for submission of bid is at Annexure-II. Draft MOA is at Annexure-IV, which is to be executed by the successful Applicants after selection.

2.1. EARNEST MONEY DEPOSIT

The bid must be accompanied by a refundable Earnest Money Deposit (EMD) of INR 25,000 /- (Rupees Twenty Five Thousand only) and a non-refundable Bid-document Processing Charges of INR 1,000/- (Rupees One thousand only) separately in the form of Demand Drafts/ Bank Guarantee (in case of EMD only) drawn in favour of “Director Tourism”, payable / encashable at Bhubaneswar. After selection of the suitable applicant for selection as Agency, the EMD shall be refunded to the unsuccessful applicants. The EMD of the successful applicant shall be refunded to the successful applicant immediately upon furnishing the Performance Guarantee (as defined in Clause 9 of Annexure IV of this document).

2.2. SCOPE OF WORK

The scope of work for the assignment is elaborated below;

a. Campaign Branding, Design of Creatives and Communication Strategy
   - Conceptualisation of the Campaign and its Visualisation with Storyboard
   - Designing the campaign brand architecture including *inter alia* a logo and tagline
   - Designing and producing campaign creatives with five unique copies/ adaptations for
     i. Print Media
     ii. Out of Home Media
     iii. Digital and Social Media

b. Audio-Visual Production:
   - Story boarding and script writing based on the content developed in consultation with the Client.
• Video post-production services should include non-linear editing and post production finishing.

• Every deliverable will require to conform to the Brand Guidelines that will be issued by the Department along with the assignment Work Order.

• Editing Services: Non-linear editing capable of importing and exporting standard definition digital (SDI) video, analog (component) SD video, high definition (SDI-HD) video and HD video files. The editing and motion graphic personnel must be proficient with experiences in providing professional, commercial and industrial postproduction services.

• Composition Services: Including color correction, transitions, chroma keying, mattes, masks, corner-pinning, motion tracking, and motion graphics. The agency shall have the ability to provide video image processing with the following operational requirements: 2D & 3D composing, Key frame animation, Motion Graphic Creation, Painting & Re-texturing, Input and output files in SD and HD resolutions.

• The postproduction shall include intro, tilting, camera transitions, music, voiceover, text supers based on the requirement.

• Two rounds of changes shall be undertaken as per requirement by the agency within the approved costs and professional fees specified in the work order.

• Major Tasks:
  i. Develop the story board.
  ii. Work with the Department staff to set the direction for filming, including but not limited to identifying shot lists based on content narratives and developing scripts for the voiceover. The narratives and voiceover / details incorporated shall be well researched and verified from the concerned authorities in consultation with the Department.
  iii. Prepare on-site locations and featured artists/ subjects for the filming
  iv. Upload unedited raw footage with metadata tags to a designated storage area
  v. Provide the staff with save, review and supplementary usage without limitation at any point during and after the fulfilment of the assignment
  vi. Comply with all national and local laws pertaining to video shooting and other project activities, including inter alia use of drone camera for aerial footage, involved in the production of the AV product.

• Deliverables:
  i. Approved Storyboard
  ii. Edited iterations of the film
  iii. High quality edited master film of length 60 sec, with two nos. of edited cuts of 30 seconds each, suitable for telecasting as Television Commercials (TVCs):
    1. 2K in MOV, H.264 and MP4 Formats
    2. English and Hindi versions
  iv. Video raw footage comprising clips from every aspect included in the master film.
  v. 50 Nos. of High Resolution (flex-print quality) subjective and non-repetitive photographs covering every aspect of tourist safety.
### Deliverables, Timelines and Payment Schedule

<table>
<thead>
<tr>
<th>Stage</th>
<th>Deliverable</th>
<th>Timeline (from issue of Work Order)</th>
<th>Payment as % of total payable as per Work Order</th>
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<tbody>
<tr>
<td>I</td>
<td>Campaign Visualisation, Storyboard, Brand Architecture</td>
<td>01 week</td>
<td>20</td>
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<tr>
<td></td>
<td>Hi-res Logo and brand elements in PNG and PSD or equivalent open file formats</td>
<td>02 weeks</td>
<td></td>
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<tr>
<td>II</td>
<td>AV Storyboard, Screenplay &amp; Script</td>
<td>02 weeks</td>
<td>20</td>
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<td></td>
<td>100 Photographs</td>
<td>04 weeks</td>
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<tr>
<td>III</td>
<td>Five nos. of unique copies/adaptations for</td>
<td></td>
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<tr>
<td></td>
<td>i. Print Media</td>
<td>05 weeks</td>
<td>10</td>
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<td></td>
<td>ii. Out of Home Media</td>
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<td></td>
<td>iii. Digital and Social Media</td>
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<tr>
<td>IV</td>
<td>First Cuts: 180 sec cut along with two nos. of 30 second TVC edits</td>
<td>06 weeks</td>
<td>20</td>
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<tr>
<td>V</td>
<td>Final Audio Visuals</td>
<td>08 weeks</td>
<td>20</td>
</tr>
<tr>
<td>VI</td>
<td>Raw footage (editable files suitable for applications such as Adobe Premier and Adobe After Effects) in external HD</td>
<td>10 weeks</td>
<td>10</td>
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</table>

### 2.3 ELIGIBLE AGENCIES

**a. Blacklisting:** Applicant must not been blacklisted by Govt. of India or States / Central or State PSU as on the date of submission of the bid. A self-declaration must be enclosed as part of the technical proposal.

**b. Entity status:**

i. A company incorporated in India under the Companies Act, 1956/ 2013 and subsequent amendments thereto or a partnership firm registered under LLP Act, 2008 or Indian Partnership Act, 1932 and should have been operating for the last seven (7) years in India.

ii. Registered with the Goods & Service Tax (GST) network in India
iii. Directorate of Advertising and Visual Publicity (DAVP) / National Film Development Corporation of India (NDFC) empanelled agencies will be given preference.

c. iv. **Turnover:** Applicant should have had a minimum average operating turnover of INR 1 Crore during the last three (3) financial years (FY 2016-17, 2017-18, 2018-19).

For the purpose of this criterion, turnover of only the bidding entity will be considered. Turnover of any parent, subsidiary, associated or other related entity will not be considered.

d. **Project Experience:**

v. The Applicant should have the experience of having designed and produced at least two nos. of campaigns involving branding, creatives and audiovisual production for associations, corporate clients or government departments/ agencies/ corporations/ authorities over the last five (5) years – of which at least one campaign must be for destination promotion (Tourism / Investment Promotion), Arts, Culture & Heritage.

The applicants shall provide Work Order/ Agreement copy / Client Certificate of the listed projects and a copy of AV and creative pertaining to the submitted credentials in an external storage device as proof.

### 2.4 EVALUATION METHODOLOGY:

The bid will be evaluated on Quality cum Cost Basis (QCBS) in the ratio T:F::70:30. The technical Bid will be evaluated on a scale of 70, based on the following aspects, which would also constitute the technical presentation:

<table>
<thead>
<tr>
<th>Parameter Description</th>
<th>Max. Marks</th>
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<tbody>
<tr>
<td>Number of campaigns involving branding, creatives and audio-visual production for associations, corporate clients or government departments/ agencies/ corporations/ authorities over the last five (5) years – of which at least one campaign must be for destination promotion (Tourism / Investment Promotion), Arts, Culture &amp; Heritage 2 campaigns – 15 marks Each additional campaign: 5 marks</td>
<td>30 marks</td>
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<tr>
<td><strong>Technical Presentation:</strong></td>
<td>40 marks</td>
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<tr>
<td>- Understanding of campaign objectives and Odisha’s brand positioning</td>
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<tr>
<td>- Campaign Concept &amp; Description</td>
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<tr>
<td>- Project methodology: Describe your vision and creative approach for the campaign. A flow chart would be appreciated. Description should include the visual treatment.</td>
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<td>- Samples of similar products from prior assignments executed, especially for destination promotion (Tourism / Investment Promotion), Arts, Culture &amp; Heritage</td>
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<tr>
<td><strong>Total Technical Marks</strong></td>
<td>70</td>
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</table>
Only the financial bids of those bidders scoring at least 70% (49/70) would be opened and evaluated.

The price quoted by the bidders shall include:

- All professional charges
- Logistics including travel, food, accommodation limited to one team visit per location. The reference point of cost calculation shall be onward Bhubaneswar.
- Equipment & studio hire charges if any
- Graphics, Animation, editing, music, voiceover and subtitling costs
- Costs of all deliverables enlisted in 2.2
- Any incidental out of pocket expenses

Department of Tourism has set the budgetary limit for the campaign to INR 5 lakh plus applicable taxes. Financial bids exceeding this amount shall be treated as quoting an amount equal to the limit of INR 5 lakh plus applicable taxes.

To prevent absurd quoting, bidders quoting less than 50% of the average of all quotes will not be admitted and will be assumed to have quoted an amount equal to the lowest admissible quote less INR 1/-.

The financial bids will be evaluated on a score 0 to 30. L1 will get 30 marks and the others will get marks in proportion to L1 score. Thus, if the quote of L1 is INR X and L2 is INR 2X, then L2 will get 15 marks.

The bidder obtaining the highest combined Techno-Financial score will be the selected as the Agency for executing the assignment.

2.5 SALE OF RFP DOCUMENT
RFP document can be downloaded from the official website of the Authority
https://dot.odishatourism.gov.in/?q=tender

2.6 BID SUBMISSION
The proposals/ bids must be addressed to Director Tourism, Paryatan Bhawan, Museum Campus, Lewis Road Bhubaneswar. The complete proposals/ bids should reach the office of Authority, Bhubaneswar on or before 3.00 PM on 31.07.2020.

2.7 VALIDITY OF THE PROPOSAL
The proposal shall be valid for a period of 180 days from the bid submission date as mentioned in clause 5.

3. PRE-BID QUERIES
All queries pertaining to this RfP document should be emailed to pmuodishatourism@gmail.com on or before 17.07.2020. The clarifications, if any will be issued by email response or will be uploaded on https://dot.odishatourism.gov.in/?q=tender on or before 20.07.2020.

4. DISQUALIFICATION OF THE APPLICANT
The applicant shall be disqualified if it is discovered that it has wrongly stated/manipulated the facts and figures in the proposal at any stage before the award of the assignment. Any applicant/Unit trying to influence the evaluation process by any means shall be disqualified. Earnest Money Deposited would be forfeited in such a case.
### 5. KEY DATES

<table>
<thead>
<tr>
<th>Sl.</th>
<th>Events</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Start date for Issuance/ sale of RFP Document</td>
<td>14.07.2020</td>
</tr>
<tr>
<td>2</td>
<td>Last date for Submission of Queries</td>
<td>18.07.2020</td>
</tr>
<tr>
<td>5</td>
<td>Reply to Pre-Bid Queries</td>
<td>20.07.2020</td>
</tr>
<tr>
<td>7</td>
<td>Last date and time for Proposal submission</td>
<td>3 pm on 31.07.2020</td>
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<tr>
<td>8</td>
<td>Date and time for opening of Technical bids</td>
<td>5 pm on 31.07.2020</td>
</tr>
<tr>
<td>9</td>
<td>Date and time for Technical Presentation</td>
<td>Will be intimated</td>
</tr>
<tr>
<td>10</td>
<td>Date and time for opening of Financial bids</td>
<td>Will be intimated</td>
</tr>
</tbody>
</table>

For further details and queries, please contact the undersigned.

Sd/-
Director Tourism
Paryatan Bhawan
Museum Campus, Lewis Road, Bhubaneswar
Tel.No. (0674) 2432177
email: info@odishatourism.gov.in; pmuodishatourism@gmail.com
Bidding Procedure

1. Submission of Bids

The Applicant fulfilling the eligibility conditions as laid down in Para 2.6 in this RFP shall submit the Bids in three separate covers (as per the format given in Annexure II), as follows:

Cover (A) would include the Technical Bid i.e. the proposal and documents in support of the eligibility conditions as mentioned above.
Cover (B) would include the Financial Bid.
Cover (C) would include the EMD and Bid Processing Fees.

The envelopes should be super-scribed as “Request for Proposal for Selection of Creative Agency to conceptualise, produce and activate a Campaign to Assure Safe Tourism in Odisha – Technical Bid / Financial Bid (as the case may be)”. EMD and Bid Processing Fee shall be submitted in a separate small envelope clearly marked “EMD and Bid Processing Fees”.

The three envelopes (Technical Bid, Financial Bid, EMD and Bid Processing Fees) should be enclosed in a large cover super-scribed as Request for Proposal for Selection of Creative Agency to conceptualise, produce and activate a Campaign to Assure Safe Tourism in Odisha”.

Every sheet and all forms complete in all respects shall be numbered, affixed with Company seal and signed by the person / persons duly authorized to sign on behalf of the bidder. The Technical Proposal shall start with a Table of Contents. Any / all corrections made in the offer shall be duly authenticated by the signature of the authorized signatory.

2. Terms of Payment

Payment of professional fee will be made on achieving milestones listed in Para 2.2(c), upon submission of invoice addressed to Department of Tourism, Government of Odisha.

3. Penalty Clause

For non-performance, the following, all or any penalties may be imposed on the selected bidder

(i) Forfeiture of Bank Guarantee in case of any midway unilateral withdrawal from the assignment.
(ii) EMD will be forfeited in case of any midway unilateral withdrawal from the Bidding process.

On account of circumstances beyond the control of the Agency like natural calamities and any other unforeseen events and upon formal notification, the Authority may give time to the Agency to complete the activities and in such a case will not hold up the payment that is due for a particular month.
4. **Performance Security Deposit**

After selection of suitable applicant as the Agency, the amount of EMD shall be refunded to the successful and unsuccessful bidders.

In addition, performance security shall be obtained from the selected applicant in the form of bank guarantee to the tune of 5% of the total payable as per the Workorder. Performance security in the form of bank guarantee shall initially be valid till the end of the agreement and in case the assignment extends beyond the period, the validity of the bank guarantee shall be suitably extended.

5. **Validity of Bid**

The application Bid shall be valid for a period of 180 days from the last date of submission of application.

6. **Withdrawal/Amendment to Bid**

At any time prior to the last date of receipt of Bids, the Department, may for any reason, whether at its own initiative or in response to a clarification requested by a prospective Applicant, modify the RFP document by an amendment. In order to provide prospective Applicant reasonable time in which to take the amendment into account in preparing their Bids, the Department may at its discretion, extend the last date for receipt of Bids and/or make other changes in the requirements set out in the invitation to RFP.

The Department reserves the right to withdraw the RFP at any stage without any liability or any obligation for such withdrawal, without assigning any reasons.

7. **Rejection of Application/Bid**

The application / Bid for Selection as Agency is liable to be rejected, if:

a) It is not received in proper sealed cover with superscription as indicated above.

b) It is not in prescribed form and not containing all required details / information / documents.

c) It is not properly signed.

d) It is received after the due date and time.

e) Bid is received by telex, fax, telegram or e-mail.

f) Bid received without cost of Bid document and EMD.

8. **The Authority reserves the right to:**

   a) To reject any/all application without assigning any reasons thereof

   b) To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the Authority

   c) To include any other items in the Scope of Work at any time after consultation in the pre-Bid meeting or otherwise during the course of implementation of the mentioned scope of work.
9. **Corrupt/Fraudulent Practices**

In case the Bidder is found to be engaged in Corrupt/Fraudulent practices before or after award of the assignment, such bidder shall be declared ineligible and his/her bid shall be rejected and the work order shall be terminated as the case may be.

10. **Right to Accept/Reject the Bid**

Notwithstanding anything contained herein, Department of Tourism reserves the Right to reject any or all Bids without showing any reason thereof.

11. **Late Bids**

Bids received after the specified last Date and Time of receipt (including any extension of time for submission of bid thereof) for whatsoever reason, shall be rejected summarily. No further communications in this regard shall be entertained.

12. **Extension of Time**

The date of completion of the assignment may be extended due to force majeure or events beyond control of the selected bidder. In such case, the bidder shall be obliged to submit a claim for extension of time with due justification. The decision of the department on time extension shall be binding on the bidder. Necessary amendment to the work order in accordance with the granted time extension will be carried.

13. **Non-Transferrable**

The selected bidder shall not transfer any interest, rights, benefits or obligations under the assignment without the prior written permission from the authorized officer of the department.

14. **Confidentiality**

The selected bidder shall not use the Confidential Information provided by the department except for the purpose of providing the service as specified under this RFP. The vendor will be held responsible for any breach of confidentiality by its persons and shall be responsible for legal consequences.

15. **Taxes & Duties**

All Taxes and duties payable in respect of execution of the assignment except the Service Tax shall be borne by the bidder. Service Tax shall be reimbursed by department on submission of valid documents and at the prevailing rates.

16. **Disputes & Arbitrations**

In the unfortunate event of any dispute or differences, breach and violation relating to the terms of the work order, the said dispute or difference shall be referred to the sole arbitration of the
Arbitrator appointed by the department for the purpose. The award of the arbitrator shall be final and binding on both the parties. The adjudication of arbitrator shall be governed by the provision of the Arbitration and Conciliation Act, 1996, or any statutory modification or re-enactment thereof or any rules made thereof. All legal disputes are subject to the jurisdiction of courts in Bhubaneswar.

17. **Force Majeure**

Neither the Agency nor the Authority shall be liable to the other for any loss or damage occasioned by or arising out of acts of God such as unprecedented flood, volcanic eruption, earthquake or other convulsion of nature and other acts such as but not restricted to invasion, the act of foreign countries, hostilities, or war-like operations before or after declaration of war, rebellion, military power which prevent performance of the assignment and which could not be foreseen or avoided by a prudent person.
Covering Letter

(On the Letterhead of the Bidder)

To

Director Tourism
Paryatan Bhawan
Museum Campus, Bhubaneswar

Sub: Request for Proposal for Selection of Creative Agency to conceptualise, produce and activate a Campaign to Assure Safe Tourism in Odisha.

Sir,

The undersigned having read and examined in detail all this RFP document for selection of the Agency, we attach hereto the response as required by the EoI, which constitutes our proposal.

1. **Technical Bid:**

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<tbody>
<tr>
<td>1</td>
<td>Name of the Bidder Company</td>
</tr>
<tr>
<td>2</td>
<td>Address</td>
</tr>
<tr>
<td>3</td>
<td>Name of the contact person to whom all references shall be made regarding this Bid</td>
</tr>
<tr>
<td>4</td>
<td>Designation of the person to whom all references shall be made regarding this Bid</td>
</tr>
<tr>
<td>5</td>
<td>Address of the person to whom all references shall be made regarding this Bid</td>
</tr>
<tr>
<td>6</td>
<td>Telephone (with STD code)</td>
</tr>
<tr>
<td>7</td>
<td>Mobile No. of the contact person</td>
</tr>
<tr>
<td>8</td>
<td>E-mail of the contact person</td>
</tr>
<tr>
<td>9</td>
<td>Fax No. (with STD code)</td>
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</table>

a. Having examined this Request for Proposal, we, undersigned, intend to provide in conformity with the said services to be rendered, conditions and specifications of the RfP.

b. We undertake, if our Bid is accepted, to commence deliveries within schedule time frame and to complete delivery of all the services specified in the terms of this RfP within as per schedule calculated from the date of issue of your purchase order/RO.

c. We agree to abide by this Bid for a period of 180 days from the date fixed for Bid opening and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

d. Until a formal Workorder is prepared and executed, this RfP together with your written acceptance thereof in your notification of award shall be binding upon us.
e. The Bid submitted by us is properly sealed and prepared so as to prevent any subsequent alteration and replacement.

f. 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.

g. We understand that you are not bound to accept the lowest or any Bid, you may receive.

This is to declare that all the information and statements made in the proposal are true and correct. It is understood that any misrepresentation of facts or figures contained in the proposal may lead to disqualification of the agency for consideration for the said proposal.

Dated this ......................... day of  ...................... 2019

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Name and Signature of Authorised Signatory
2. Documents forming part of the bid

(a) Technical Bid:

- EMD and Bid processing fee
- Technical Proposal
  1. Covering Letter
  2. Bidder Company profile
  4. Statement from a Chartered Accountant certifying annual operating turnover for each year for last three years (FY 2016-17, 2017-18, 2018-19).
  5. Details of the assignments supporting the eligibility and evaluation criteria as per Clauses 2.3 and 2.4 of this document as per format in Annexure-III.
  6. A copy of each production pertaining to the submitted credentials in an external storage device
  7. Undertaking against blacklisting as specified under Para 2.3 (a) of this document
  8. Any other documents as may be required to complete the bid.
(b) Financial Bid:

(On the Letterhead of the Bidder)

Request for Proposal for Selection of Creative Agency to conceptualise, produce and activate a Campaign to Assure Safe Tourism in Odisha

Having gone through the RFP document and having fully understood the scope of work for the engagement as set out in these documents; we are pleased to quote the following Professional fees for the Assignment:

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<th>In Figure</th>
<th>In Words</th>
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</table>

The price quoted above is exclusive of applicable taxes and surcharges, and includes:
- All professional charges
- Logistics including travel, food, accommodation limited to one team visit per location. The reference point of cost calculation shall be onward Bhubaneswar.
- Equipment & studio hire charges if any
- Graphics, Animation, editing, music, voiceover and subtitling costs
- Costs of all deliverables enlisted in 2.2
- Any incidental out of pocket expenses

Note: Any cutting / overwriting in the Bid documents must be authenticated by the authorized signatory of the applicant Unit.

Yours faithfully

(Signature of the Authorised Signatory)

Date----------

Place----------
## Details of Relevant Experience

<table>
<thead>
<tr>
<th>Name of Project</th>
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<tbody>
<tr>
<td>Name of Client</td>
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<tr>
<td>Project Value (INR)</td>
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<tr>
<td>Start Date (mm/yyyy)</td>
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</tr>
<tr>
<td>Completion Date (mm/yyyy) (Specify if Project is Ongoing)</td>
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<tr>
<td>Project Scope of Work</td>
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