

**TENDER DOCUMENT  
FOR  
APPOINTMENT OF  
MARKETING  
CONSULTING  
AGENCY**



**ADMINISTRATION OF  
DADRA & NAGAR HAVELI, DAMAN & DIU  
Invites Advertising Agencies  
for Major Branding & Marketing Campaign**

DIRECTORATE OF TOURISM  
U.T. OF DADRA & NAGAR HAVELI, Shaheed Chowk, Near Tribal Museum,  
U.T. of Dadra & Nagar Haveli, Silvassa- 396 230, Mob: + 91-9428828802  
Email: [kschandrashekhar1@gmail.com](mailto:kschandrashekhar1@gmail.com)  
Website: [www.dnh.nic.in](http://www.dnh.nic.in) / [www.daman.nic.in](http://www.daman.nic.in) / [www.diu.nic.in](http://www.diu.nic.in)

## **TENDER DOCUMENT**

### **Appointment of Marketing Consulting Agencies for the Tourism**

#### **Department of Daman & Diu and Dadra & Nagar Haveli**

### **1.0 Introduction**

1.1 Location and Access: The UT of Daman and Dadra and Nagar Haveli is located at a distance of 180 kms approximately from Mumbai and is easily accessible by road and rail. The nearest railway station for both the places is Vapi from where they are located at a distance of 12-15 kms. Daman is on the west side of Vapi along the coast of Arabian sea whereas Silvassa , the capital of Dadra and Nagar Haveli is in the foot hills of the western Ghats on the east side of Vapi. Diu which is part of UT of Daman and Diu is located around 700 kms from Daman, near Verawal in the southern tip of Gujarat and is easily accessible through daily flight from Mumbai. It has also good access through road from Rajkot, Ahmedabad, Baroda etc.

1.2 **Tourist Potential:** Both the territories have tremendous tourism potential. Daman and Diu is famous for its imprints of the Portuguese culture along with beautiful beaches. Dadra and Nagar Haveli is famous for its vibrant tribal culture in the lap of mother nature and is endowed with wildlife, adventure, tribal art and culture.

### **2.0 The Need and Scope:**

Despite huge potential, both the territories are still to be noticed at national and international levels to attract tourists for which the most important requirement is develop a BRAND for both the territories and promoting them aggressively. The UT Administration of Daman & Diu and Dadra and Nagar Haveli are therefore interested in appointing two categories of Marketing Consulting Agencies for this important initiative. These consultants shall be categorized as Class A and Class B

consultant respectively. There shall be one Class A consultant who shall be responsible for all creative works, whereas there shall be a panel of two Class B consultants who shall be given the responsibility for designing and printing of brochure, booklet, Advertisement etc. based on the creative work already finalized.

**The scope of the work will be as follows:**

1. To create a BRAND for both Union Territories
2. To promote the BRAND/ tourism potential of the territories through:
  - Developing marketing strategies such as road shows, media interface with both print as well as electronic media. The consultant shall design the Advertisements and promotional material which shall be released in both print, electronic media and outdoor media as per requirement. The consultant shall advise the department on the promotional strategies that should be adopted. The consultant shall advise on the advertisement to be placed in outdoor media like hoardings and shall coordinate with the competent authorities for seeking permission to erect such hoardings.
  - Undertake professional photography and high definition videography of various tourist destinations within the two Union Territories, in various seasons. Three master copies of the same shall be given which shall be used by the Department for making copies as per requirements of the department.
  - Design brochures, booklets, pamphlets etc depending upon various themes for adequate publicity.
  - Advise on marketing strategies for various national and international level fairs and festivals. In 2013-14 the department proposes to participate in the fairs and festivals as detailed in Table 1 below:

**Table 1: Fairs and Exhibitions being participating during 2013-14**

Sl. No	Event	Area	Date
1	Tourism & Travel Fair (TTF)	Ahmedabad	16 <sup>th</sup> to 18 <sup>th</sup> August 2013
2	Tourism & Travel Fair (TTF)	Pune	6 <sup>th</sup> to 8 <sup>th</sup> September 2013
3	International Travel Mart (ITM)	Goa	28 <sup>th</sup> to 30 <sup>th</sup> December 2013
4	Tourism & Travel Fair (TTF & OTM)	Mumbai	7 <sup>th</sup> to 9 <sup>th</sup> February 2014
5	World Travel Mart (WTM)	London	November 2013
6	International Travel Bourse (ITB)	Berlin	March 2014

- Further the department also celebrates the festivals which are indicated in Table 2 below.

**Table 2: Festivals to be celebrated during 2013-14**

Sl. No	Festival	Location	Date
1	Tarpa ( Local tribal) festival	Silvassa	3 <sup>rd</sup> week of December
2	Diu Festival	Diu	3 <sup>rd</sup> week of December

The detailed responsibilities of the consultants are elaborated below:

**Class “A” Consultant:** The job is mostly of creative nature, market analysis and developing marketing strategies, structuring and implementing advertisement campaigns, co-ordination of marketing activities in national and international markets as well as organising events, exhibitions, road shows and partnership meets in national/ international markets, social media campaign, PR activities etc. The key activities can be summarised as above the line communication.

**Class “B” Consultant:** The job involves design, printing (off-set and digital) of brochures, booklets, photography, videography, event collaterals etc., based on the creative and visuals finalised by the Class “A” consultant.

The Consultant’s key activities can be summarized as below the line communication

**Budget:** For the above scope of work, the UT Administration proposes to earmark an appropriate budget of Rs 1000 lakhs for both UTs together during the financial year 2013-14 for this programme and a similar budget for the next two financial years.

### **3.0 Period of Offer:**

The period of contract shall be for three financial years beginning from the financial year of the date of award of work.

### **4.0 Eligibility Criteria:**

The minimum eligibility criteria for the bidders shall be as follows:

4.1 As per the audited financial results of the preceding three financial years the applicant must have a turn over as indicated below:

4.1.1 Class A consultant: not less than Rupees Ten crore per year in the last three years.

4.1.2 Class B consultant: not less than Rupees Five crore per year in the last three years.

(Relevant documents such as CA certified copies of financial statements must be attached. The applicant shall also submit a copy of the PAN card/ income tax registration certificate).

4.2 Applicant should have a proven track of promoting state tourism with a minimum three years experience of tourism marketing such as organising state/national level programmes, road shows, events, exhibitions etc with at least one work order of Rs 20 lakhs and above for Class A consultant

and Rs Ten lakhs and above for Class B consultant. (Supporting documents must be attached).

4.3 Applicants should have registered Head Office in India and should be able to attend meetings etc in Daman or Silvassa within a short notice of 24 hours. It shall be desirable that the consultant opens a site office preferably in Silvassa or Daman but not farther than Mumbai.

4.4 Applicants for Class 'A' consultant should preferably have national level recognition such as INS Accreditation, Registration with Doordarshan and All India Radio etc. More weightage shall be given to such agencies. (Supporting documents must be submitted)

4.5 EMD in the form of Fixed Deposit Receipt only in favor of Joint Director Tourism shall have to be submitted along with the technical bid. Proposals not accompanied by EMD shall be rejected. The amount of EMD shall be Rs 4 lakhs for Class A consultant and Rs 2 lakhs for Class B consultant.

4.6 The bidders shall submit their detailed company profile highlighting the staff available with them including the field of specializations.

## **5.0 Bid Management:**

- a. Applicants who qualify in the eligibility criteria at paragraph 4 above shall be requested to give a technical presentation with detailed action plan including time lines of activities, deadlines for implementing schedules etc. The presentation shall be in detail for the year 2013-14 and a vision and approach for the next two years. However, the Action Plan for the subsequent years shall be presented before the competent authority latest by the first week of the said financial year compulsorily by the successful bidder.

- b. The presentation of the bidders shall also show how they are going to conduct the business strategy for both the territories based on the scope mentioned in paragraph 2 above.

## **6.0 Pre Bid Meeting**

6.1 A pre-bid meeting will be held in the **Conference hall of Maharashtra Industrial Development Corporation at Udyog Sarathi, Mahakati caves road, Andheri (E), Mumbai – 400093** on **8<sup>th</sup> August at 1400 hrs.** Any bidder can seek clarifications on any aspect pertaining to the Bid Document.

6.2 Based on the discussions held during the pre-bid meeting, amendments/clarifications in the Bid Document will be hosted, if necessary, on the websites of the UTs.

## **7.0 Submission of the Bid Documents:**

7.1 Interested bidders shall have to apply separately for Class “A” consultant and Class “B” consultant. The required tender fee, EMD etc shall also be enclosed separately. Any bidder applying for both the class of consultants shall apply separately for each class.

7.2 The bidders shall submit their bids in two separate covers. Cover one shall include the technical bid along with all the technical documents and the EMD as prescribed. No financial quote should be included in technical bid. The second cover shall be the financial bid in the prescribed format at Annexure 1, wherein the bidders shall quote the commission in %age to the total budget. Both these covers shall be sealed and super scribed as technical and financial bid respectively and shall be put in one big cover which shall be addressed to the Joint Director Tourism with the name of the Bid super scribed on top of the envelope.

## **8.0 Evaluation Criteria**

8.1 The weightage for the technical and financial bid shall be 75:25 i.e. 75% marks shall be for the technical bid whereas 25% shall be for the financial bid.

8.2 The selection process will be as below:

- The Technical Proposals will be examined by the Department to ascertain the fulfillment of eligibility criteria and submission of required documents. The Consultants who fulfill the eligibility criteria and have submitted all required documents in their Technical Proposal will be invited to make presentations on their Technical Proposal at a date/time to be specified and conveyed by the Department of Tourism.
- All bidders scoring 60% or more i.e. 45 or more marks out of 75 in the technical bid shall be shortlisted and their financial bids shall be opened on the date prescribed. The highest cumulative scores of both technical and financial bids shall determine the successful bidder.

## **9.0 Terms and Conditions:**

1. Authorities of Tourism Department, UT Administration of DD and DNH will have the right to modify / change / add / delete any steps / events in the Action Plan.
2. The exact mode of evaluation of the proposals shall be decided by the UT Administration.
3. The final selection shall be subject to the approval by the appropriate Authority of the UT Administration of Daman & Diu and Dadra & Nagar Haveli.
4. Copyright of all creative works including logos, designs, jingles, photographs, movies etc. shall vest with the Administration which shall be free to use them in whichever way it wants.



5. The Authority of the UT Administration of Daman & Diu and Dadra & Nagar Haveli reserves the right to accept or reject any technical bid of any Agency at any stage of the bid or to disqualify any of the participants without assigning any reason what so ever.
6. The Marketing Agency will be appointed for a period of three years subject to a yearly review of the services of the said consultant and with the provision that Services of the Consultant may be dispensed with at any time, giving three months notice, in the event of non-performance, under- performance or any other reason which would be specified.
7. The cost incurred for bidding will not be reimbursed by the Department of Tourism which is also not bound to accept any proposal submitted.
8. The agencies are required to provide professional and impartial service and should avoid conflict with their other assignments.
9. The Consultants have an obligation to disclose any situation of actual or potential conflict that impacts or may impact their capacity to serve the best interest of the Department of Tourism or that may be reasonably perceived as having that effect. Failure to disclose such situation may lead to disqualification and termination of contract of the said consultant.
10. The Consultant must observe the highest standard of ethics during the selection and execution of future contracts. The Department may intervene at any point of time and may reject a proposal at any stage if it found that the consultant has indulged in corrupt or fraudulent activities and favored any vendor for any contract. In such case the Department deserves the right to black list both the vendor and the consultant for doing any business in both the territories.
11. The Consultant will have regular interactions with the Department of Tourism, which at times may be at short notice.
12. The Consultant will interact with the offices of the Department of Tourism in Daman, Diu and Silvassa by telephone/e-mail/fax, etc. to obtain inputs relevant to the Media Planning.

## **10.0 Other conditions:**

1. The period of validity of the tender is 90 days from the closing date
2. The Department is not bound to accept any tender or to clarify any reason for non acceptance of the same. The Department of Tourism reserves its right to accept the tender either in full or in part. Conditional, erroneous and incomplete Bids will be rejected outright.

## **11.0 Penalty Clause**

Any delays from the time schedule to be stipulated by the Department for items of work listed in the Action Plan would invite a penalty of 1% of the annual cost of consultancy per week, subject to a ceiling of 10% of the cost of consultancy, besides other action for underperformance / undue delays, including forfeiture of Performance Guarantee and blacklisting of the Consultant as may be deemed fit by the Department of Tourism, UT Administration.

## **12.0 Termination**

Department of Tourism may terminate the Contract of the Consultant in case of the occurrence of any of the events specified below:

- a. If the Consultant becomes insolvent or goes into compulsory liquidation.
- b. If the Consultant, in the judgment of Department of Tourism, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- c. If the Consultant submits to Department of Tourism a false statement which has a material effect on the rights, obligations or interests of Department of Tourism.
- d. If the Consultant places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to Department of Tourism.
- e. If the Consultant fails to provide the quality services as envisaged under this Contract. Reasons for the same would be

recorded in writing. In such an occurrence, the Department of Tourism shall give a written advance notice before terminating the Contract of the Consultant.

### **13.0 Force Majeure**

Neither party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder. Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this contract. A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

### **14.0 Dispute Resolution**

Any dispute between the consultant and the Department of Tourism shall be referred to the Administrator of the UTs of Daman & Diu and Dadra & Nagar Haveli and his decision shall be final and binding.

### **15.0 Jurisdiction**

The contract shall be governed by laws of Central Government as applicable to the UT's of Daman & Diu and Dadra and Nagar Haveli from time to time.

## **16.0 Important dates**

- |   |   |                                       |
|---|---|---------------------------------------|
| 1. Date of release of AD                        |   | 29 <sup>th</sup> July 2013            |
| 2. Date for Pre-Bid meeting                     | : | 8 <sup>th</sup> August 2013 1400 hrs  |
| 3. Last date for submission of bids             | : | 23 <sup>rd</sup> August 2013 1700 hrs |
| 4. Technical presentation of qualified bidders: |   | 27 <sup>th</sup> August 2013 1500 hrs |
| 5. Opening of financial bids                    | : | 29 <sup>th</sup> August 2013 1400 hrs |

### **For any further details contact**

#### **Chandrashekar K. S**

Joint Director (Tourism)

Directorate of Tourism, UT Administration of Daman & Diu and Dadra & Nagar  
Haveli, Paryatan Bhawan, Shaheed Chowk, Silvassa

Mobile. 9428828802,

e.mail id: [ks.chandrashekar@nic.in](mailto:ks.chandrashekar@nic.in), [ks.chandrashekar1@gmail.com](mailto:ks.chandrashekar1@gmail.com)

Land lines 0260-2641399, 2632985, 2250002

**[www.dnh.nic.in](http://www.dnh.nic.in), [www.daman.nic.in](http://www.daman.nic.in), [www.diu.nic.in](http://www.diu.nic.in)**

**(In the letter head of the company)**

Ref No: DNH/Tour/E/120

27<sup>th</sup> July 2013

**Financial quote for Appointment of Marketing Consulting Agency**

Appointment of Marketing Consulting Agencies	
Quote (in % to total budget)	

I am well aware of the project and I have read the Tender document and shall abide by all the terms and conditions mentioned therein.

Place, Date and Time

Signature of the Bidder along  
with the seal of the company