

# **Request for Proposal**

**For**

## **Empanelment of Multimedia Creative Agencies for the UTs of Daman, Diu & Dadra and Nagar Haveli**

**RFP Ref No: 5/198/DDT/Agency/2017-18/175**

**Dated: 04/04/2018**

Issued by  
Department of Tourism UT Administration of Daman & Diu  
Paryatan Bhawan Nani Daman – 396 210 Daman  
Phone: 0260 2250002  
Email: [tourism-dmn-dd@nic.in](mailto:tourism-dmn-dd@nic.in)

### **IMPORTANT DATES**

Last Date of Submission (Online): 24.04.2018 by 03.00pm

Last Date of Submission: 24.04.2018 by 03.30 pm

Date of opening of applications- 25.04.2018 at 3 pm

Presentation before committee- to be communicated later

(above mentioned dates are tentative)

**Empanelment of Multimedia Creative Agencies for Daman-Diu and Dadra & Nagar Haveli**

The Department of Tourism, UT Administration of Daman-Diu and Dadra & Nagar Haveli, invites applications for empanelment for a period of 1 year initially, from eligible and reputed Multimedia Creative Agencies as per the terms and conditions described in the tender document as per details enclosed in the tender document.

Agencies interested in applying for the empanelment may submit their duly filled applications with complete information as required as per the document. The tender document can be purchased on payment of Rs.2500/- (Rupees two thousand five hundred only) by Demand Draft drawn in favor of Deputy Director Tourism payable at Daman or downloaded from the website [www.nprocure.com](http://www.nprocure.com).

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## **CHAPTER - I**

### **Introduction**

Introduction:

The Department of Tourism, UT Administration of Daman, Diu and Dadra & Nagar Haveli is engaged in the development of Tourism activities in the UT Administration of Daman, Diu and Dadra & Nagar Haveli and as part of this endeavor, the Authority has initiated various projects for the promotion of tourism, art and culture in Daman, Diu and Dadra & Nagar Haveli.

For the said purpose, the services of a Multimedia Creative agency will be required on a turn-key basis from date of signing of the Agreement for one year. Whilst the proposed projects shall be held commissioned on various set of dates, the task of the Agency would begin forthwith with the execution of the Agreement and the Agency will assist in all matters including but not limited to planning and produce creatives for Television Commercials, Films, documentaries, photo-shoots, jingles, spots, audio programs, Digital, Activations, Campaigns including Corporate, Tactical and Topical, scripts, texts, stories, licenses, permissions, warranties and undertakings required to be obtained from various agencies and vendors / players at various stages.

For the said purpose, the services of a Multimedia Creative agency will be required on a turn-key basis from date of signing of the Agreement for one year. Whilst the proposed projects shall be held commissioned on various set of dates, the task of the Agency would begin forthwith with the execution of the Agreement and the Agency will assist in all matters including but not limited to planning and installation of various Multimedia Creative Advertising to be obtained from various agencies and vendors / players at various stages.

#### **Background**

a) Daman Daman or Damao, a Union Territory was a Portuguese enclave for four centuries and a half till the close of the colonial rule in 1961. The first Portuguese Captain Diogo de Mello, while on his way to Ormuz, met with a violent cyclone and when all hopes were lost, suddenly found himself at the Daman coast. Daman was the battleground to oust the Portuguese and had witnessed many a wars waged against the alien powers. It had been a melting pot where races and cultures met and mixed to bring forth a multicoloured identity. This paradise of peace, solitude and contentment with its coastline about 12.5 km along the Arabian sea (the Gulf of

Khambhat) was once known as Kalana Pavri or Lotus of Marshlands. A laid back little town, Daman is divided by the Damanganga river. Nani Daman (or Little Daman) in the north and Moti Daman (or Big Daman) in the south which retains something of the Portuguese atmosphere in its Government buildings and churches of colonial origins enclosed within an imposing wall.

Daman gratifies the whims of sun bathers and swimmers at its beaches, the historic churches with finely carved statues, majestic forts that rise in their imposing splendour, coconut groves, abundant greenery and round the year temperate climate all provide a lovely escape for those in search of bliss, happiness and fun far away from the bustles of city life. Being a port town, it offers an exquisite variety of sea food, fare to satisfy the demanding palates of fish lovers, while the quaint bars and sea side modern restaurants satisfy the pleasure of life. The friendly and hospitable people, Hindus, Christians, Parses and Muslims all living in harmony here on this exquisite pearl on the west coast compel visitors to come again and again. Of late, the town has fast emerged as the right place for corporate meets, conferences, seminars, orientation programmes and training sessions. Today Daman offers everything, be it heritage, culture, leisure, fun, adventure and business tourism.

This territory is well connected by rail, road and air. Daman and Dadra & Nagar Haveli is situated on the southern border of Gujarat state just off N.H. - 8 and is about 190 kms from Mumbai and 12 kms from Vapi - the nearest railway station on the Western Railway. Diu is on the Saurashtra Coast, about 90 kms south of Verawal and 200 kms from Rajkot.

The territories of Daman & Diu were merged with the Union of India on 11th August 1961 and were highly backward in terms of socio-economic development at that time. However, once the Government of India announced certain tax concessions for these territories in the 1980's there was rapid industrial progress followed by significant improvement in social development and health indicators. The UT Administration has given special emphasis to the development of tourism in the area to boost investment, socio-economic growth and harmony.

Daman receives approx. 3 million tourists annually and the important destinations that are normally visited in Daman are as under:

i) Jampore Beach: About 3 km south of Moti Daman, the Jampore Beach is sandy and safe for swimming, pleasant spot with casuarinas plantation on the sea shore, where one can commune with nature in sublime solitude. One can walk on the soft wet sand with golden tinge right into the sea during low tide. The beach line is broad and quite serene. The sea here is free from undercurrents and dangers. Horse riding is also available at Jampore Beach. The Fisherman's Beach at sea face in Nani Daman, yet another popular place is also a good sandy beach.

ii) Devka Beach: About 3 km north from Nani Daman, Devka Beach shoreline offers excellent recreation to the visitor. The ambience is serene and easy going. Walking the beach as the waves dance at your toes and the visual drama played out by nature with sea turning its colour and the sky mirroring each passing mood has always charmed the tourists. During low-tide, one can walk right into the sea and collect shells and various stones. The traveler can beat the summer heat by taking swim in the cool water of the sea but take precaution while bathing in sea as there are rocky formations beneath the water.

iii) Church of Bom Jesus: Started in 1559 but consecrated in 1603, the church of Bom Jesus was a parish church in the early days of the Portuguese rule. The monument is living tribute to the craftsmanship of Portuguese artisans in ornate and intricate design. The main feature of the church is its painted and gilt wooden altar reredos and pulpit. The richly carved main south door with the elevated facade, lofty ceiling, embellished with the statues of six saints are aesthetic and pleasing. Done in the best traditions of Roman Church art and architecture, the church dedicated to Bom Jesus attracts both, tourists and pilgrims, in large numbers.

iv) Chapel of Our Lady of Rosary: Against the fort wall is the Chapel of Our Lady of Rosary dating and gilded wooden panels illustrate stories from the lives of the blessed saints. The ceiling features charming carved golden cherubs. The statue of Mary of Rosary was placed on the altar in thanksgiving by the Portuguese commander for rescue from a Maratha attack by Shivaji.

v) Church of Our Lady of Remedies: The Church of Our Lady of Remedies was built by the Portuguese Governor and Captain in 1607 AD. The main altar is carved and gilded with 17th century engravings.

vi) Church of Our Lady of Angustias: The Church of Our Lady of Angustias built on the grave of Agostinho Xavier de Silva Vidigal is also a piece of master craft in wood built by Portuguese artists.

vii) Mirasol Resort and Waterpark: The Mirasol Resort and Waterpark is a wholly manmade wonder where the visitor enjoys boating in the artificially created lake surrounding the two islands connected by bridge. Various interesting features like mini train ride, video games, machan like setting on tree tops, water slides, and sumptuous food to make it a favourite family tourist spot. The brightly lit up fountains and the reflected lights during the night cast an amazing and magical spell on the tourist. The place has been the favourite for shooting of many a film because of its remarkable greenery and panoramic surrounding with well laid gardens and coconut tree cover.

viii) Vaibhav Waterpark: An array of 36 thrilling rides in Vaibhav Waterpark surrounded by farms of mangoes, coconut and chikoos on the Kanta Vapi road, about 7 km from Daman is another place for fun and adventure. An ideal place for family, the place offers non-stop excitement and good facilities.

ix) Fort of St. Jerome: On the north side of the Damanganga River, this fort in Nani Daman is named after St. Jerome, one of the most eminent fathers of the Catholic Church. Started in 1614 AD, after the Mughal Invasion, by the 12th Portuguese Viceroy of India, Dom Jeronimo de Azevedo it got completed in the time of Dom Francisco de Gama in 1672 AD. The small fort with a giant gateway facing the river with a large statue of St. Jerome and two giant human figures, on either side of the gateway encloses an area of 12250 sq.m. The fort encloses a church. Our Lady of the Sea (now used as a school) and a cemetery. The view of the small fishing fleet which anchors alongside from the fort is interesting.

x) Fort of Moti Daman: Soon after the conquest of Daman in 1559 AD, construction of this massive fort started and lasted till the end of 16th century AD. It encompasses about 30,000

sq. m. with ten bastions and two gateways - southern (land) gate and the northern (sea) gate. The fort is protected by a moat on the land side and also connects the river to the sea. The main street inside the fort runs north - south and all along the inner wall there are barracks of defence personnel.

xi) Light House, Daman: The stately Light House is another popular site for tourists.

xii) Festivals in Daman Fairs and Festivals are essence of Indian culture. This colorful cultural, social and economic panorama is the center of attraction and a rare combination, where the entire atmosphere is dazzlingly theatrical and lively. The main festivals are the Nariyal Poornima and Christmas. In Daman the various communities celebrate festivals like Holi, Diwali, Mahashivratri, Id-ulFitr and there are other local observances too.

Daman Beach Festival The administration for the first time organized a 3-day Daman Beach Festival on Lighthouse, Moti Daman from 28-30 Dec 2015 in a grand manner to showcase the cultural extravaganza of Daman. The festival was a grand success and was attended by thousands of visitors and locals over the 3-day festival period.

Gangaji Fair the Somnath Madadev temple in the village of Dabhel is the venue of a grand fair and celebrations every year in March. It is believed that the present Shivlinga miraculously appeared here in the 19th Century on the request of a monk who was a true devotee of Shiva. The existing temple was rebuilt in year 1972-73 and since then every year a fair is organized here which is visited by a large number of people from within the district as well as outside. Thousands having faith in the occasion congregate at somnath Mahadev, take their holy bath in the water tank, conduct the religious activities to invoke the blessings of lord Shiva.

Nariyal Poornima Organized by the administration of Daman and Diu and West Zone Cultural Centre, Nariyal Poornima is a regional festival held at Daman every year. This festival is a magnificent spectacle of a variety of colorful water sports at the creek between Moti and Nani Daman and culturally enriched show put up by the west zone cultural centre in the month of august. One of the highlights is the coconut food festival organized as part of the celebration.

This festival commemorates the end of monsoon season and the commencement of the fishing season for the sea faring community of this coastal region. They look forward to resume

sailing in the quest of action and adventure and livelihood. On the occasion of Nariyal Poornima, the people of Daman flock to the seashore to offer coconuts (Nariyal) to the mighty Gods who preside over wind and water. The strength of tradition and belief lends the atmosphere unique appeals and the day is marked by revelry joy and feasting.

Christmas Daman celebrates the Christmas Festival as part of its tourism promotion program and people from far and wide come to witness the fascinating Portuguese dance, which have retained its rich tradition and form. The festivals are noted for their performances in tune with superb melody and accompanying music. The festival aims to promote the good will and fellowship. Houses are decorated all over to receive the infant Jesus. Bright and colorful Christmas lamps cheer up the nights. Daman explodes with light, laughter, and song and dance during the happy season of Christ's nativity.

b) Diu – The Sound of Silence A paradise in its own right and situated off the southernmost tip of the Saurashtra Peninsula of Gujarat, Diu, the Isle of Calm is surrounded by the blue waters of the Arabian Sea on three sides and the picturesque Chasi on the North.

A travelers' "El Dorado", Diu has some of the most breath-taking natural and man-made wonders packed within minutes of each other. Cocooned in an area of just 38.80 sq. kms; it has few small but beautiful beaches each carrying a different charm for an unforgettable experience.

Small but yet sublime, this tiny pendant of Saurashtra is steeped in immense history. The Mauryas, Chalukyas, Rajputs and Mughals have all shaped and affected its history but it is the distinct Portuguese impact of over four centuries, lasting right up-to the liberation of Diu in 1961 which is evident even today.

As a grand testimony to the strategic importance the island held for its rulers, the Diu Fort, built in the 16th Century by the Portuguese, stands engulfed in peace and silence as a witness of the fierce past.

Discover your Quantum of Solace at the peaceful and beautiful Naida Caves situated just outside the Fort Walls. As you descend from its natural opening through intriguing network of hollows and steps, be amazed as the natural light plays hide and seek through the openings in its ceilings.

One may indulge in a variety of activities or just laze around for your blissful sojourn!

i) The Campaign – ILHA de CALMA A campaign was launched in February 2015 through various media platforms to make the place known to people who are looking to take a break and to create nationwide awareness.

The Campaign was very successful and won various awards besides having direct impact on the number of footfalls to the destination which has grown by 120% for the period Feb-May 2015.

ii) Festa De Diu In pursuance of the above objective to transform and create Diu as an important and niche destination besides putting Diu in the World Tourism Map, an event by the name and style of Festa De Diu was organized from 1st Dec 2015 to 15th Feb 2016.

The event created further awareness amongst tourists, increased flow of visitors, projected Diu as a viable investment destination for the Tourism Industry, boosted the local economy, and effectively projected Diu as a premium and niche destination to the global audience. The event further helped create and consolidate critical infrastructure for Destination Diu which are essential for development of any major tourist destination.

iii) Nagoa Beach: Nagoa Beach is perhaps the most beautiful and serene beach in Diu. A dip in its crystal clear waters is a must. Or simply unwind, sunbathe, wade in the shallow waters, ride on a camel or pony or try water sports available at the beach. Nagoa beach is home to a peculiar branching palm called “Hoka”. Brought by the Portuguese, Diu is the only place in India to have a luxuriant growth of these trees.

iv) Ghoghla Beach: Ghoghla Beach, with its golden sands, is the largest beach on the island of Diu. For those seeking adventure, this beach presents the perfect opportunity for swimming, sunbathing, parasailing or surfing. Food and accommodation are easily available at the beach. Ghoghla beach offers splendid views with occasional sightings of dolphins.

v) Chakratirth Beach & INS Khukri Memorial One of the advantages of being on an island is that you are bound by a beautiful coastline. Diu has a number of beautiful beaches including Chakratirth Beach. This beach is centrally located, adjoining the town of Diu.

During the India Pakistan War of 1971, the Indian Naval Ship Khukri sank as a result of three torpedoes fired at her by a Pakistani Submarine, taking down a crew of 18 Officers and 176 sailors. Captain Mahendra Nath Mulla Mahavir Chakra of the Indian Navy, the then Commanding Officer of the ship, chose to go down with the warship. The Memorial pays homage to the heroic act of Captain Mulla and his valiant crew. There is an amphitheater adjoining the memorial. Also, one can see the beauty of sunrise and sunset from the same point here.

vi) Gomtimata Beach: With its quiet environment, ceaselessly rolling waves and white-sands, the Gomtimata Beach has a mesmerizing effect on those who come seeking a moment of repose. Swaying palm trees and the cool sea breeze makes this beach popular with tourists from all over the world. Swim, sunbathe or simply dip your feet in the waters of this serene beach. Gomtimata Beach is located to the west of Diu and is easily accessible from anywhere on the island.

vii) Jalandhar Beach: For those looking for a divine experience, a visit to the Shrine is a must. Climb the hillock located just off Jalandhar beach to find the stone carved face of Jalandhar, a mythological demon who was killed by Lord Krishna. Enjoy the beachfront and amazing sea views from up here and let go of all your worries.

viii) Diu Fort & Panikota: The Diu Fort is a majestic sentinel silently overlooking the Arabian Sea. Built in 1535, this Portuguese fort was known to provide a strategic vantage point against enemy attacks. The fort with its double moat, a splendid array of cannons, small chapels, engraved tombstone fragments, and look-out points, presents a perfect getaway for those looking to escape the humdrum of city life. Prepare for a truly unique and calming experience when you visit the Fortress of Panikota. Also known as “Fortim do Mar”, this magnificent seafort is built at the mouth of the creek and can be accessed only by canoe or motor boat. In it also reside a lighthouse and a chapel consecrated to Our Lady of the Sea.

ix) Naida Caves: The Naida Caves are an explorer’s delight. Located outside the city wall of the Diu fort, these caves are a network of hewn hollows and steps which beg to be explored. The history of the caves suggests that the Portuguese hacked off building materials

during their reign, which resulted in the formation of the caves. Plan a visit on a clear sunny day, and be assured that the cave's natural openings will not disappoint with a spectacular display of light.

x) St. Paul's Church Built in 1610, this impressive church is dedicated to Our Lady of Immaculate Conception. Its baroque style of architecture and curiously treated volutes make it the most elaborate of all the Portuguese churches in India. This place of worship, with its white spires that seem to reach out to the skies, proclaims peace and divinity in the quite, little enclave of Diu.

xi) Gangeshwar Temple The temple finds its name in mythology as the temple where the five Pandavas worshipped Lord Shiva during their exile. The most remarkable feature of the Gangeshwar Temple are the five shivlings set amidst the rocks. The shiv lings get washed by the waves of the sea, exposing only the tip of the lingams during high tides. The cave temple exudes powerful energy and is much revered by devotees of the mighty Lord Shiva from around the world.

xii) Church of St Francis of Assisi Built in 1593, the Church of St Francis of Assisi is one of the oldest and most beautiful churches on the island. A divine message seems to reverberate everywhere when you stand in this church of immaculate architectural beauty. This old church overlooks the mesmerizing Arabian Sea. Besides the above, there are various other important sites frequented by visitors like the Nagar Sheth Haveli, Seashell Museum etc.

c) Dadra and Nagar Haveli Small is beautiful and so is the UT of Dadra & Nagar Haveli, having an area of 491 sq. km. and a population of 3,43,709 (as per 2011 Census), comprises of two enclaves: Dadra and Nagar Haveli. The territory is sandwiched between the states of Maharashtra and Gujarat near the west coast, Silvassa being its Capital derives its name from "SILVA" meaning wood in Portuguese. An erstwhile Portuguese enclave liberated in the year 1954 still has the reminiscence of the old days. The forest cover over 40% of the total geographical area gives it a look of woodland. The sheer greenness of woods and its conditioning effect on weather instantly freshens up the minds of tourists and offers them peace. For nature lovers, Dadra & Nagar Haveli's lush green forests, rivers, waterfall, gardens, scenic landscapes

and its wildlife will seduce you. Another important aspect of the U.T. is its tribal inhabitants, who constitute 60 % of the total population.

Their rich and vibrant culture can be witnessed through their folk dances, rituals and lifestyle. They make the place lively with their presence and add colour and beauty to the still landscape of the territory. Dudhani Lake, Deer Park, Lion Safari, Natural Park, Butterfly Park, Tribal Museum, Floating Musical Fountain, Trekking, Madhuban dam are some of the unlimited attractions of Dadra & Nagar Haveli.

Dadra and Nagar Haveli receives approx. half a million tourists annually and the important destinations that are normally visited are as under: i) Adventure & Water Sports Centre at Dudhani Dudhani & Kauncha lies around 40 km from the main town of Silvassa. The winding journey to Dudhani, along the lake, offers a stunning view of the rolling hills draped in lush greenery. The mesmerizing lake and the fresh mountain air make Dudhani an enchanting retreat. The beautiful green pastures and the calmness are very rewarding for any visitor. It's a perfect place to unwind, away from the hustle bustle of modern world. One can enjoy the rich scenic beauty while taking a boat ride and cool breeze arising from the backwaters. You can spend some quality time here while watching the sunset. The rain just adds to the beauty with greenery all around making it picture perfect! Dudhani is an idyllic spot to enjoy the magic of the monsoons!

The sleepy little village – Kauncha with its breathtaking view of the plains and unique tribal culture makes it one of its kind. The village is situated amidst small green hillocks just beside the Madhuban Dam on Daman Ganga river. Kauncha is blessed with a pleasant climate around the water full dam adds to the beauty of the place. Exploring this tiny village leads one to experience the beautiful varli art work and making of the traditional instrument called the Tarpa. The rich and vibrant culture can be witnessed through their folk dances, rituals and lifestyle. They make the place lively with their presence and add color & beauty to the still landscape of the territory. The UT Administration has given special emphasis to the development of tourism in the area to boost investment, socio-economic growth and harmony. In pursuance of the above objectives, the Authority is developing Adventure & Water Sports Centre at Dudhani – Kauncha on PPP basis.

## ii) Accommodation at Dudhani & Kauncha

Dudhani & Kauncha lies around 40 km from the main town of Silvassa. The winding journey to Dudhani, along the lake, offers a stunning view of the rolling hills draped in lush greenery. The mesmerizing lake and the fresh mountain air make Dudhani an enchanting retreat. The beautiful green pastures and the calmness are very rewarding for any visitor. It's a perfect place to unwind, away from the hustle bustle of modern world. One can enjoy the rich scenic beauty while taking a boat ride and cool breeze arising from the backwaters. You can spend some quality time here while watching the sunset. The rain just adds to the beauty with greenery all around making it picture perfect! Dudhani is an idyllic spot to enjoy the magic of the monsoons!

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iii) Vanganga Lake Garden About 5m km away from the capital city of Silvassa, spread across acres of greenery, is a well maintained park with jogging tracks, Japanese style wooden bridges and thatched huts. The garden has played the muse for many Bollywood films. The best time to visit is in the evenings when visitors can relax and go for long walks. There is also a large lake for boating. India's longest musical fountain is being installed in the lake.

iv) Deer Park Situated on the Khanvel-Silvassa road, the wildlife sanctuary boasts of a variety of deer species like Sambhar, Chital, Nilgai, among others, along with a diverse bird population of Peacocks, Paradise Fly-catcher, Flameback Woodpecker and more. Inside the park,

there is a watch tower from where one can get an amazing panoramic view of the entire Satmalia Park as well as the distant Madhuban Dam.

v) Vasona Lion Safari One of the major attractions of Silvassa, it is about 10km away from the capital city and is spread over twenty acres. The Lion Safari Wildlife Park is enclosed in a wildlife sanctuary with a wall built around it. Visitors are driven in vans that are fitted with net mesh screens to admire the majestic Asiatic lions in their natural habitat.

vi) Nakshatra Garden At this unique astrology-based garden which includes several components like the Nakshatra van, Raashi van, Grah van and a medicinal plant section, visitors are fascinated with the sight of colourful shrubs, crisscrossing footpaths and kiosks for sitting. Both the children play section and the centrally located garden, are extremely popular with the visitors

vii) Tarpa Festival In pursuance of the above objectives, Tarpa Festival is organized annually in the month of December and in 2015 too, the administration expanded this cause and organized the Tarpa Festival in a grandeur manner. Dadra and Nagar Haveli is famous for the existence of various tribes with different, amazing culture and traditions. Although all through the state these tribal dances and festivals are celebrated with great enthusiasm, Silvassa celebrates these cultures and traditions with deep devotion.

The Tarpa Festival derives its name from the famous and extremely popular folk dance of Dadra & Nagar Haveli - the Tarpa Dance. This dance form is particularly famous amidst the Varli, Kokna and Koli tribes of Dadra and Nagar Haveli. The dance performances are usually done on moonlit nights. With the musical accompaniment of a wind instrument named Tarpa, the dancers encircle the “Tarpakar” and they dance past mid night. The dance performed by the villagers is a true mirror to their unity and coordination. All the participants join hands and swing in circles while singing themselves.

Tribal festivals and events include boat and swimming races, and folk dance, Rangoli and tattoo painting competitions. Cultural programs and dances are held in the evening. Tarpa Festival is indeed a cultural Fiesta with the tribal culture and traditions being displayed at its best Tourism is evolving as a major economic activity in Daman & Diu and Dadra & Nagar Haveli,

having direct and indirect impact on all other sectors of economy. Tourism has contributed substantially to the economic development of UTs by way of employment generation, foreign exchange earnings and infrastructural development. In order to have a strategic plan for long term Tourism development the UTs Tourism Policy and Tourism Master Plan of Daman & Diu and Dadra & Nagar Haveli is also under consideration.

The purpose of this empanelment process is to shortlist agencies, which will be entrusted the work of all kinds of Advertising and Communication Agencies for the UTs of Daman, Diu & Dadra and Nagar Haveli.

## CHAPTER - II

### SCOPE OF WORK

The Department of Tourism, Daman-Diu and Dadra & Nagar Haveli is the nodal agency for all Multimedia creative works for the UTs of Daman & Diu and Dadra & Nagar Haveli. The empanelled agencies will work as per the creatives approved by the Tender Inviting Authority.

The scope of services shall include but not be limited to the following:

- i. The Agencies will be required to suggest, devise and implement brand building strategies, aimed at positioning Daman, Diu and Dadra & Nagar Haveli Tourism appropriately in chosen market segment and enhancing brand's overall brand equity. This responsibility includes all the works relating to branding and marketing, which are enumerated below.
  - a. Conducting basic research activities for understanding the behavior of Tourists and general public at large in various segments.
  - b. Developing communication strategies, evaluating & piloting the same and suggesting appropriate strategy to improve brand equity of Daman, Diu and Dadra & Nagar Haveli as an upcoming tourism destination.
  - c. This will include all works relating to development of Creative, script and artworks for production of TV commercials, Radio Jingles, Online Media creatives, adaptation of creatives for various applications etc.
  - d. Detailed treatment notes and Video shoots for the Television Commercials, Radio Spots, Social Media Films and Still Photography based on the final concept & script
  - e. The shoot (Video & Still) would include shooting across all the territories of Daman, Diu and Dadra & Nagar Haveli.
  - f. The video shoot for all Television Commercials and Social Media Films is to be conducted.
  - g. Study and report the impact of the marketing communication campaigns / strategies implemented by it. A detailed report on each campaign will have to be provided from time to time.
  - h. The agencies will provide information on industry trends with special reference to mass communication, advertising, etc., by players in the tourism sector and accordingly formulate the tourism marketing plans for Daman & Diu.
  - i. All kinds of social media activities and campaigns for the UTs of Daman, Diu & DNH will be taken care by the agency.
  - j. The Agencies will develop necessary creatives, artwork and script for TVCs, radio jingles online and digital advertising, promotional materials, in-branch display utilities, contests, customer loyalty programs, BTL activities, etc. and implement the same.

- ii. The Agencies will conduct detailed site recce.
- iii. At-least 5 rounds of client feedback for each destination and changes need to be factored in for all of the above outputs
- iv. All crew hire and traveling for the recce shall have to take care of their travel, stay, F&B and TBL themselves. No extra costs for manpower shall be provided beyond the final contracted rate.
- v. The Agencies will be responsible for processing, hire of equipment's, studio hire, procuring all necessary permissions etc.
- vi. All above mentioned Multimedia releases must be done on DAVP rates only.
- vii. All the requirements of creative – designing, publishing or production regarding any promotional and marketing activity of the UT Administration of Daman, Diu and Dadra Nagar Haveli should be undertaken by the selected agency.
- viii. The Scope of Services specified in this Clause are not exhaustive and the Agency shall undertake such other tasks as may be necessary to successfully implement the marketing plan for the territories of Daman, Diu and DNH.

## Chapter III

### **PROCEDURE FOR EMPANELMENT OF MULTIMEDIA CREATIVE AGENCIES FOR THE UTS OF DAMAN, DIU & DADRA AND NAGAR HAVELI**

An initial screening of all the applications will be undertaken at Department level after evaluation of all the applications on the basis of qualifying criteria as laid down in para titled “Qualifying Criteria” below. Those Multimedia Creative Agencies, who fulfill the terms and conditions prescribed in the empanelment document, will be called for presentation by the Department of Tourism, UT Administration of Daman, Diu and Dadra & Nagar Haveli. All the proposals received will be scrutinized to assess the eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection. **Agencies not fulfilling the qualifying criteria are therefore advised not to apply.** Subsequent to the presentation and discussions with the short-listed Multimedia Creative Agencies, Maximum of Seven agencies will be selected thereon based on final ranking and will be issued a letter of award. The evaluation for empanelment of agencies will be done on the following aspects.

- a. Existing office set up of the agency and the lists of creative personnel available on its payroll/retainer basis, Creative software available in the office, no of computers, printers, scanners etc. give full details. (Enclose details and write up on the letterhead of the company).
- b. List of existing and retained clients and work done for these clients in the past five years.
- c. The empanelment process shall be based exclusively on the creative and technical parameters only. The financial bids are required to be submitted at this stage.
- d. The agencies fulfilling the eligibility criteria will be requested to make a presentation of some of their recent creative's done by their Team.
- e. The agencies will be evaluated based on the following:
  - The agency’s understanding of the Tourism Industry in Daman & Diu and Dadra & Nagar Haveli.
  - Quality of Personnel, in term of experience, exposure to different products, etc.

- Recent creative work done for print media and past track record.
- Recent posters/brochures on products designed by them especially for tourism sector.
- Availability of infrastructure facilities.
- Clients handled
- Work done in the past with special focus on tourism promotion.

## **Chapter IV**

### **DURATION OF EMPANELMENT OF MULTIMEDIA CREATIVE AGENCIES**

The empanelment of selected agencies shall be for a period of one year, from the date of empanelment which may be extended further for a period of one year depending on satisfactory performance of the empanelled agencies. The empanelled agencies will work with the Tourism Department and undertake all Multimedia Creative Agencies. However, in case of unsatisfactory performance by an empanelled Multimedia Creative Agencies, the Tourism Department shall be at liberty to terminate the empanelment of the said agency by giving a notice of 15 days in writing. In any case Tourism Department reserves the right to curtail the period of empanelment and to issue fresh expression of interest, for empanelment of agencies during any time of the empanelment period, solely at its own discretion and without giving any notice to the empanelled agencies. The Tourism Department also reserves the right to invite open tenders from open market for events/ activities proposed to be organized. The Empanelled agencies will have to compulsorily participate in all e tenders floated by the Tourism Department and if any agency is found to be following unfair business practice such as cartelling, making offers and monetary consideration to any staff of the Tourism Department, engaging in corrupt practices, violating terms and conditions of the tender, showing unsatisfactory service delivery and output etc the concerned agency will be removed from the panel.

## **Chapter V**

### **QUALIFYING CRITERIA**

The Tourism Department shall evaluate the capabilities of the Agencies based on their profile and also keeping in view of the following criteria. Agencies not fulfilling the below criteria need not apply.

(a) Technical Capacity:

1) The Bidder shall be a sole Proprietorship firm / a Partnership firm / a Company incorporated under the Companies Act 1956 / 2013. Consortia, joint ventures, academic and voluntary organizations are not eligible to participate in the RFP process.

2) The Bidder shall have undertaken a minimum of 3 (three) Multimedia Creative Advertising and Communication projects / assignments as specified hereafter of which at-least 2 (two) should be of minimum order value of Rs. 25 Lac each or more. The third assignment should be of minimum order value of Rs. 10 Lac or more. Sub-contracted or sublet jobs on their names will not be considered towards eligibility.

3) The Agency should have experience of at least 5 years in Advertising field. Sub-contracted or sublet jobs on their names will not be considered towards eligibility. The Company which has the Work Orders / Invoices / Agreements directly from clients in its own name, pertinent to the 'Eligible Assignments' as below, shall only be considered for this purpose.

Eligible Assignments:

For the purposes of determining and satisfying Conditions of Eligibility and for evaluating the Proposals under this RFP, the Assignments in respect of Multimedia Creative related Projects, the following projects shall be deemed as eligible assignments (the "Eligible Assignments"). Sub-contracted or sublet jobs on their names will not be considered towards eligibility.

Advertising & Communication related projects from Government / State Government / Semi-Government / PSUs / Departments / Chambers of Industry Associations / Tourism Boards / International Organizations / Companies.

(b) Financial Capacity: The Agency shall have received a Cumulative Turnover of Rs. 15 Crores (Rupees Fifteen Crores) during the last three financial years preceding the PDD.

(c) The agency shall not have been blacklisted/debarred by any Central/State Government/Public Sector Undertakings/Banks.

(d) Agency should not be involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this Request for Empanelment and in execution of agreement.

**(c) Mandatory Documents** to be submitted by the bidders:

- i. Tender Fee of Rs. 2,500/- in the form of a Demand Draft drawn on any nationalized / scheduled bank in favour of The Deputy Director of Tourism payable at Daman.
- ii. Company/Firm Registration Details with certificates
- iii. PAN card details and GST Registration Certificate.
- iv. Cumulative Turnover details of last three years along with CA Certificates.
- v. Audited Balance Sheet of the last three years
- vi. Copy of Income Tax Return (ITR) of last three years
- vii. Proof of eligible projects.
- viii. Proof of professional experience
- ix. Proof of the Agency should having full accreditation with Indian Newspaper Society (INS), Indian Broadcasting Foundation (IBF) and accreditation or registration with Doordarshan (DD) and All India Radio (AIR) as on date of RFP. Please attach proof of each accreditation.
- x. The company should have won at least 1 international &/or national awards in recognition of its work. This should be substantiated with copies / Certificates of the Awards for this to be considered.
- xi. The agency shall not have been blacklisted/debarred by any Central/State Government/Public Sector Undertakings/Banks.

**Proposal Evaluation**

**7.1 Evaluation of Technical Proposals**

**7.1.1** In the first stage, the Technical Proposal will be evaluated on the basis of Company's experience, understanding

of scope of work and proposed methodology.

**7.1.2** In case the bidder does not fulfill the Minimum Eligibility Criteria as specified in this RFP, the bid shall be disqualified.

The scoring criteria to be used for evaluation shall be as follows:

SN no.	Evaluation criteria	Scoring methodology	Maximum Marks								
<b>1.</b>	<b>Technical Capacity of the Bidder</b>		<b>40</b>								
	No. of Additional Projects undertaken	<p>a) Additional Number of assignments of minimum Rs. 10 lacs undertaken by the applicant as specified in Clause 5.1 shall be awarded marks as under: Sub-contracted or sublet jobs on their names will not be considered towards eligibility.</p> <table border="1"> <thead> <tr> <th>Addl. Project</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>1 Project</td> <td>5</td> </tr> <tr> <td>2 Projects</td> <td>10</td> </tr> <tr> <td>3 &amp; more Projects</td> <td>15</td> </tr> </tbody> </table>	Addl. Project	Marks	1 Project	5	2 Projects	10	3 & more Projects	15	15
Addl. Project	Marks										
1 Project	5										
2 Projects	10										
3 & more Projects	15										
	Relevant Experience	<p>a) Above 5 yrs – 09 yrs: 05 Mark</p> <p>b) Above 10 yrs – 15yrs: 10 Marks</p> <p>c) Above 15 years: 15 Marks</p>	15								
	Cumulative Turnover of Company	<p>a) Above Rs. 15 Cr – 20 Cr: 05 Marks</p> <p>b) Above Rs. 20 Cr – 25 Cr: 10 Marks</p> <p>c) Above Rs. 25 Cr: 15 Marks</p>	15								
	Awards	<p>Creative Director Designate for this Project having won at-least 5 (Five) Awards of National / International repute. This should be substantiated with copies / Certificates of the Awards for this to be considered OR the 'Company' &amp;/or 'Director' should have won at-least 03 (three) awards of national / international repute for all those projects being submitted as 'Eligible Assignments', for the purposes of this RFP.</p>	15								
	<b>Presentation - Creative/Conceptual Capacity of the Bidder</b>		<b>60</b>								
	Key Differentiators -Conceptual	<p>Basis the understanding of the uniqueness of the destination, the upcoming Festivals and facilities, describe 3 key differentiators (at a conceptual level) that you would inculcate. Kindly note, that these 3 aspects should be directly pertinent in making the campaign that much more engaging and impactful, keeping in mind the end objective of informing, interesting and enticing the masses about the upcoming destinations and its festivals and giving them sneak peeks into what awaits them at Daman, Diu and Dadra &amp; Nagar Haveli. These 3 aspects can be standalone thoughts, which irrespective of the nature of the final concept and script, should be reflective of your creative and conceptual abilities to add value to the entire campaign.</p>									

Key Differentiators – Creative Artwork, Campaign Production	Basis the understanding of the uniqueness of the destinations and the upcoming Festivals and facilities etc., describe 3 key differentiators (at a production level) that you would like to incorporate while producing the campaigns. Kindly note, that these 3 aspects should be directly pertinent in making the campaign that much more visually informative, elaborate, engaging and exciting from a production point of view. These 3 aspects can be standalone thoughts, which irrespective of the nature of the final concept and script, should be reflective of your abilities to add value to the entire campaign.	
Production Methodology	Basis the understanding of the uniqueness of the destinations and the upcoming Festivals and facilities etc., but irrespective of the nature of the final concept and script, detail out the approach methodology which your agency intends to take up while producing the Campaign(s).	
Creative Team	Basis the Production Methodology as detailed out by you, define the creative team, including highlighting the key members within it, which you intend to engage while producing the said Campaign(s).	
All documents detailing the Agency's profile, Creative Director's profile, technical expertise, experience and proof of similar assignments handled in the past as per 'Eligible Assignments'. Sub-contracted or sublet jobs on their names will not be considered towards eligibility.		
<b>Total ( 1 + 2)</b>		<b>100</b>

**Note:**

In case the Agency fails to submit the documentary proof in respect of above, then the Agency will not be allotted proportionate marks in respect of the unavailable documentary proof for that particular item/criteria. Sub-contracted or sublet jobs on their names will not be considered towards eligibility.

The following terms and conditions will be applicable for the agencies.

1. The agency will have to abide by the guidelines and the standards laid down by the ADVERTISING/MARKETING STANDARDS COUNCIL OF INDIA/ Govt regulations and shall not create anything on behalf of the Department that will be violate any moral standards, legal framework and Government guidelines. In case the agency fails to meet these guidelines then Tourism Department will terminate the empanelment and forfeit the Security Deposit.
2. In case there are any allegations from any third party regarding plagiarism and infringement of any copyright, then the sole responsibility and the consequent legal proceedings for the same shall be that of the agency and the empanelled agency will have to indemnify the Tourism Department against the same. The empanelled agency will have to indemnify and keep indemnified the Tourism Department against any or all claims arising out of any or all actions of the agency.
3. The firm should provide their services on 24 hrs basis and the firm should publish the advertisements within 24 hours and should provide at least two months credit facility from

the date of submission of fully completed bills, to the Department.

4. The Empanelment Application shall be clear and without any condition. Conditional Empanelment application shall be summarily rejected.
5. TDS/ Income Tax etc. will be deducted at source from the bills of contractor as admissible under the rules.
6. GST is payable as admissible under the rules.
7. If any dispute arises out of the contract with regard to the interpretation, meaning and breach of the terms of the contract, the matter shall be referred to by the parties to sole Arbitrator decided by Tourism Department, DD, and whose decision shall be final. Provision of the Arbitration and Conciliation Act, 1996 or any statutory modification or re-enactment thereof and the rules made there under and for the time being in force shall apply to the Arbitration proceeding under this clause.
8. In case of delay in publishing the advertisement within the stipulated period of 24 hours, the firm shall be liable to pay a penalty @2% of the estimated cost of Advertisement or Rs.1000/-Whichever is higher per day per advertisement upto maximum one week. Non execution of order beyond one week, the contract shall be liable to be terminated. Fine will be imposed as deemed fit by the Tourism Department for non completion of work in time. The agency will not lobby or bargain for any contracts/advertisements with the Tourism Department and the interest of the Government shall be protected at all times by the Empanelled agency, at the time of releasing advertisements in the shortest possible space, timely release of advertisements to newspapers, and while advising the Tourism

Department about the media plan in case of special advertisement campaign on any particular issue of common interest. The agency will have to bear the entire cost of advertisement if incorrect matter is printed in any publication due to negligence of the agency. The Agency shall not enter into illicit cartel arrangements with other empanelled agencies, failing which the empanelment will be terminated immediately.

9. Bill should be accompanied by the advertisement clippings of Newspaper in which advertisement has been published.

10. Each firm empanelled shall provide a security deposit of Rs.50, 00,000/- (Rupees fifty lakhs) which will be non interest bearing and will be valid for a period of 36 months from the date of award of contract. The same will be returned after successful completion of the contract by the firm. The bank guarantee will be forfeited by the Tourism Department in case the agency violates any terms and conditions of the empanelment.

11. There shall be no assurance of fixed quantum of work from the Tourism Department to the agencies.

The agencies fulfilling the above requirement should submit their Application in the name of Deputy Director Tourism, Paryatan Bhawan, Nani Daman, UT Administration of Daman & Diu and Dadra & Nagar Haveli in a sealed/taped cover so as to reach this office on **24/04/2018 by 03.30 pm and super scribed "Application for Empanelment of Multimedia Creative Agencies"**. The date for presentation before the Selection Committee will be intimated to the applicants after the initial screening of the applications by the Tourism Department.

12. Applications will be opened in the presence of the representatives, if any of the applying agencies on the date and time mentioned above.

13. Acceptance of the Application will rest with the Tourism Department, DD & DNH who reserves the right to reject or partially accept any or all the Applications received without assigning any reasons. The Applications are liable to be cancelled, if any of the above conditions are not complied with. Parties participating in this empanelment process shall be deemed to have accepted all the terms and conditions of the process, unconditionally and an undertaking to this effect shall have to be given by the agency on its letterhead.

14. Request for proposal will be invited from the empanelled agencies for execution of the work.

## **JOB ALLOCATION**

A maximum of seven agencies will be empanelled by the Tourism Department, UT Administration of Daman, Diu and Dadra & Nagar Haveli. E- Tenders/quotations for undertaking various activities by the pre qualified/ empanelled agencies will be issued to the empanelled agencies as per the scope identified by the Tourism Department. The empanelled agencies will be required to provide services to the Daman & Diu and Dadra & Nagar Haveli Tourism Department for services and other scope of work mentioned in the tender document. In the event of specific launch of a media campaign, or for release of any other advertisement, the Daman & Diu and Dadra & Nagar Haveli Tourism Department reserves the right to contact any/all empanelled agencies to develop/submit creative's and also to distribute the creative so developed amongst one or more agencies selected for further release of the same to the media. The duration of empanelment shall be initially for a period of two years which may be entirely at the discretion of the Tourism Department. The Tourism Department reserves the right to terminate the services of any agency at any point of time without assigning any reason whatsoever. **Daman & Diu and Dadra & Nagar Haveli Tourism Department reserves the right to reject any or all the applications without assigning any reason whatsoever.**

## Chapter VI

### **SUBMISSION OF DOCUMENTS**

Proof to this effect will have to be submitted in the application. Interested Event Management cum Advertising Agencies shall submit the following documents:-

1. Regular Billing for the last three consecutive years should be preferably Rs three crores. Certificate from a chartered accountant to be submitted failing which the application for empanelment will be rejected.

Total turnover for the year (Rs. in crores)

(a) 2015-2016 \_\_\_\_\_

(b) 2016-2017 \_\_\_\_\_

(c) 2017-2018 \_\_\_\_\_

(Attach certificate from Chartered Accountant)

2. Proof of continuous & regular existence for the last six years.
3. Details of Clients (Proof and reference of minimum 05 clients is required)
4. GST Registration No. (Attach photocopy of latest tax filing).
5. PAN number of the applicant is compulsory.
6. A Corporate Profile of the agency.
7. Audited Balance Sheets for past three financial years
8. List of major campaigns run.

10. Any other relevant document.

All the application forms should be complete with the required certificate/documents mentioned therein. If any one of the above documents, required to be submitted, is found wanting, the offer is liable to be rejected at that stage. However, Dy. Director (Tourism) of Tourism Department at its discretion may call for any clarification regarding the document. Dy. Director (Tourism) of Tourism Department at its discretion may also ask for the submission of any additional/missing/incomplete documents(s) within a stipulated time period. In such case(s), the party shall have to comply the Dy. Director (Tourism) of Tourism Department requirement within the specified time. In case of non-compliance to such queries, the offer will be out rightly rejected without entertaining further correspondence in this regard.

**Chapter VII**

**FORM-1**

To be filled and supporting proof to be scanned and uploaded on e tender website.

**APPLICATION FOR EMPANELMENT OF MULTIMEDIA CREATIVE AGENCIES**

(To be submitted by Event Management cum Advertising Agencies on their Letter Heads)

\_\_\_\_\_

(I) Name of the Multimedia Creative Agencies

(II) Contact Details:

Office Address:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone Nos:

\_\_\_\_\_  
\_\_\_\_\_

Fax No.: \_\_\_\_\_

Email id: \_\_\_\_\_

(III) Full Address of the Head Office/Other Offices

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_

Telephone Nos:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Fax No.: \_\_\_\_\_

Email id: \_\_\_\_\_

[IV] Name and Designation of the Contact person/s.

\_\_\_\_\_

Telephone Nos: \_\_\_\_\_

Fax No.: \_\_\_\_\_

Email id: \_\_\_\_\_

[V] Year of Establishment \_\_\_\_\_

[VI] Legal Status of the Multimedia Creative Agency

(Proprietor/Partnership/Private Ltd./Public Ltd.). pl enclose supporting documents.

\_\_\_\_\_

\_\_\_\_\_

[VII] Infrastructure Facility available with the Advertising/ Marketing Agency.

➤ No. of Employees (give details of staff)

\_\_\_\_\_

➤ Whether an Art Deptt. Exists?

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➤ No. of Creative team members:

---

➤ Number of Media Experts:

---

➤ Does a full-fledged studio exist? (Give details)

---

➤ Recording facilities:

---

➤ Printing facility, if tie up with any press please state:-

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➤ Any other information

[VIII] Name of Managing Director, Directors and Top Management.

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[IX] List of Current Clients (public sectors/private sectors)

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[X] List of Banking and Financial Sector PSUs/Companies serviced in the past 5 years. (Attach copies of Award Letters/Other relevant proof).

[XI] State reasons why do you think that you are suitable for empanelment with the Department of Tourism, Daman-Diu and Dadra & Nagar Haveli

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Give full particulars of related work like advertising and designing, organizing international and domestic road shows, making of a film, release of advertisements etc done in the past five years along with proof such as work orders, appointment letters etc.

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

I hereby state that I accept and agree to all the terms and conditions of this empanelment process and I shall not raise dispute about these conditions at a later date:

Signature & Seal \_\_\_\_\_

Full Name: \_\_\_\_\_

Designation \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

UT Administration of Daman & Diu and Dadra & Nagar Haveli

Department of Tourism, Daman

Tel: 0832 2226515/2224132/2226728 Fax: 0832 2430133

Email:

Web:

Name of the work: Empanelment of Agencies (E-Tender Mode only)

**PERFORMANCE FROM BIDDER**

**E-Tender Notification No. DDT/ / / Date: .2018**

<b>S No.</b>	<b>Description</b>	<b>Uploaded YES/NO</b>
1.	CA certified turnover certificate	
2.	Tender Fees	
3.	GST No. (Attach photocopy of latest tax filling.)	
4.	Pan Card Copy	
5.	Proof of continuous & regular existence for the latest five years.	
6.	Details of Clients	
7.	A Corporate Profile of the agency	
8.	Audited Balance Sheets and P&L Statement	
9.	List of major campaigns run.	
10.	Particulars of Empanelment of Multimedia creative Agency – Enclosed as Form - I	