



INVITATION OF BIDS
FOR
PRINTING OF TOURISM PROMOTIONAL
MATERIAL FOR TELANGANA STATE



**Department of Tourism, Govt. of Telangana,
Secretariat Road, Near Tank Bund,
Hyderabad-500063**

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INVITATION OF BIDS FOR PRINTING OF TOURISM PROMOTIONAL MATERIAL FOR TELANGANA STATE

1. OVERVIEW

The Department of Tourism, Government of Telangana participates in various Tourism Fairs & Marts in the key markets of India and overseas to effectively promote rich heritage, culture, tradition and tourism of the state and in turn increase the domestic and international tourist arrivals to the state. To take forward the promotion of Tourism in re-organized districts (31) of newly formed Telangana State, the Department of Tourism would like to utilize the services of a Media & Advertising Agency for producing the creative's and promotional material for distributing to the visitors / tourists during the said events.

2. INTRODUCTION

Department of Tourism, Government of Telangana invites Bids from competent media and advertising agencies for conceptualizing and designing creatives for publicity and promotion of Telangana Tourism. The application forms will be available from 29th October, 2016 to 28th November, 2016 in the O/o Commissioner of Tourism, Secretariat Road, Near tank Bund, Hyderabad, Ph: 040 23459282. The Bids should be submitted by interested parties on or before 28th November 2016 up to 3:00 PM. The Bids will be opened on 29th November, 2016 at 11.30 AM.

The Advertising agencies shall have at least 10 years experience with a proven track record with large business houses on major national / international campaigns, especially for products in the Tourism / Hospitality Industry for complete seamless 360⁰ solutions through well thought about strategy, innovative creative's, astute media planning, cost effective media buying across all media. An indicative scope of work is mentioned in the document and should be delivered by the selected agency in its entirety.

Department of Tourism reserves the right to reject any or all the bids without assigning any reason whatsoever.

Bids shall be accompanied by the following submissions, without which the bid will not be considered:

- non-refundable bid processing fee of Rs. 10,000/- (Rupees Ten Thousand Only) plus applicable taxes

- Earnest Money Deposit (EMD) of Rs. 2,00,000 (Rupees Two Lakhs Only)

3. OBJECTIVE

The objective of printing of Tourism Promotional Material of Telangana State is to distribute to the tourists / visitors during various National & International Tourism Fairs & Marts thus providing wide publicity on various tourists attractions in the State.

4. SCOPE OF WORK

The scope of work shall include:

- Conceptualization and designing of creative campaigns for brand reinforcement, enhancement and promotion of Telangana Tourism
- Developing / designing promotion material (leaflets, brochures, thematic booklets, coffee table books, maps, pen drives etc.) including photography, copywriting, editing, layouts, production etc. as per the following technical specifications:

A. Technical Specifications of the Promotion material:

1. District brochures as per the list enclosed along with the quantity

Closed Size : A6

Component Name : 4 pages for each District

Printing : 4 + 4 colours – Primar Aqueous coating on both sides

Paper : 120 GSM Natural evolution white

Finishing : Signature folding

Binding : Centre pinned

Language : English & Telugu

2. Thematic Booklets (Eco, Forts, Palaces, Festivals, Handicrafts, Pilgrimage / Religious (Temples, Masjids, Churches), Tribal, Heritage etc.)

Closed Size : A4

Component Name: 8 pages for each theme

Printing: 4 + 4 colours – Primar Aqueous coating on both sides

Paper : 120 GSM Natural evolution white

Finishing : Signature folding

Binding : Centre pinned
Language : English
Quantity : 5,000 No's on each theme

3. Hyderabad Coffee Table Books:

Size - 8.5 x 11 inches (closed), 17 x 11 inches (Open).
Total Pages - 100 (Introduction - 4 pages, Tourist Attraction section along with pictures -92 pages, Glossary - 4 pages).
Printing - Text 5 + 5 colour + UV protective coating.
Paper - Inside pages 170 GSM Art Paper matte finish.
Binding - Hard bound
Jacket - 170 GSM, Art paper matte laminated, Spot UV & foil stamped
Ratio of Images to Text - 70:30 or as per requirement.
Language - English
Quantity - 3,000 No's

4. Booklet comprising of all Districts of Telangana State along with the Map:

Closed Size : A4
Component Name: 40 pages
Printing: 4 + 4 colours - Primar Aqueous coating on both sides
Paper : 120 GSM Natural evolution white
Finishing : Signature folding
Binding : Centre pinned
Language : English
Map Size : Foldable and to be fixed in the last page inner side.
Quantity: 10,000 No's

5. Telangana Tourism Maps:

Scope of the work: Telangana Tourist Map Folders (GIS Maps) of Multi Folds Folder (56pp) (2 pages)
Closed size : 150 x 100 mm
Open size : 450 x 700 mm
Printing : 4 + 4 Colours
Paper : 100 GSM Indian Art Gloss
Finishing : 2 Creases, Folding- 8 Folds
Quantity : 5,000 No's.

6. Pen Drives:

8 GB Pen Drives

Card Type

Loaded with Tourism Information and films

Quantity : 3,000 No's.

B. List of Proposed Tourism Promotional Material to be printed

Sl.No	District	Quantity	
		English	Telugu
1.	Hyderabad, R.R. Dist., Medchal	10,000	10,000
2.	Adilabad	3,000	5,000
3.	Karimnagar	3,000	5,000
4.	Warangal Urban	3,000	5,000
5.	Khammam	3,000	5,000
6.	Nalgonda	3,000	5,000
7.	Mahabubnagar	3,000	5,000
8.	Medak	3,000	5,000
9.	Nizamabad	3,000	5,000
10.	Kamareddy	3,000	5,000
11.	Nirmal	3,000	5,000
12.	Mancherial	3,000	5,000
13.	Kommaram Bheem	3,000	5,000
14.	Jagitial	3,000	5,000
15.	Siricila	3,000	5,000
16.	Warangal Rural	3,000	5,000
17.	Jayashankar Bhupalpally	3,000	5,000
18.	Mahabubabad	3,000	5,000
19.	Kothagudem	3,000	5,000
20.	Suryapet	3,000	5,000
21.	Yadadri	3,000	5,000
22.	Nagarkurnool	3,000	5,000
23.	Vanaparathi	3,000	5,000
24.	Gadwal	3,000	5,000
25.	Vikarabad	3,000	5,000
26.	Siddipet	3,000	5,000
27.	Nirmal	3,000	5,000
28.	Peddapally	3,000	5,000
29.	Jangaon	3,000	5,000
30.	Sangareddy	3,000	5,000
31.	Arts & Crafts of Telangana	5,000	5,000
32.	Food & Shopping	5,000	5,000

- Any other creative and innovative ideas for marketing, publicity and branding of Telangana Tourism either by the agencies or conceived by the Department, in addition to the above services (the payment terms for such additional works shall be finalized with the Department on case to case basis)

5. QUALIFICATION CRITERIA

A. The Agency bidding for the said Assignment shall have

- minimum average turnover of at least Rs. 3.00 Cr for each of the last three financial years (2013-14, 2014-15 and 2015-16) with regard to advertising and media activities. The turnover of the agency from advertising & media activities should be clearly reflected in balance sheet. A certificate from the chartered accountant specifically mentioning the turnover of the agency from advertising & media activities should be enclosed.
- experience of at least ten (10) years in Advertising field as on the date of submission of the bid. Further, the Agency shall have a minimum staff strength (key staff) of 10 Nos. with suitable experience in advertising.
- an experience in handling at least one similar assignment for the Ministry of Tourism (GOI) and/or other State Tourism Department / Board in the last three financial years (2013-14, 2014-15 and 2015-16).
- the proof reading facilities in English, Hindi and Telugu languages.
- not been blacklisted by any Central / State Government / Public Sector Undertakings

All necessary documents in support of qualification claimed shall be attached with the bid.

B. Presentation: The agencies that are qualified as per the above criteria will be required to make an Audio Visual presentation at the Office of Commissioner of Tourism, Government of Telangana in front of the Selection Committee (on the date so intimated separately to the qualified agencies). The presentation shall cover the following points:

- Experience of the Agency
- Tourism/Culture related experience
- Infrastructure of the Agency
 - Manpower (specific to media & advertising)
 - Network of Offices (in Telangana and other states)

- iv. Minimum Turnover of atleast Rs.3.00 Cr from advertising & media activities for each of the last three financial years (2013-14, 2014-15 and 2015-16).

Note: The maximum time for presentation shall be 15 minutes. Hard copy along with soft copy of the presentation has to be provided to the Department at the time of presentation.

6. IMPORTANT INSTRUCTIONS

- a. The engagement of the agency will be for a period of two (2) years, provided the service of the agency is satisfactorily. The engagement may be extendable for a further period upto one year on the same terms and conditions if found satisfactory.
- b. Agencies shall furnish their bids as per the formats provided at Annexure-I, II, III, IV and V of this document.
- c. Any Change in the constitution of the agency, etc. shall be notified forth with by the agency in writing to the Department of Tourism and such change shall not relieve any former member of the agency, etc. from any liability under the contract.
- d. Service Tax Registration: Any bidder, who is not registered under the Service Tax Act prevalent in the State of their incorporation, shall not be eligible for submitting the bid. *Copies of Service Tax Registration & latest Clearance Certificate (for FY 2013-16) should be enclosed with the bid.*
- e. Bid form shall be filled in ink or typed. Bids filled in pencil shall not be considered. The bidder shall sign the tender form at each page.
- f. The financial bid should be inclusive of all taxes and should be quoted in Indian Rupees (INR) only .
- g. The bids submitted by the agency should be **valid for a period** of 12 months from the last date of bid submission.
- h. The Department of Tourism or its authorized representative shall at all reasonable time have access to the bidders premises and shall have the power at all reasonable time to inspect and examine the infrastructure, manpower, services, etc. during the evaluation process or afterwards as may be decided.
- i. Direct or indirect canvassing on the part of the bidder or his representative will be a disqualification.
- j. Bids shall be accompanied by the following submissions, without which bid will not be considered:

- non-refundable bid processing fee of Rs.10,000/-
 - Earnest Money Deposit (EMD) of Rs. 2,00,000 (Rupees One lakh only)
- k. Bid processing fee & EMD should be in form of a Demand Draft, payable at Hyderabad and made in favour of “The Commissioner of Tourism, Government of Telangana”.
- l. The EMD of unsuccessful bidders shall be refunded soon after the engagement of selected agency. No interest shall be payable on earnest money deposited with Department of Tourism.
- m. If a bidder imposes conditions which are in addition to or in conflict with the conditions mentioned herein, his bid is liable to summary rejection. In any case, none of such conditions shall be deemed to have been accepted unless specifically mentioned in the Letter of Award issued by the Department of Tourism.
- n. Commissioner of Tourism shall notify the successful tenderer in writing by Courier or speed post or Fax or email that his/her tender has been accepted. The liability of the Agency to perform the services will commence from the date of notification of Award of the work. The Completion Period shall be counted from the date of 'Notification of Award of Work'.
- o. The work should be taken up as per the designs approved by the Commissioner of Tourism. The copyright lies with the Department of Tourism, Govt. of Telangana.
- p. Commissioner of Tourism reserves the right to accept or reject any tender or to annul the tendering process fully or partially, or modifying the same and to reject all tenders at any time prior to the award of work, without assigning any reason thereof and without incurring any liabilities in this regard.
- q. The work should be completed with good quality and within a specified period and no time will be extended beyond this.
- r. The payment will be made subject to satisfactory completion of works and after handing over all the required material to the Department
- s. All legal proceedings, if necessary arise to institute by any of the parties (Department of Tourism or Bidder) shall have to be lodged in courts situated in Hyderabad
- t. The bids complete in all respect shall be submitted by 3:00 pm on 28th November, 2016 at the below mentioned address –

The Commissioner of Tourism, Government of Telangana,
Secretariat Road, Near Tank Bund, Hyderabad, Ph: 040 23459282

- u. All costs incurred by the agency in respect of submission of offer and presentation shall be borne by the agency concerned.

7. GUIDELINES FOR SUBMISSION OF BIDS

Interested agencies with requisite experience, may submit required documents in two Envelopes (two- bid system) as per the details given below:

Envelope 1 (Technical Bid): The agency has to submit the Technical bid for implementing the assignment as per the format enclosed as *Annexure I, II, III, IV, and V*. The agency has to submit all required documents with regard to technical expertise, experience, proof for similar assignments handled in the past, tender fee, EMD and other relevant details as a part of Technical bid. The sealed Technical Envelope should be clearly superscribed "*Technical Proposal for Printing of Tourism Promotional Material for Telangana State*".

Envelope 2 (Financial Bid): The agency has to submit the financial bid for implementing the assignment as per the format enclosed as *Annexure V*. The financial proposal should be placed in a sealed envelope superscribed "*Financial Proposal for Printing of Tourism Promotional Material for Telangana State*".

Both the envelopes should be inserted in third envelope sealed and super scribed as "*Proposal for Printing of Tourism Promotional Material for Telangana State*" and the envelope should carry the name, address, telephone no. e-mail address of the Agency. The envelope should be submitted to

The Commissioner of Tourism

Government of Telangana

Secretariat Road

Near Tank Bund, Hyderabad

Ph: 040 23459282

Note: Any proposal without Tender Fee or EMD will be summarily rejected.

8. SELECTION PROCEDURE

An Evaluation Committee will evaluate the technical bids. Technical evaluation will be based on different aspects such as Production, Infrastructure,

Past experience, Technical Presentation etc. Work will be awarded on **Quality and Cost Base System (QCBS)** in which 80% & 20% weightage will be given for technical and financial evaluation respectively. A two - stage procedure shall be adopted in evaluating the Proposals:

A. Technical Proposal

The Evaluation Committee appointed by Department of Tourism shall carry out its evaluation based on the submissions made in the Technical Cover. Subsequent to the evaluation of Technical Bid, the eligible bidders will be invited to make an Audio Visual presentation at the Office of Commissioner of Tourism, Government of Telangana on the date so intimated separately to the qualified agencies. The selection will be based on a presentation, where evaluation shall be based on the following parameters:

- Its creative capability supported by recent credentials
- The agency's understanding of the Tourism Industry and tourism potential of Telangana State
- Quality of personnel, in terms of experience, exposure to different products, length of service in the industry
- Availability of infrastructural facilities
- Media Buying capabilities etc.

The Evaluation Committee appointed by Department of Tourism shall carry out its evaluation applying the evaluation criteria and point system specified in Annexure-IV. Each responsive Proposal shall be attributed a Technical Score. The agencies should score at least 80 Marks in Technical Proposal evaluation to be considered responsive for financial evaluation.

- Each proposal will be assigned a technical score (St)
- Department of Tourism shall not have any obligation to demonstrate to anybody on the Technical Evaluation process carried out.

B. Financial Proposal

- Department of Tourism shall notify the technically short-listed agencies indicating the date and time set for opening of the Financial Proposals.
- The Financial Proposals shall be opened in the presence of the representatives of agencies who choose to attend.

- The Evaluation Committee will determine whether the submitted Financial Proposals are complete i.e. in terms of the format enclosed. In case under such circumstances, if Client feels that the work cannot be carried out within the overall cost as per the submitted Financial Proposal, such Proposals shall be considered non responsive.
- All amounts should be quoted in Indian Currency only.
- The cost indicated in the Financial Proposal shall be deemed as final and should be stated in INR only.
- The lowest financial proposal (fm) will be given in a financial score (sf) of 100 points. The financial scores (sf) of the other financial proposal will be determined using the following formula:
- $Sf = 100 \times Fm/F$; in which Sf is the financial score, Fm is lowest financial proposals and F is the financial proposal (in INR) under consideration.
- Proposal will be finally be ranked in accordance with their combined technical (St) and Financial (Sf) scores.
- $S = St \times Tw + Sf \times Fw$; where S is the combined scores and Tw and Fw are weights assigned to Technical score (80%) and Financial Score (20%). The weightage of technical and financial score would be 80% and 20% respectively.

The Applicant achieving the highest combined technical and financial score will be considered to be the successful Applicant and will be invited for contract signing (the "Successful Applicant").

Annexure-I

A. Technical Bid Cover Letter

(to be submitted on the letter head of the Firm)

To,
The Commissioner of Tourism
Government of Telangana
Secretariat Road
Near Tank Bund, Hyderabad
Ph: 040 23459282

Subject: Submission of Bid for Printing of Tourism Promotional Material for Telangana State.

Dear Sir,

We, the undersigned, are submitting our Bid for Printing of Tourism Promotional Material for Telangana State, in accordance with your Invitation for Bids.

Our Bid is binding upon us and we understand you are not bound to accept any Bid you receive.

Yours Sincerely,

Authorized Signatory*

Name of the firm

Address

*Lead Partner in case of Joint Venture

Annexure-II

B. Technical Bid

1.	Name & Address of the Agency, Tel /Fax/email details	:	
2.	Date of Establishment of Agency (enclose copy of Registration Certificate)	:	
3.	Type of Agency: Proprietorship / Partnership or registered under the Companies Act <i>Please give details & enclose copy of Registration Certificate</i>	:	
4.	Branches (Enclose details with address & telephone no.)	:	
5.	Office in Hyderabad and contact details, if any	:	
6.	Details of Income Tax Registration <i>Enclose PAN details & IT Certificate of Last Financial Year (2015-16)</i>	:	
7.	Service Tax Registration details <i>Enclose copy of service tax clearance certificate of Last Financial Year (2015-16).</i>	:	
8.	Nature of Agency whether exclusive Advertising & Media Agency or having a Separate Advertising & Media division. <i>(enclose details)</i>	:	
9.	Annual turnover in last three financial years <i>(enclose balance sheet and CA's Certificate)</i>	:	2013-14: 2014-15: 2015-16:
10.	Total work experience in the field of Advertising & Media (In years)	:	

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11.	<p>Experience of handling at least one similar assignment (Advertising & Media) executed by the agency for the Ministry of Tourism (GOI) and/or other State Tourism Department/Board in last three financial years (2013-14, 2014-15 and 2015-16). <i>Enclose Work Order/Agreement/Completion Certificate for the assignment</i></p> <p>Name of the Project: Client: Value of the Assignment: Duration of Assignment (From - To): Brief Narration:</p>
12.	<p>Other Experience of the Firm <i>Enclose Work Orders/Agreement/ Completion Certificate for each of the assignments</i></p> <p>Project 1: Name of the Project: Client: Value of the Assignment: Duration of Assignment (From - To): Brief Narration:</p>
13.	<p>Details of each of the Key Personnel working with the firm</p>
	<p><i>Key Personnel 1:</i> Name: Designation: Education: Experience: Expertise:</p>
14.	<p>Any other information (relevant to assignment) :</p>

This is to certify that I/we have read and understood the enclosed brief and other Terms & conditions. I/we have enclosed all the supporting documents required for the bid, and the information given by me/us in the bid is true to the best of my/our knowledge.

Date:
Place

**Signature of the Bidder with Name,
Designation and Seal**

Annexure-III

DECLARATION BY BIDDERS

I/we declare that I am/we are eligible and authorized to provide the goods/services for which I/we have submitted my/our bid.

We also declare that I/our agency has not been blacklisted by any Government agency anywhere in India and neither is any case registered against us in any Court of India.

If this declaration is found to be incorrect then with prejudice to any other action that may be taken, my/our security deposit may be forfeited in full and the tender to any extent accepted may be cancelled.

Date:
Place

**Signature of the Bidder with Name,
Designation and Seal**

Annexure-IV**EVALUATION SHEET FOR PROPOSALS**

Sl	Parameter	Maximum
1	Past Experience Turnover Details Experience in Media Advertising (no. of Yrs) Current Empanelment with Tourism Dept. / Board	10 10 05
2	Quality of Past Works	20
3	Similar Assignment (Advertising & Media) executed by the agency for the Ministry of Tourism (GOI) and/or other State Tourism Department/Board	10
4	Tourism Experience in Telangana	5
4	Manpower	15
5	Proposal presentation (Documentation, Photographs, etc.)	25
	Total	100

Annexure-V

Format for Financial Bid

To,
The Commissioner of Tourism
Government of Telangana
Secretariat Road
Near Tank Bund, Hyderabad
Ph: 040 23459282

Subject: Financial Bid for Printing of Tourism Promotional Material for Telangana State.

Sir/Madam

We, the undersigned, offer to provide the services for the above assignment for a Professional Fee of Rs. _____ (Rupees _____ only) in accordance with your Invitation of Bids.

Our Financial Proposal shall be binding upon us up to 12 months after the last date of proposal submission.

We understand and hereby confirm that you are not bound to accept any Proposal you receive for the above.

Thanking You

Yours Sincerely

Authorized Signatory*

Name of the firm Address

*Lead Partner in case of Joint Venture

Note: Financial Proposal to be submitted on the Letterhead of the Agency/ Lead Member and to be signed by the Agency.