

Manipur Tourism

INVITATION OF BIDS

FOR

**Promotional Campaign in important State Capitals
and Cities of the Country and Marketing activities
for Manipur Sangai Festival (MSF)-2017
on behalf of Department of Tourism ,
Government of Manipur.**

**Directorate of Tourism, Government of Manipur
North AOC, Near Hotel Imphal
Imphal-795001**

PROMOTIONAL CAMPAIGN IN IMPORTANT STATE CAPITALS AND CITIES OF THE COUNTRY AND MARKETING ACTIVITIES FOR MANIPUR SANGAI FESTIVAL (MSF)-2017 ON BEHALF OF DEPARTMENT OF TOURISM , GOVERNMENT OF MANIPUR.

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1. OVERVIEW OF MANIPUR SANGAI FESTIVAL (MSF) -2017.

Manipur Sangai Festival, an annual calendar event of Manipur Tourism, started in the year 2010. It is held every year from 21st to 30th November. The festival showcases the tourism potential of the State in the field of Arts & Culture, Handloom, Handicrafts, Indigenous Sports, Cuisine, Music and Adventure Sports of the State. It is a 10 day festival where the diverse communities in Manipur are brought together to showcase their vibrant culture and traditions. The festival has been a success and has brought a large number of tourists from within and outside the State.

2. CRITICAL INFORMATION :

Important Information to the bidders for two Tender Specifications (ie) Tender on Promotional Campaign and Tender on Marketing Activity

Sl. No	Particulars	Details
1	Document Reference Number for Tender Specification on Promotional Campaign	DoT, MANIPUR/RFP-PC/MSF-2017
2	Document Reference Number for Tender Specification on Marketing Activity	DoT, MANIPUR/RFP-MA/MSF-2017
3	Date of Publishing Notice Inviting Tender (common NIT for both Tenders)	27-08-2017
4	Availability of RFP for both Tenders in the Website (www.manipurtenders.gov.in)	From 27-08-2017 till 12-09-2017.
5	Last date and time for receiving Bid related queries for both Tenders .Queries may be mailed to : manipurtsm@gmail.com	1:00 pm on 02-09-2017
6	Pre bid conference for Tender on Promotional Campaign	10 am on 04-09-2017
7	Pre bid conference for Tender on Marketing Activity	4 pm on 04-09-2017
8	Release of Response to Clarifications to Bidders of both	Date: 05-09-2017

	Tender specifications	
9	Last date of Submission of Completed Bid documents for both Tender Specifications .	Date: 12-09-2017 till Time: 3.00 pm.
10	Date and Time of Opening of Bids for Tender on Promotional Campaign	Time: 11.00 am, Date and Day: 13-09-2017 at the Office of the Commissioner (Tourism), Government of Manipur
11	Date and Time of Opening of Bids for Tender on Marketing Activity	Time: 4.00 pm, Date and Day: 13-09-2017 at the Office of the Commissioner (Tourism), Government of Manipur
12	Notification to the bidders (through web-site communiqué)	On 14-09-2017.
13	Bidders Presentation – for Tender on Promotional Campaign	Time:9.30 am on 16-09-2017 at the Office of the Commissioner (Tourism), Government of Manipur
14	Bidders Presentation – for Tender on Marketing Activities	Time: 4pm on 16-09-2017 at the Office of the Commissioner (Tourism), Government of Manipur
15	Evaluation of the Techno-Commercial Proposals	Time: 10.00 am on 18-09-2017 at the Office of the Commissioner (Tourism), Government of Manipur
16	Award of Contract	Time: 19-09-2017
17	Portal for RFP Information	www.manipurenders.gov.in
18	Office Address of the Directorate – wherein the Bid documents are to be submitted .	Directorate office , North AOC, DM Road, Imphal - 795001
19	Nodal Contact Person	Shri Shyamananda, Publicity and Marketing Manager, TCML. Mob: 9774722898 ; manipurtsm@gmail.com
20	Validity of the Proposal given by the bidders	90 days
21	Legal Jurisdiction	High Court of Manipur, Imphal
22	Sole Right to Accept or Reject any Proposal will be with	Department of Tourism MANIPUR
23	Earnest Money Deposit (on the State Bank of India, payable in Imphal) for each of the Tender specifications the applicant prefers to bid .	Rs. 1,00,000/- (Rupees One lakh only) The EMD of unsuccessful bidders will be refunded.

3. SCOPE OF WORK

A. Broad Scope :

(1) Promotional campaign and (2) Marketing activities for Manipur Sangai Festival (MSF)-2017 in important State Capitals and other cities of the country (outside Manipur) on behalf of Tourism Department, Government of Manipur.

At any stage of procurement of the above services, the Department of Tourism, Government of Manipur reserves the right to change the scope of the work to a reasonable extent based on its priorities at that point of time.

B. Broad Deliverables for Tender on Promotional Campaign :

1. Ensure regular release of articles on MSF-2017 in mainland Indian magazines/dailies and wide coverage in leading travel and lifestyle publications. Ensure advertisement in national media (print and electronic) and through ambient advertising (eg. on reverse side of air-tickets, passes etc).
2. Conduct promotional campaign amongst the travel and tour operators and familiarize them with MSF and act as a link between these travel and tour operators and the Tourism Department, Manipur.
3. Facilitate Tourism Department to host them during the familiarization trip to the State .

C. Broad Deliverables for Tender on Marketing Activity :

1. Promotional campaign through social media :
 - (i) Developing and managing blogs & micro blogs (e.g. Twitter).
 - (ii) Developing content for and managing social networking sites (e.g. Facebook)
2. Conceptualizing and designing and printing brochures on MSF containing maps, posters and travel guides with all tourist friendly content.

**D. Specific deliverables for the Tender on Promotional Campaign with time lines.
(Tender Specification- DoT, MANIPUR/RFP-PC/MSF-2017)**

Sl.no	Deliverable	Timeline
1	3 articles on MSF	1 each in the months of Sept.2017, Oct.2017 and Nov.2017 in one of the top 3 leading newspapers of the country.
2	1 article in 2 leading lifestyle magazines.	First Week of November 2017
3	1 prime time advertisement per day for 5 days –in leading life style television channels eg. Travel and Living (just indicative)	From the 8th day before MSF.
4	Advertisement on the back side of Air Tickets – flights to and from Delhi,Kolkata,Mumbai,Chennai, Ahmedabad, Pune,Hyderabad,Imphal,Guwahati-Agartala,Aizawl	Every Sunday of October and November,2017 .
5	2 promotional workshops with travel and tour operators – each in Delhi, Mumbai, Kolkata, Ahmedabad, Guwahati ,Bhuaneshwar , Shillong.	1 in the middle of September. 1 in the middle of October, 2017
6	Atleast 50 reputed Tour Operators become part of MSF Familiarization Trip to Manipur	Last week of October 2017

**E. Specific deliverables for the Tender on Marketing Activities with time lines.
(Tender Specification- DoT, MANIPUR/RFP-MA/MSF-2017)**

Sl.no	Deliverable	Timeline
1	1 Facebook post every day .	September 2017.
2	3 Facebook posts every day	Oct & Nov 2017.
3	10 tweets per day	Oct , Nov 2017
4	At least 15 reputed Bloggers become part of MSF 2017 .	Nov 20 to Nov 30 ,2017.
5	Brochures : Creative and professional	30000 no.

4. Qualification Criteria :

- A. The Agency bidding for the both the Tenders or any one of them shall have the following qualifications :
- (i) Minimum average turnover of at least Rs25 (twenty five) lakh for each of the last 3(three) financial years (2014-15, 2015-16,2016-17) with regard to either advertising or media or Tourism promotional activities. The turnover of the agency from advertising, media and promotional activities should be clearly reflected in the balance sheet. A certificate from the Chartered accountant specifically mentioning the turnover of the agency from advertising and media activities should be enclosed.
 - (ii) Experience of at least 5 (five) years in one of the following fields: Advertising, Media, Tourism promotion as on the date of submission of bid. Further the agency shall have a minimum

staff strength (key staff) of 10 nos. with suitable experience in one of the above mentioned fields.

- (iii) An experience in handling at least one similar assignment for the Ministry of Tourism (Government of India) and/or other State Tourism Department / Board/Corporation in the last 5 (five) years.
- (iv) 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 Manipur in front of the Selection Committee (on the date so intimated separately to the qualified agencies) . The presentation shall cover the following points :
- (i) Experience of the agency.
 - (ii) Tourism/Culture related experience.
 - (iii) Dedicated manpower who will be used by the agency for this assignment.

The maximum time for presentation shall be 30 minutes .Hard copy along with soft copy of the presentation shall be provided to the Department at the time of Presentation.

5. IMPORTANT INSTRUCTIONS

- a. The engagement of the agency will be till the completion of "Manipur Sangai Festival -2017" , provided the service of the agency is satisfactory .
- b. Agencies may bid for both the Tender specifications or any one of them.
- c. Agencies bidding for Tender on Promotional Campaign shall furnish their bids as per the formats provided at Annexure I,II,IV,V and VI of this document.

- d. Agencies bidding for Tender on Marketing Activities shall furnish their bids as per the formats provided at Annexure II,III,IV,V and VII of this document.
- e. Copies of GST registration shall be enclosed with the bid.
- f. 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.
- g. The financial bid should be inclusive of all taxes and should be quoted in Indian Rupees (INR) only.
- h. The bids submitted by the agency shall be valid for a period of 3 months from the last date of bid submission.
- i. The applicants shall have to deliver all the deliverables as indicated within a particular Tender Specification. Financial bids indicating partial delivery of services within a particular Technical specification shall be summarily rejected.
- j. Bid for each Tender specification the applicant wishes to participate shall be accompanied by Earnest Money Deposit (EMD) of Rs 1,00,000/- (Rupees One lakh only).
- k. EMD should be in the form of a Demand Draft, payable at Imphal and made in favour of "The Commissioner of Tourism ,Government of Manipur".
- 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 the Department of Tourism .
- m. Commissioner of Tourism reserves the right to accept or reject any tender or annul the tendering process fully or partially or modifying the same at any time prior to award of work without assigning any reason thereof and without incurring liabilities in this regard.
- n. The payment will be made subject to satisfactory delivery of services .
- o. All legal proceedings shall be lodged in Courts located at Imphal, Manipur .
- p. The bids complete in all respect shall be submitted by **3.00 pm on 12-09-2017** at the following address :
***Director of Tourism,
Directorate of Tourism, Government of Manipur,
North AOC , Near Hotel Imphal,
Imphal- 795001
Manipur .***

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

6. GUIDELINES FOR SUBMISSION OF BIDS .

Interested agencies with requisite experience may submit required documents in 2 (two) envelopes (two-bid system) as per the details given below :

Envelope 1 (Technical Bid) :

In case of Tender for Promotional Campaign , the agency has to submit the Technical bid for implementing the assignment as per the format enclosed as Annexure I,II, IV,V. The agency has to submit all the required documents with regard to Technical expertise, experience, proof for similar assignments handled in the past, EMD and other relevant details as per the Technical bid.

In this case , the sealed envelope should be clearly superscribed “ ***Technical proposal for Promotional Campaign for Manipur Sangai Festival 2017 in important State Capitals and cities of the Country on behalf of Department Of Tourism, Government Of Manipur***” and

In case of the Tender for Marketing activities, the agency has to submit the Technical bid for implementing the assignment as per the format enclosed as Annexure II,III.IV,V . The agency has to submit all the required documents with regard to Technical expertise, experience, proof for similar assignments handled in the past, EMD and other relevant details as per the Technical bid.

In this case, the sealed envelope should be clearly superscribed “ ***Technical proposal for Marketing Activities for Manipur Sangai Festival 2017 on behalf of Department Of Tourism, Government Of Manipur***”

Envelope 2 (Financial Bid) :

In case of the Tender for Promotional Campaign ,the agency has to submit the financial bid for implementing the assignment as per the format enclosed as Annexure VI.The financial proposal should be placed in sealed envelope super scribed “ ***Financial proposal for Promotional Campaign for Manipur Sangai Festival (MSF)-2017 in important State Capitals and cities of***

the Country on behalf of Department Of Tourism, Government Of Manipur".

In case of the Tender for Marketing Activities ,the agency has to submit the financial bid for implementing the assignment as per the format enclosed as Annexure VII.The financial proposal should be placed in sealed envelope super scribed " ***Financial proposal for Marketing Activities for Manipur Sangai Festival (MSF)-2017 on behalf of Department Of Tourism, Government Of Manipur".***

For the Tender on Promotional Campaign , envelope containing the Technical Proposal and the envelope containing the Financial Proposal should be inserted in a third envelope, sealed and superscribed as " Proposal for Promotional Campaign for Manipur Sangai Festival (MSF)-2017 in important State Capitals and cities of the Country on behalf of Department Of Tourism, Government Of Manipur" and the envelope should carry the name , address , telephone no. e-mail address of the agency . The envelope should be submitted to :

***Director of Tourism,
Directorate of Tourism, Government of Manipur,
North AOC , Near Hotel Imphal,
Imphal- 795001
Manipur .***

Similarly , for the Tender for Marketing Activities , envelope containing the Technical Proposal and the envelope containing the Financial Proposal should be inserted in a third envelope, sealed and superscribed as " Proposal for Marketing Activities for Manipur Sangai Festival (MSF)-2017 in important State Capitals and cities of the Country on behalf of Department Of Tourism, Government Of Manipur" and the envelope should carry the name , address , telephone no. e-mail address of the agency . The envelope should be submitted to :

***Director of Tourism,
Directorate of Tourism, Government of Manipur,
North AOC , Near Hotel Imphal,
Imphal- 795001
Manipur .***

Note : Any proposal without EMD will be summarily rejected .

7. SELECTION PROCEDURE :

For each of the Tender proposals, an evaluation Committee will evaluate the Technical bids .Technical evaluation will be based on different aspects such as dedicated manpower for the assignment, Technical presentation, past experience etc. Work will be awarded on Quality and Cost Based System (QCBS) in which 70% weightage will be given for Technical evaluation and 30% weightage will be given for Financial evaluation. 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 the Technical bid , the eligible bidders will be invited to make an audio visual presentation at the office the Commissioner of Tourism, Government of Manipur . The evaluation parameters are as given in annexure IV.

- Each responsive bid 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). The score granted by the Evaluation committee shall not be called into question at any stage.

B. Financial Proposal :

- Department of Tourism shall notify the Technically short-listed agencies indicating the date and time set for opening the Financial proposals.
- The Financial proposals shall be opened in the presence of the representatives of agencies who choose to attend.
- 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:
 - $Sf=100x (Fm/F)$ - In which Sf is the Financial score ,Fm is lowest Financial proposal and F is the financial proposal under consideration .

- Proposal will 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 and Financial scores respectively . Tw=70%; Fw= 30%.

The Applicant achieving the highest combined Technical and Financial score will be considered to be successful Applicant and will be invited for Contract signing (the "Successful Applicant").

8. ANNEXURES :

Annexure-I

A. Technical Bid Cover Letter

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

To,
The Director of Tourism
Government of Manipur
North AOC, Near Hotel Imphal,
Imphal-795001
Ph:

Subject: Submission of Bid for "Promotional Campaign for Manipur Sangai Festival (MSF)-2017 in important State Capitals and cities of the Country on behalf of Department Of Tourism, Government Of Manipur".

Dear Sir,

We, the undersigned, are submitting our Bid for Promotional Campaign for Manipur Sangai Festival (MSF) -2017 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(common format for both the Tender specifications)

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 Imphal 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 / GST Registration details <i>Enclose copy of service tax/GST clearance certificate of Last Financial Year (2015-16).</i>	
8.	Nature of Agency whether exclusive Advertising & Media Agency or having a Separate Advertising 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>	2014-15: 2015-16: 2016-17:
10.	Total work experience in the field of Advertising & Media (In years)	

Annexure-III

A. Technical Bid Cover Letter

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

To,
The Director of Tourism
Government of Manipur
North AOC, Near Hotel Imphal,
Imphal-795001
Ph:

Subject: Submission of Bid for "Marketing activities for Manipur Sangai Festival (MSF)-2017".

Dear Sir,

We, the undersigned, are submitting our Bid for Marketing Activities for Manipur Sangai Festival (MSF)-2017 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 –IV

DECLARATION BY BIDDERS (common format for both the Tender specifications)

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.

I/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 without prejudice to any other action that may have been taken, my/our security deposit may be forfeited in full and the tender to any extent accepted may be cancelled

Signature of the Bidder with Name, Designation and Seal

Date and Place:

Annexure –V

EVALUATION SHEET FOR TECHNICAL PROPOSAL

Sl.No	Parameter	Maximum
1	Past Experience -Experience in Media Advertising at National level (no. of Yrs)	20
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	15
4	Tourism Experience in Manipur	10
5	Manpower	5
6	Proposal presentation (Documentation, Photographs, etc.)	30
7	Total	100

Annexure –VI

Format for Financial Bid

To,

The Director of Tourism

Government of Manipur
North AOC, Near Hotel Imphal,
Imphal-795001
Ph:

Subject: Submission of Bid for Promotional Campaign for Manipur Sangai Festival (MSF)-2017 in important State Capitals and cities of the Country on behalf of Department Of Tourism, Government Of Manipur .

Sir/Madam

We, the undersigned, offer to provide the services for the above assignment for a Cost ofRs. _____ (Rupees _____ only) in accordance with your Invitation of Bids. Breakup of our Financial offer is as below :

Sl.no	Deliverable	Timeline	Cost Breakup
1	3 articles on MSF	1 each in the months of Sept.2017, Oct.2017 and Nov.2017 in one of the top 3 leading newspapers of the country.	
2	1 article in 2 leading lifestyle magazines.	First Week of November 2017	
3	1 prime time advertisement per day for 5 days –in leading life style television channels eg. Travel and Living (just indicative)	From the 8 th day before MSF.	
4	Advertisement on the back side of Air Tickets – flights to and from Delhi,Kolkata,Mumbai,	Every Sunday of October and November, 2017 .	

	Chennai, Ahmedabad, Pune, Hyderabad, Imphal, Guwahati- Agartala, Aizawl		
5	2 promotional workshops with travel and tour operators – each in Delhi, Mumbai, Kolkata, Ahmedabad, Guwahati, Bhuwaneshwar, Shillong.	1 in the middle of September. 1 in the middle of October, 2017.	
6	At least 50 reputed tour operators become part of MSF Familiarization Trip to Manipur.	Last week of October, 2017	
Total Financial Offer :			Rs.....
7*			
8*			
9*			

****For rows 7,8 and 9 in the above Financial bid offer, the bidder can insert any activity which are not part of rows 1 to 6. Bidder may also indicate the offer cost. But the activities indicated by the bidder in rows 7,8,9 and the cost thereof shall not be taken into account for bid evaluation. This is only to understand the current industry costing of various activities not envisaged by Department of Tourism, Government of Manipur.***

3. Our Financial Proposal shall be binding upon us up to 3 months after the last date of proposal submission.
4. 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.

Annexure –VII

Format for Financial Bid

To,

The Director of Tourism

Government of Manipur
North AOC, Near Hotel Imphal,
Imphal-795001
Ph:

Subject: Submission of Bid for Marketing Activities for Manipur Sangai Festival (MSF)-2017.

Sir/Madam

We, the undersigned, offer to provide the services for the above assignment for a Cost of Rs. _____ (Rupees _____ only) in accordance with your Invitation of Bids. Breakup of our Financial offer is as below:

Sl.no	Deliverable	Timeline	Cost Breakup
1	1 Facebook post every day .	September 2017.	
2	3 Facebook posts every day	Oct & Nov 2017.	
3	10 tweets per day	Oct , Nov 2017	
4	At least 15 reputed Bloggers become part of MSF-2017	Nov 20 to Nov 30 , 2017	
5	Brochures: Creative and professional .	30000 no.	
Total Financial Offer :			Rs.....
6			
7			

8		
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****For rows 6,7 and 8 in the above Financial bid offer , the bidder can insert any activity which are not part of rows 1 to 5. Bidder may also indicate the offer cost . But the activities indicated by the bidder in rows 6,7,8 and the cost thereof shall not be taken into account for bid evaluation . This is only to understand the current industry costing of various activities not envisaged by Department of Tourism, Government of Manipur .***

- 3 Our Financial Proposal shall be binding upon us up to 3 months after the last date of proposal submission.
4. 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.