



TENDER

MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED

Corporate Identification Number (CIN) – U63040MP1978SGC001445

Registered Office: Paryatan Bhavan, Bhadbhada Road, Bhopal 462003

Tel.: (0755) 2774340/42, Fax: (0755) 2778020

Visit us at: www.mptourism.com / www.mpstdc.com, Email: info@mptourism.com

" Public Relations (PR) Agency for Delhi "

Tender No: 7481/MPSTDC/Mkt/2015

22/07/2015

Proposals are invited for **“Selection of Public Relations (PR) Agency** from reputed PR Agencies / Consultancies having requisite expertise and experience in Travel and Tourism Industry for handling the media coordination, PR solutions and Event Management for MPSTDC’s Marketing Office, New Delhi”. Terms and Conditions can be downloaded from website www.mpstdc.com For any other information, contact **+91-9424796812** or email on vivekmathur@mptourism.com Last date for submission of proposals is **10th August 2015, 16:00 hrs.**

Managing Director

1. INTRODUCTION:

Madhya Pradesh State Tourism Development Corporation Limited also referred to as the “MPSTDC” or “Authority”, is a nodal agency under Department of Tourism, Government of Madhya Pradesh (“DoT”) with a mandate to develop tourism infrastructure in the State of Madhya Pradesh. MPSTDC is also operating various hotels and tourist complexes in the State for providing boarding & lodging facilities to the tourists.

2. PROPOSED PROJECT:

M.P. State Tourism Development Corporation Ltd. invites **Tender for selection of Public Relations (PR) Agency** from reputed PR Agencies / Consultancies having requisite expertise and experience in Travel and Tourism Industry for handling the media coordination and PR solutions for its Marketing office, New Delhi which includes handling, managing and improving the perceptions about it and publicising its activities, policies, initiatives and programmes to the public at large as per scope of work given in the tender through transparent and competitive bidding process.

3. SCOPE OF WORK

The scope of work for the assignment shall include one or more of but not limited to, the following in Delhi:

- 3.1 Preparing a communication strategy for raising the profile and media presence of MPSTDC.
- 3.2 Planning and organising press conferences for regional media.
- 3.3 Preparing and disseminating press releases/ briefs on major initiatives/ achievements/programmes/ events as per requirement.
- 3.4 Media management of various seminars, exhibitions, press conferences and events organised by MPSTDC.
- 3.5 To create, plan and design strategies and programmes to improve the corporate image.
- 3.6 Preparation of print and electronic material in the form of kits to the media as required.
- 3.7 Organizing interviews of higher officials with top newspapers / magazines /TV channels.
- 3.8 Crisis communication - It is expected that the PR agency will help to counter any adverse publicity related to MPSTDC.
- 3.9 Media tracking – tracking of online, print and electronic coverage. Submission of compiled reports every month with cost analysis.
- 3.10 To render, advice and implement all programmes connected with publicity and public relations activities of MPSTDC.
- 3.11 To establish and maintain positive impact among the stakeholders in general and local public in particular.
- 3.12 To arrange media events, arrange printing of special articles, regular press releases through national media, regional media, magazines and online portals to ensure that a positive opinion/image of our company is created among the targeted audiences.
- 3.13 To translate English to any other Indian language and vice-versa to English of any news, articles, press releases, speeches to suit the appropriate media.
- 3.14 Arranging articles for advertorials in magazines & newspapers through print publications & travel writers.
- 3.15 Raise visibility and awareness through unpaid means of communication

- 3.16 Work as an Event Management agency for Events to be organized in Delhi and it's nearby areas, as per requirement of MPSTDC.
- 3.17 Organising Press trips / bloggers trips/ fem trips for promotion of MPSTDC.
- 3.18 To bring in journalists from delhi to the State to cover any event organized by MPSTDC.
- 3.19 Identify and maintain a national list of media professionals and other institutions relevant to the company.
- 3.20 Assist in managing one to one relationships of the management with all identified media professionals and other institutions.
- 3.21 Continuously monitor the media for placing PR messages in industry stories.
- 3.22 Developing all editorial communications to be disseminated to the media including information kits, press releases, backgrounders features, etc.
- 3.23 Managing all media events like press conference, select briefings, and on-on- one meeting.
- 3.24 Drafting all external communication matters including articles /speeches.
- 3.25 Manage / organise tourism promotion and related events in Delhi.

4 QUALIFYING CRITERIA FOR AGENCIES

The Agencies meeting the following minimum qualifying criteria are eligible to apply.

- 4.1 The firm should have been in active existence for at least three years.
- 4.2 The firm should have recorded a minimum turnover of **Rs. 25 lakh** in each of the immediate preceding three financial years. In support of their eligibility under this criterion, firms should furnish self- attested copies of Audited Accounts / Balance Sheet /Annual report duly certified by the Auditor.
- 4.3 The Agency shall have its own office in New Delhi with the required infrastructure for handling such assignment.
- 4.4 The firm should have previous experience in PR consultancy/ media coordination / PR Related solutions for travel and tourism industry. In support of their eligibility under this criterion, firms should furnish copies of contracts/agreements/ self attested copies of the work order/copies of Certificates issued by clients.
- 4.5 The firm should appoint adequate qualified and trained manpower- Executive/PR Manager dedicatedly for Madhya Pradesh Tourism.
- 4.6 The Agency shall not have been be blacklisted by any Central/ State Government/ Public Sector Undertakings.
- 4.7 The Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required.

All necessary documents in support of qualification claim shall be attached with the application.

5. Guidelines for Submission of Bids :

- a) Bids should be submitted in a sealed envelope super scribed as follows so as to reach the addressee by 10/08/2015:

Bid for “selection of Public Relations (PR) Agency for Marketing Office, New Delhi”

(Tender No 7481/MPSTDC/Mkt/2015 dated 22/07/2015 due on 10/08/2015)

(Envelope - A)

To: General Manager Marketing, MPSTDC

Paryatan Bhawan

Bhadbhada Road

Bhopal – 462003

Submitted by :

Name and address of the bidder

- b) Envelope - A shall contain the following :
- i) Technical Bid (Envelope - B)
 - ii) Financial Bid (Envelope - C)
 - iii) Draft of Rs 25,000/- payable in favour of MPSTDC, Bhopal towards EMD
 - iv) Draft of Rs 1,000/- payable in favour of MPSTDC, Bhopal towards Tender Fee(in case downloaded from Website.)
- c) Envelope B (Technical Bid) shall contain the following :
- i) Annexure 1 (attached) duly filled in with supporting documents
 - ii) Necessary documents in support of qualification criterion as indicated in para 4 above
 - iii) Delivery Period both for hardware and software
 - iv) Signed copy of this tender document indicating his understanding of our requirements and acceptance of various terms and conditions enunciated in various paras of the document.
- d) Envelope C (Financial Bid) shall contain the following :
- i) Annexure 2 (attached) duly filled in
 - ii) Payment terms as understood by the bidder and as acceptable to him shall be clearly indicated.

6. Schedule of Bidding Process :

S.No.	Activity	Date and Time
1.	Issue of Bid Documents	22/07/2015
2.	Bid Due Date	10/08/2015 at 16 .00 hours
3.	Opening of Technical Bids	10/08/2015 at 16 .30 hours
4.	Opening of Financial Bid	To be informed
5.	EMD in Rupees	25000/- (Rupees Twenty Five Thousand only)

7. Other Terms and Conditions :

- a) Incomplete and/or illegible submissions shall be summarily rejected.
- b) Submissions without EMD and Tender Fee shall be summarily rejected.
- c) A bidder is eligible to submit only one Bid.
- d) MPSTDC reserves its rights to accept or reject any or all of the submissions without assigning any reasons whatsoever.
- e) In case of any dispute, the matter shall be resolved by arbitration with a sole arbitrator being appointed by the Managing Director, MPSTDC.
- f) Delivery period : MPSTDC desires that the services is delivered as and when required on regular basis.
- g) Payment terms shall be as follows :
 - i) payment shall be made on monthly retainership basis against satisfactory delivery of services.
 - ii) expenditures pertaining to different activities to be undertake on behalf of MP Tourism will be paid on actual basis on submission of bills from the third party.

APPLICATION FORM

To,
The Managing Director,
Madhya Pradesh State Tourism Development Corporation Limited,
Paryatan Bhavan,
Bhadbhada Road,
Bhopal 462003
Madhya Pradesh.

Sir

I / We desire to work as PR Agency for Madhya Pradesh State Tourism Development Corporation Limited, for its marketing office , New Delhi and hereby apply for the same.

The Technical document with necessary documents in sealed cover is submitted herewith. It is understood that the proposal is binding upon the proponent and that the same is subject to modifications arising out of contract negotiations. It is also understood that you are not bound to accept any proposal that you receive.

Yours Sincerely

Authorized Signatory
Name & Title of the Signatory

Name of the Agency
Address

Annexure A: Checklist of Submissions

Sl No	Enclosures to the Technical & Price Bid	Status (Submitted/Not Submitted)	Comments, if any
1	Details of DD for Purchase of Tender Document		
2	Covering Letter		
3	Details of Bidder		
4	Technical Capacity (Experience) of the bidder		
5	Turnover OR Net worth (Financial Capacity) of the bidder		
6	Statement of Legal Capacity		
7	Power of Attorney for signing of Bid		
8	Details of EMD		
9	Information regarding litigation, debarment, arbitration, etc.		
10	Bid document along with addendum duly signed by Bidder signatory and stamped.		
11	Audited report of the balance sheet of the last three financial years of the Bidder		
12	In case financial strength is being used of the Associates than Board Resolution and Letter of Undertaking		
13	Price Bid Letter and submissions in line with the RFP requirements		
14	Company Profile and Man Power		
15	Experience certificates for similar work		

Annexure 1: Details of Bidder

1.	Name of the Organization	
2.	Name of the authorized person	
3.	Address & contact Numbers	
4.	Year of establishment	
5.	Status of the firm (whether Pvt Ltd company/ Public Ltd. Company/ partnership firm/Proprietary)	
6.	Names of Directors/ Partners/Proprietor	
7.	Whether registered with registrar of companies/ firms – mention number and date with proof	
8.	Whether registered for sales tax – mention number and date. Also furnish copies of sales tax number allotted	
9.	Whether registered for service tax – mention number and date. Also furnish copies of service tax number allotted	
10.	Whether assessee of Income tax payee . Mention PAN , furnish copy of last income tax return.	

11.	Name and Address of Bankers	
12.	Whether empanelled with other Government organizations. If so give names of organizations with the details of supply.	
13.	3 years Annual Turnover (Furnished copy of Balance sheet)	(2012-13)- (2013-14)- (2014-15)-
14.	Net worth for financial year (2014-15)	
15.	EMD details :DD Number/Bank Name/ Date	
16.	Any other information	

Signature:

Name:

Designation:

Affix Company seal

DECLARATION

1. I / We have read the instructions appended to the Proforma and I/We understand that if any false information is detected at a later date, any contract made between ourselves and MPSTDC on the basis of the information given by me/us can be treated as invalid by the MPSTDC and I / We will be solely responsible for the consequences.
2. I/We agree that the decision of MPSTDC of India in selection of contractors will be final and binding to me/us.
3. All the information furnished by me/us above here is correct to the best of my/our knowledge and belief.
4. I / We agree that I / We have no objection if enquiries are made about the work listed by me / us here in above and/or in the accompanying sheets.

Place.

Date.

SIGNATURE:

Name & Designation & seal of the Company

Annexure 2: Price Bid (Financial Bid)

FINANCIAL BID LETTER & FORMAT FOR FINANCIAL OFFER

To,
The Managing Director,
Madhya Pradesh State Tourism Development Corporation Limited,
Bhadbhada Road,
Bhopal – 462003
Madhya Pradesh, India

Sub: Financial Bid for “selection of Public Relations (PR) Agency for Marketing Office, New Delhi”

Dear Sir,

1. As a part of the Bid for “**selection of Public Relations (PR) Agency for Marketing Office, New Delhi**”, we hereby make the following Financial Offer (Price Bid) to Madhya Pradesh State Tourism Development Corporation Limited :
We quote Rs. _____ (in words Rs. _____ Only) towards **Monthly Retainership Fee (MRF)**.
2. We understand that the **Monthly Retainership Fee (MRF)** quoted by us is exclusive of service tax and the same shall be payable over and above the **MRF** at applicable rate
3. We understand that apart from **MRF** the expenditures pertaining to different activities to be undertake on behalf of MP Tourism will be paid on actual basis on submission of bills from the third party.
4. We agree to be bound by this offer if we are selected as the preferred bidder.

FOR AND ON BEHALF OF _____

SIGNATURE _____