



Madhya Pradesh State Tourism Development Corporation Limited, Bhopal

REQUEST FOR PROPOSAL (RFP)

For

**“ENGAGEMENT OF AGENCY FOR
DESIGN, PRINTING, PROMOTION &
OUTREACH FOR MADHYA PRADESH
STATE TOURISM DEVELOPMENT
CORPORATION LIMITED”**

2017

Index

Section I. Disclaimer.....	03
Section II. Brief Overview.....	05
Section III. Notice Inviting Tender (NIT)	07
Section IV. Instructions to Bidders (ITB)	08
Section V. General Information.....	15
Section VI. Agreement and Financial Bid.....	17

SECTION I: DISCLAIMER

This RFP is being issued by the Madhya Pradesh State Tourism Development Corporation Limited for inviting tenders for “ENGAGEMENT OF AGENCY FOR DESIGN, PRINTING & OUTREACH FOR MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED” (MPSTDC) on such terms and conditions and for the achievement of the Aims & Objectives of the scope of work set forth in this RFP or that may subsequently be provided to Bidder(s) whether verbally or in documentary form by or on behalf of MPSTDC and all other terms and conditions subject to which such information is provided. The information contained in this Request for Proposal document or subsequently provided to Bidder(s), whether verbally or in documentary or any other form by or on behalf of MPSTDC or any of their employees or advisors, is provided to Bidder(s) on the terms and conditions set out in this RFP document under E-procurement process and such other terms and conditions subject to which such information is provided. The purpose of this RFP is to provide the Bidder(s) with information to assist in the formulation of their proposals. While the RFP has been prepared in good faith with due care and caution, MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED (MPSTDC) does not accept any liability or responsibility for the accuracy, reasonableness or completeness of the information, or for any errors, omissions or misstatements, negligent or otherwise, relating to any feasibility / detailed project report or any other reference document mentioned, implied or referred herein or pertaining to the scope of work. It is not possible for MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED (MPSTDC) to consider investment objectives, financial situation and particular needs of each Bidder who uses this RFP. The assumptions, assessments, statements and information contained in the Bidding Documents may not be complete, accurate, adequate or correct. Each Bidder should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP and where necessary obtain independent advice from appropriate sources. Bidder should carefully examine and analyse the RFP and bring to the notice of MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED (MPSTDC) any error, omission or inaccuracies therein that are apparent and to carry out its own investigation with respect to all matters related to the scope of work, seek professional advice on technical, financial, legal, regulatory and taxation matters and satisfy himself of consequences of entering into any agreement and / or arrangement relating to the work. MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED (MPSTDC) make no representation or warranty, express or implied, and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the information contained in the RFP or in any material on which this RFP is based or with respect to any written or verbal information made available to any Bidder or its representative(s). No representation or warranty is given as to the reasonableness of forecasts or assumptions on which this RFP may be based. Liability therefore, if any, is hereby expressly disclaimed. This RFP includes statements, which reflect various assumptions and assessments arrived at by MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED (MPSTDC) in relation to the Project. This RFP may not be appropriate for all persons, and it is not possible for MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED (MPSTDC) its employees or advisors to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require.

Information provided in this RFP to the Bidder(s) is on a wide range of matters, some of which depends upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED (MPSTDC) accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein. MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED (MPSTDC) also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this RFP. MPSTDC RFP for “ENGAGEMENT OF AGENCY FOR DESIGN, PRINTING & OUTREACH FOR MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED (MPSTDC)” may in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP as per its requirements. The issue of this RFP does not imply that MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED (MPSTDC) is bound to select or appoint Successful Bidder for Project and MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED (MPSTDC) reserves right to reject all or any of Bidders or Bids without assigning any reason whatsoever. The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED (MPSTDC) or any other costs incurred in connection with or relating to its Bid.

SECTION II: BRIEF OVERVIEW

(MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED)

MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED (MPSTDC), a company incorporated under Indian Companies Act 2013, exists as a corporate entity entrusted with the task of running 75 hotels across Madhya Pradesh. The idea behind this is to essentially promote tourism across Madhya Pradesh by proving tourism infrastructure at destinations with immense tourism potential. MPSTDC hotels have for long acted as bedrocks upon which tourism facilities and footfall at our prominent tourist destinations has burgeoned over the years.

While MPSTDC currently runs 75 hotels including residency hotels in major cities across the state, heritage hotels at important heritage destinations and resorts across wildlife circuit in the state, the corporation also sets up new facilities at destinations that hold potential and are relatively less known owing to dearth of tourism infrastructure.

The intent behind engaging a creative agency to design, conceptualize and develop a creative outreach campaign for MPSTDC is to create awareness among the citizens about MPSTDC's units, the facilities, the packages, thus establishing a uniform brand identity that is identifiable and popular across all segments of the population in the country.

MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED

MPSTDC/TENDER NO -

Date:

Notice Inviting Tender – MPSTDC/TENDER NO -

The MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED (MPSTDC) invites Tenders for online submissions on website www.mpeproc.gov.in under “Live Tender” and Department Name “MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED” in ‘Two-Bid’ system i.e. Part-I ‘Technical Bid’ and Part-II ‘Financial-Bid’ from the Prospective bidders for the work of “ENGAGEMENT OF AGENCY FOR DESIGN, PRINTING & OUTREACH FOR MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED”. General guidelines and Brief schedule of tender activities for all the proposal submitting agencies are shown as per details in the Data Sheet table given below:-

Cost of Bid Document (non refundable)	Rs. 10,000/- (Rupees Ten Thousand Only) + 18% GST
Earnest Money Deposit (EMD)	Rs. 1,00,000/- (Rupees One Lakh only)
Purchase of Tender start Date	03/10/2017 AT 20:00 Hrs.
Pre-Bid Meeting Date	6/10/2017 AT 11:00 Hrs.
Purchase of Tender End date	10/10/2017 AT 17:30 Hrs.
Online Bid Submission End Date:	13/10/2017 AT 17:30 Hrs.
Technical Proposal Open Date (Envelope-B)	16/10/2017 AT 11:00 Hrs.
Technical Presentation of the Pre-Qualified bidders	19/10/2017 AT 11:00 Hrs.
Financial Bid Open Date (Envelope-C)	Will be intimated later to qualified bidders in technical bid
Period of Completion	12 months

1. The detailed terms and conditions are given in the Request for Proposal (RFP), which can be downloaded from the website www.mpeproc.gov.in. Intending applicants may submit the tenders online through website www.mpeproc.gov.in under “Live Tender” and Department Name “Madhya Pradesh State Tourism Development Corporation Limited” for the work and detailed guidelines for submission have been elaborated in the website www.mpeproc.gov.in. Applicants shall be required to submit the Tender document fees (non refundable) of Rs. 10,000/- (Rupees Ten Thousand Only) and EMD of INR Rs. 1, 00,000/- (Rupees One Lakh only)(Plus applicable taxes) by On-line transaction through RTGS or NEFT.
2. Bidder’s financial offer should include cost of all activities required as per the Scope of Work; All rates quoted in inclusive of GST.

3. All bids must be submitted online on www.mpeproc.gov.in website and the technical bids must be submitted physically at MPSTDC office. Interested eligible applicants may obtain further information from MPSTDC office. The project consists of works as mentioned in RFP document.
4. Agency will be selected under the procedure as described in detailed RFP Document. Conditional Tenders will not be accepted. "MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED", Bhopal reserves all rights to reject whole or part of the Proposal, all or any proposal and to modify the terms and conditions.
5. If the tender opening date is declared a holiday for MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED, the tender will be opened on next working day at the same time mentioned.

-Sd-
Managing Director
M P STATE TOURISM
DEV. CORP. LTD.,
BHOPAL

SECTION IV: INSTRUCTIONS TO BIDDERS (ITB)

1. General

- a) Madhya Pradesh State Tourism Development Corporation Limited, invites sealed Tenders in 'Two-Bid' system i.e. Part-I - 'Techno-Commercial Bid' and Part-II 'Financial-Bid' from the Prospective bidders for "Engagement of agency for design, printing & outreach for Madhya Pradesh State Tourism Development Corporation Limited."
- b) Successful Bidders shall be responsible for designing a campaign for design, printing & outreach for Madhya Pradesh State Tourism Development Corporation Limited.
- c) Successful bidder shall also be responsible for production/deliverables of items specified in this RFP document.
- d) Rights for Designing, creating Audio /Visual/FM and production shall be given to Successful Bidder.
- e) There are two sections in RFP. Bidder should quote for both sections.
- f) Lowest one (L1) will be decided on the basis of the TOTAL AMOUNT of all section.
- g) The Financial quote should include all cost related to the work MPSTDC will not pay any other cost to the successful bidder with respect to deliverables.
- h) The quoted rates shall be valid for One Year.
- i) MPSTDC will settle the Monthly Account of the Successful Bidder i.e. the payment against the work / deliverables in a Calendar month will be paid before First Week of Next Month on submissions of bills in writing.
- j) The prospective bidders submitting tenders will be considered to have accepted all the terms and conditions and no counter terms and conditions will be accepted.
- k) No enquiries in written or verbal will be entertained with regard to acceptance/rejection of the tender. Any attempt on the part of the bidders to influence any official/officer of this Organization will disqualify the tender.
- l) The attached Bill of Quantities are tentative and the actual quantity executed as per the can be changed as per requirement.
- m) The contract shall be for one year which can be further extendable if the performance is satisfactory.

2. SCOPE OF WORK

1. The shortlisted Agency(s)/Vendor(s) shall be responsible for carrying out the activities with respect to "CONCEPT, DESIGN, PRINTING & OUTREACH FOR Madhya Pradesh State Tourism Development Corporation Limited" as mentioned in the RFP.
 2. All graphics should be provided in electronic format (corel, jpeg and pdf versions) or as required by MPSTDC.
 3. All colour schemes should be specified with the corresponding CMYK / RGB palette codes
 4. All fonts used across all the aspects discussed above should be provided as font files
 5. All printing work should be in high quality as provided in specification
- Deliverables, Timelines The required deliverables shall be delivered in a span of three days starting from the date of work order(Designing and Printing). The rates quoted in the contract arrangements

shall be valid for one year from the date of contract agreement. The contract may be extended, upto maximum one year, based on the mutual agreement between the MPSTDC and the successful bidder depending on the requirements of the Employer.

3. Due Diligence: The bidder is expected to examine all instructions, forms, terms and specifications in the RFP. The bid should be precise, complete and in the prescribed format as per the requirement(s) of the RFP. The said contractual arrangements may be extended by 2 more months based on the mutual agreement between the MPSTDC and the successful bidder depending on the requirements of the Employer. Therefore, among other things, bidders should also consider this factor before finalizing their bids.

4. Introduction: -

- i. Bidders are invited to submit technical and financial offers for the work of developing CONCEPT, DESIGN, PRINTING & OUTREACH FOR Madhya Pradesh State Tourism Development Corporation Limited. This includes preparing and implementing a detailed branding, Marketing and Public outreach plan for creating public awareness about Madhya Pradesh State Tourism Development Corporation Limited's facilities situated across the state.
 - ii. Please note that;
 - a. Cost of preparing the proposal including visits to the Client office and the project area are not reimbursable as a direct cost of the assignment.
 - b. Client is not bound to accept any of the proposals submitted.
 - c. The proposals must be properly signed as detailed below:
 - i. by the proprietor in case of a proprietary firm.
 - ii. By the partner holding Power of Attorney, in case of a partnership.

5. Eligibility Criteria

The prospective bidders shall be considered as eligible bidder if the bidder fulfils and submits the following with the tender form.

5.1 Technical Criteria:

- a) The prospective bidders should be an Individual firm/ Proprietorship Firm/Company incorporated in India.
- b) Copies of registration certificate of the firm/company, Memorandum and Articles of Association in case of firms registered under the Companies Act.
- c) In case of the representative, the representative must attach tender specific authorisation letter from respective manufacturer.
- d) Copy of PAN Card.
- e) Service Tax/ Sales Tax/Commercial Tax/ CST nos.
- f) The Bidder organization should not have been blacklisted by any Government organization in India. Bidder should submit a self-declaration letter for same.
- g) Bidder should have an experience of more than 03 Years in similar kinds of work and have to submit a proof of same.

5.2 Financial Criteria:

- a) The bidder should have a minimum tangible positive net-worth in each of the last three financial year (2013-2014,2014-15 Or 2015-16)
- b) The bidder should have an minimum annual turnover of Rs. 1.00 Crores (Rupees One Crores only) in any of the last two preceding financial years i.e. 2014-15 Or 2015-16.)

- c) The bidder should submit Audited Balance Sheet / certified certificates mentioning Net Worth and Turn Over verified by authorized C.A.

Note:

The Bidder fulfilling the above criteria shall be considered as Financially Capable. Last two financial years shall be reckoned as F.Y. 2014-15 and 2015-16

The quantities mentioned in BOQ are tentative and may vary (+- 100%) as per actual requirement but the rate quoted for the item will remain same.

In order that Bidder(s) qualify to bid for this RFP, Bidder(s) shall be liable to submit a Technical Bid in the form and manner set forth in this RFP Document along with all required documents.

6. Cost of Bidding and RFP: The bidder shall bear all costs associated with the preparation and submission of its bid and the Employer will not be liable any costs, regardless of the outcome of the bidding process. The RFP would cost Rs. 10,000 (Rupees Ten thousand only) and is available online through www.mpeproc.gov.in from where it can be downloaded and purchased
7. Amendment of Bidding Documents: At any time before the deadline for submission of bids, the Regulator may, for any reason, modify the RFP by amendment. Any amendments / modifications to the RFP shall be through the issue of addendum(s) to the RFP, which shall set forth the said amendments/modifications thereto (hereinafter referred to as the "Addendum(s)"). All prospective bidders shall be informed of such Addendum(s) through the website- www.mpeproc.gov.in and the contents, terms and conditions of all such Addendums(s) shall be binding on all bidders. At any time prior to the due date, MPSTDC may amend the RFP document at its own initiative by issuing an addendum. The Client may at its discretion extend the deadline for the submission of Proposals.
8. Submission of Tender / Bidding Process
- a) The Bidder shall submit Technical Bid online and Hard Copy at the office of MPSTDC. Bidder shall submit Financial Bid online. No Hard Copy of Financial Bid shall be submitted. Bidder are expected to examine all terms and instructions included in the Documents. Failure to provide all or any of the requested information will be at your risk and may result in the rejection of your proposal. The document shall be submitted at the Office of the CEO, Madhya Pradesh State Tourism Development Corporation Limited, Bhopal in the sealed cover duly super scribed with Tender name and details
- b) Envelope A: Technical Proposal (to be submitted Online and Offline) for "Engagement of Agency for Promotion & Outreach And Branding Awareness Programme for Madhya Pradesh State Tourism Development Corporation Limited" should contain:
- i. Letter of application. (Annexure 1)
 - ii. Power of Attorney. (Annexure-2)
 - iii. Original Tender Document duly signed (on each page) by an authorized representative as a token of acceptance of all terms and conditions
 - iv. EMD receipt paid online

- v. A self-declaration letter from bidders that the party IS NOT Blacklisted from
 - vi. Proof of documents showing the experience of similar kind of works in Public and Private Sector. Bidder having similar experience in Public Sector shall be preferred.
 - vii. Work experience proof of same shall be submitted.
 - viii. Audited Balance sheet, P&L and Income tax return for last 3 financial years.
- c) Envelope B: Financial Proposal for “Engagement of Agency for Promotion & Outreach And Branding Awareness Programme for Madhya Pradesh State Tourism Development Corporation Limited” shall be submitted online in the format as given in the Annexure -B of this tender document
 - d) The bid documents along with updated addendums/ amendments thereto, duly signed by the Bidder through its authorized signatory on all pages shall then be sealed in one outer envelope.
 - e) The inner and outer envelopes shall be addressed to CEO, Madhya Pradesh State Tourism Development Corporation Limited Bhopal, and marked as “Engagement of Agency for Promotion & Outreach And Branding Awareness Programme for Madhya Pradesh State Tourism Development Corporation Limited”
 - f) If the outer envelope is not sealed and marked as above, MPSTDC will assume no responsibility for the misplacement or premature opening of the Bid.
 - g) This inner envelop should contain only Techno-commercial Bid with all necessary required document.
 - h) The Envelop of Techno Commercial Bid should reach us before the date and time of Opening of Techno-commercial Bid at the office of MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED, Bhopal (MP)
 - i) Tender Forms should be clearly filled in ink or duly typed giving full address of the bidders and all pages of the RFP document should be signed with company seal.
 - j) Any Proposal received by MPSTDC after the date and time as mentioned in RFP document will be liable to rejection.
 - k) The “Financial Bid” shall only be submitted online and shall be opened of Technically Qualified bidders on the due date as mentioned in the NIT & bidders may attend the Tender opening proceedings, if they desire so.
 - l) The rates should be quoted in figures as well as in words without any cutting and overwriting. The Overwriting or alterations will disqualify the tender unless they are legibly attested by the bidders. The rate should be kept valid for 180 days from the date of opening of the Techno Commercial Bids. If the Bidder withdraws his offer before the said date, the earnest money will be forfeited in full. The decision of the MPSTDC to this effect shall be final and binding on the bidders.
 - m) Bidders shall furnish the information strictly as per the formats given in Bid document and without any ambiguity. MPSTDC shall not be held responsible if the failure of any bidder to provide the information in the prescribed formats results in lack of clarity in interpretation and consequent disqualification
 - n) All proposals/bids/offers shall be signed by the duly Authorized Signatory of the Bidder. Bidders shall submit a supporting Power of Attorney authorizing the Signatory of the Proposal to commit the Bidder and agreeing to ratify all acts, deeds and things lawfully done by the said attorney.
 - o) Any individual, firm or company which submits or participates in more than one Proposal for the said project shall be disqualified and shall also cause the disqualification of all the Consortia in which it is a Member.
 - p) Your technical proposal shall include but be not limited to the following:
 - (i) Detailed Profile including Firm’s organization, structure and experience of min. two years in branding, marketing and public outreach plan for promoting awareness.

- (ii) Description of methodology (limited to maximum of two pages) and work plan for performance of assignment.
- (iii) Details of the professional showing the particulars of relevant experience as mentioned in the TOR.

7.1 Technical Evaluation:

Bidders who meet the pre-qualifications/eligibility requirements would be considered as qualified to move to the next stage of Technical and Financial evaluations. Project Evaluation Committee (PEC) will evaluate the Technical Proposals of the Pre-Qualified bidders as per the following criteria. Bidders who score 70 or above shall only be considered for financial bid opening and evaluation.

S.No.	Criteria	Break-up of marks
1	Bidders employee strength, Infrastructure, office setup in Bhopal and experience in branding, marketing and Public outreach plan for promoting awareness with past financial performance (last three years audited results)	35
2	Bidders Past Experience in similar kind of work: More than 10 Years – 20 Marks 05– 10 Years – 10 Marks (c) 03-05 Years – 05 Marks	20
3	Presentation (on a date to be specified by MPSTDC) clearly indicating a complete understanding of the project, along with a proposed work plan, methodology for implementation, operations etc. and concept demonstration.	30
4	Description of methodology (limited to maximum of two pages) and work plan for performance of assignment.	15
	Total	100

The marks secured based on evaluation of the technical bid as per the above shall be the technical score of the Bidder for the Project being considered for evaluation (“Technical Score”).

7.2 Financial Proposal:

- i. Only those technical bids which score a minimum of 70 (seventy marks) out of a maximum of 100 (hundred marks) in the assessment at the end of the technical bid evaluation process (as detailed above) will be considered for the financial bid evaluation.
- ii. The financial proposal shall be submitted on item wise basis as detailed in Annexure B.
- iii. The payment shall be made in Indian Rupees. (INR)
- iv. EMD should be excluding taxes.

7.3 Proposal Evaluation:

Proposals for which a notice of withdrawal has been submitted by the Applicant prior to proposed due date of submission shall not be opened.

A two-stage procedure will be adopted in evaluating the proposals;

- (i) A technical evaluation, which will be carried out prior to opening the financial proposals;
- (ii) A financial evaluation,

(i) Evaluation of Technical Proposal: -

The committee/persons appointed by the Client will carry out evaluation of technical proposals.

Criteria for evaluation of Technical Bids:- Technical bids of only those bidders who are in the field of advertising are accepted, shall be considered. Technical bids shall be evaluated in manner provided in Annexure I to this RFP.

(ii) Evaluation of Financial Proposal: -

The committee/persons appointed by MPSTDC will examine the financial proposals. This appointed evaluation committee would determine if the Agency fulfils the required eligibility criteria and both technical and financial proposals are complete. The Cost indicated in the Financial proposal shall be deemed as final and reflecting the total cost of services. The successful bidder shall be one whose total amount of all the items in the financial bid is lowest.

After approval of the competent authority, successful bidder shall be notified. The competent authority reserves all rights to accept or reject any or all proposals without assigning reason for their decision.

Criteria for evaluation of Financial Bids: Only those technical bids which score a minimum of 70 (Seventy marks) out of a maximum of 100 (hundred marks) in the assessment at the end of the technical bid evaluation process (as detailed above) will be considered for the financial bid evaluation. The financial bids of eligible bidders shall then be evaluated the successful consultant shall be one whose financial proposal is lowest of the total amount.

8. Award of Contract: -

- a. The Contract will be awarded to the successful bidder. Successful bidder shall draw agreement with the client in the prescribed form as given in Annexure A. The Bidders shall have to procure stamp paper of required amount to draw the agreement over it.
- b. The selected Consultant is expected to commence the assignment from 7 days from the date of work order and as per the terms & conditions specified in the LOI:

9. **Contact Person: - Managing Director - "Madhya Pradesh State Tourism Development Corporation Limited"**
Paryatan Bhawan, Bhabhada Road, Bhopal – mdoffice@mpstdc.com – 0755-2774450

10. Miscellaneous:

1. Failure to furnish all information required by the RFP or submission of a bid not responsive to the RFP in every respect will be at the bidder's risk and may result in rejection or disqualification of the bid
2. All amounts are non-refundable (unless otherwise provided in the RFP) and the Employer will in no case be held responsible or be liable for the cost, regardless of the conduct or outcome of the bidding process.
3. Nothing in this section shall be taken to mean or read as compelling or requiring the Employer to respond to any questions or to provide any clarification to a query of a bidder. The Employer reserves the right to not respond to questions it perceives as non-relevant which may be raised by a bidder or not to provide clarifications, if the Employer in its sole discretion considers that no reply is necessary.
4. The terms and conditions of the RFP are frozen unless otherwise, the Employer specifically issues Addendum(s).
5. The Employer shall have the right to seek any additional information or document from the bidder in the manner the Employer deems fit in its sole and absolute discretion.

6. The bid prepared by the bidder, as well as all correspondence and documents relating to the bid exchanged by the bidder and the Employer shall be written in English language only. However, in case bidder chooses to enclose certain supporting document(s) in any language other than English, then bidder shall also enclose certified / authentic translated copies of the same in English language. Any document which is not translated into English will not be considered and the bid shall be considered incomplete and therefore, liable for disqualification. For the purpose of interpretation and evaluation of the bids, the English language translation shall prevail.
7. All prices quoted in the bid shall be quoted in Indian National Rupee(s) (INR)
8. Any interlineations, insertion, erasures or overwriting shall be valid only if the person or persons signing the bid have authenticated the same with their respective signature alongside such interlineations, insertion, erasures or overwriting.
9. The Employer shall not be responsible in any manner possible for the contents of the bids, including if the envelope is not sealed and marked in the manner indicated in the RFP or where bidder does not receive any notification or documentation from the Regulator.
10. The Employer will examine the bids to determine whether these are complete, whether these meet all the conditions of the RFP and whether the documents have been properly signed and the Bids are generally in order. If there is a discrepancy between words and figures, the amount in words shall prevail.
11. Any and all expenses relating to the execution of the Agreement for the work "ENGAGEMENT OF AGENCY FOR DESIGN, PRINTING & OUTREACH FOR MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED" shall be borne by the Successful Bidder, including taxes and duties, incidental expenses, payment of stamp duty and registration charges, as applicable.
12. Unless specifically requested by the Employer for a clarification, no bidder shall contact the Employer on any matter relating to its bid, from the time of the bid opening to the time the "ENGAGEMENT OF AGENCY FOR DESIGN, PRINTING & OUTREACH FOR MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED" Agreement is executed with the Successful Bidder.
13. The bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the bidding process and subsequent to the issue of the LOA and during the subsistence of the "ENGAGEMENT OF AGENCY FOR DESIGN, PRINTING & OUTREACH FOR MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED" Agreement. Notwithstanding anything to the contrary contained herein, or in the LOA or the Agreement, the Employer shall reject a bid, withdraw the LOA, or terminate the Agreement, as the case may be, without being liable in any manner whatsoever to the bidder or the Consultant, if it determines that the bidder or Consultant, as the case may be, has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in the bidding process. In such an event, the Employer shall forfeit and appropriate the Bid Security or Performance Guarantee, as the case may be, as mutually agreed genuine pre-estimated compensation and damages payable to the Employer towards, inter alia, time, cost and effort of the Employer, without prejudice to any other right or remedy that may be available to the Employer hereunder or otherwise.

Section V: General Information

Bidders are requested to complete the information in this form. Information to be provided for all owners or application that are partnership or individually owned firms.

1	Name of firm	
2	Head Office address	
3	Name of MD/CEO and Contact No.	
4	Contact No:	
5	Fax No:	
6	Email id:	
7	Place of incorporation	
8	Year of incorporation	
9	Registration Number	
10	Service Tax/ Sales Tax/Commercial Tax/ CST nos.	
11	List of major Clients and the size of orders executed	

Structure and Organization

The applicant is: _____

- a. an individual
- b. a proprietor firm
- c. a firm partnership
- d. Private Limited Company or Corporation.

ANNEXURE-"A" Covering Letter

Dated:

To,
CEO,
MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION LIMITED,
Paryatan Bhawan, Bhadbhada Road, Bhopal

Sub:Engagement of agency for design, printing & outreach for MADHYA PRADESH STATE
TOURISM DEVELOPMENT CORPORATION LIMITED

Dear Sir,

Attached to this letter is the authority regarding Power of Attorney appointing me/us as designated person(s) to make these representation for and on behalf of the bidder in respect of the proposal as per RFP / NIT No..... dated..... issued by MPSTDC on.....

For and on behalf of the bidder, I/we confirm:

1. Our offer is in accordance with the terms and conditions of the RFP issued by MPSTDC, and we agree to sign the Agreement enclosed with the RFP, and we have initialled each page of it to convey our acceptance.
2. That the offer contained in the proposal attached to this letter is a firm offer which will remain open for the proposal validity period referred to in the RFP, including any extension of the proposal validity period as may be agreed by us;
3. That MPSTDC may by written notice extend the period of proposal validity period and the proposal attached to this letter and the Bid Security below will remain in full force and be valid for that extended period as per provisions of the RFP;
4. That the Bidder accepts the terms and conditions stipulated in RFP for the selection process and undertakes to perform its obligations accordingly; and
5. That attached to this letter is the Bid Security along with all other documents and information as required by the RFP.

Seal & Signature of the Authorized Person

Name of Bidder:

Address and contact number:

ANNEXURE-"B" FINANCIAL BID
(On the Letter Head of the Bidder)

To,
Chief Executive Officer,
Madhya Pradesh State Tourism Development Corporation Limited,
Paryatan Bhawan Bhadbhada Road, Bhopal
Sub: Financial Bid for "Engagement of agency for design, printing & outreach
for Madhya Pradesh State Tourism Development Corporation Limited"

Being duly authorized to represent and act on behalf -----
----- and having reviewed and fully understood all requirements of
bid submission provided in the RFP document and subsequent clarifications
provided in relation to project, I/ we hereby provide our financial proposal.
I have read the entire RFP including all the general conditions & Terms of
reference, Agreement etc. in detail and on the basis of my full study of the
above mentioned document/s and the conditions, I undertake for the
Engagement of Agency for Promotion & Outreach and Branding Awareness

Programme for “Madhya Pradesh State Tourism Development Corporation Limited” in accordance with the terms and conditions as provided in the above mentioned document/s as per the financial quote given by me as below:

BILL OF QUANTITIES:(Finacial Bid Format)

<u>Section A: DESIGNING/ IDEATION</u>					
<u>S.No.</u>	<u>Work Details</u>	<u>Unit</u>	<u>Quantity</u>	<u>Rate</u> <u>(Rupees)</u>	<u>Amount</u>
i) OUTDOOR DESIGNING					
1	Outdoor promotion panel design	Per Nos	10		
2	Hoarding/Backdrop	Per Nos	10		
3	Direction Boards/Banner/ Standeers/Awnings	Per Nos	20		
4	Complete Bus /Van/ Utility vehicle Design for Branding	Per Nos	1		
5	Glow sign/Neon Sign/ Translites signage design	Per Nos	5		
6	Kiosk	Per Nos	5		
ii) PRINT/ COLLATERAL DESIGN					
7	Poster size:	Per Nos	20		
8	Sticker/Label	Per Nos	20		
9	Badge design	Per Nos	50		
10	Flyers (Single side)	Per Nos	15		
11	Leaflet	Per Nos	15		
12	Folder	Per Nos	15		
13	Brochure (A4 size multi color both sides)	Per Nos	15		
14	Trophies & Memento (Exclusively designed)	Per nos	15		
15	Certificates	Per Nos	15		
16	Invitation Card	Per Nos	15		
17	Annual Reports (32-56 pages)	Per Nos	3		
18	Booklet (16-48 pages)	Per Page	10		
19	Symbol / Logo	Per number	5		
20	Campaign Theme line/tagline	Per Nos	10		
iii) STATIONERY					
21	Stationery (Letter head, visiting Card,	Per Nos	10		

	Envelope, typical stationary for office and external use)				
iv) DIGITAL					
22	Power Point Presentation per slide	Per slide	20		
23	Digital creative campaign (FB banner/ Whatsapp creative/social media campaign design)	Per creative	20		
24	Bulk SMS	Per 50000	10		
v) AUDIO/VISUAL					
25	Radio Spot/ Jingle Script only (60 sec.)	Per Nos	50		
vi) PROFESSIONAL PHOTOGRAPHY ASSIGNMENT					
26	Photography- Professional INDOOR/OUTDOOR still photo shoot on high end DSLR Cameras (Minimum 24 Mega pixel) for various promotion a campaigns and events including complete CREW / Cast/ Technician/Equipments/ travel and contingency expenses. Includes aerial shoot if required as per the concept. Deliverables in Hi-res RAW/Finished TIFF images edited re-touched as per the creative need on hard drive.	Per day	100		
vii) EVENT					
27	Exhibition Stall Design with technical specifications	each	1000		
28	Exhibition Stall Fabrication as per Design	Per Sq. ft.	40		
29	Event Conceptualization complete design & co-ordination fee (excluding execution)	Per event	6		
Section B: PRODUCTION CHARGES					
i) Audio/ Visual Production:-					
30	Radio Spot/ Jingle– production	Per 10 each	10		
31	3D projection Mapping (New Technology)	Per min.	10		
32	Concept based 2D Animation films for Digital/Social media promotion	Per 10 Sec.	10		
33	Ad film with concept, script & Production with team of renowned director/film makers/music composers etc. using latest equipment & accessories	Per 10 Sec.	10		

ii) OUTDOOR PROMOTION ITEM:-				
34	Star Flex 340 GSM with 3kg Square pipe frame(Original Star with Marking)	Per Sq. ft.	2000	
35	Normal flex printing with frame(7'x5'),(4'X1.5'),(5'X3'),(3'X3')			
	(i) Normal Flex Printing on 720 DPI	Per Sq. ft.	5000	
	(ii) Star 340 GSM Flex Printing on 720 DPI (Original Star with Marking)	Per Sq. ft.	2000	
	Normal flex printing without frame(7'x5'),(4'X1.5'),(5'X3'), (3'X3')			
	(i) Normal Flex Printing on 720 DPI	Per Sq. ft.	2000	
	(ii) Star 340 GSM Flex Printing on 720 DPI (Original Star with Marking)	Per Sq. ft.	1000	
36	Star Flex printing (backlit) printing on 1440 DPI			
	(Original Star with Marking)	Per Sq. ft.	1000	
37	Forex sheet, Ecosolvent/Latex Print vinyle with lamination and Pasting (Vinyle: 3m/Avery/LG)			
	(i) 3mm Forex Sheet	Per Sq. ft.	1000	
	(ii) 5mm Forex sheet	Per Sq. ft.	500	
38	Sunpack With Multi Color Printing	Per Sq. ft.	200	
39	Cutout Forex sheet 5mm, Ecosolvent/Latex Print vinyle with lamination and Pasting. (Vinyle: 3m/Avery/LG)	Per Sq. ft.	500	
40	Ecosolvent/Latex high resolution vinyle printing 1440 dpi with Lamination and Pasting (Vinyle:3m/Avery/LG)	Per Sq. ft.	500	
41	Acrylic sheet laser cutting 5mm	Per Sq. ft.	500	
42	ACP sheet 3mm with Ecosolvent/Latex high resolution vinyle printing 1440 dpi with lamination and Pasting (Vinyle:3m/Avery/LG)	Per Sq. ft.	500	
43	Complete Bus /Van/ Utility vehicle wrapping using 3M or avery or equivalent quality vehicle wrapping film	Per Sq. ft.	100	
44	Sign Boards			

	(i) Glow Sign Board	Per Sq. ft.	2500		
	(ii) Translite	Per Sq. ft.	2500		
	(iii) ACP Acrylic Sign Board	Per Sq. ft.	1000		
45	Promotional Table PVC Kiosk with Branding (standard size)	Per Nos	40		
46	Plastic card sheet Identity Card with neck strings & case.	Per Nos	1000		
47	Card sheet Identity Card with neck strings & case.	Per Nos	1000		
48	High quality pinup badges round shape	Per Nos	1000		
	iii) PRINT/ COLLATERAL				
49	Poster (18"x23") Multi color Art paper GSM 170	Per 100 Nos	1000		
50	Multicolor Sticker/Label	Per Sq Inch	500		
51	Multicolor Flyers (Single side) printing A/5 size on art paper (Min.5000 Qty on 170 gsm)	Per 500 Nos	5000		
52	Leaflet (2 sides) printing A/4 Multicolor printing on art paper (Min.5000 Qty on 170gsm)	Per 100 Nos	1000		
53	Leaflet (Single side) printing A/8 Single color printing on art paper (Min.5000 Qty on 70 gsm)	Per 100 Nos	1000		
54	Folder (4 sides) printing A/4 Multicolor art card (Min.500 Qty on 300 gsm)	Per 100 Nos	500		
55	Folder (6 sides) printing A/4 Multicolor art card (Min. 500 Qty on 300 gsm)	Per 100 Nos	500		
56	High quality Brochure Multicolor printing art card (Min Qty 300 on 300 gsm)	Per 100 Nos	300		
57	Standard Multicolor Invitation Card with envelope printing size A8 (Min. 500 Qty)	Per 100 Nos	500		
58	Annual Reports (32-56 pages) multicolour printing size A4 Cover Page 300 GSM and inner page (Min. 300 Qty on 170 gsm)	Per Book	100		
59	Booklet (16-48 pages) multicolour printing size A4 Cover Page 300 GSM and	Per Book	100		

	inner page (Min.300 Qty on 170 gsm)_				
60	High quality Roll up Aluminum Standie with standing support and back rod				
	(i) size 6'x 2.5'	Per Nos	100		
	(ii) size 6'x3'	Per Nos	100		
61	Flyers printing Multicolour art paper size 58 5x7 Flyers printing Multicolour art paper size 5x7 (Min.5000 Qty on 120 gsm)	Per 100 Nos	5000		
62	Flyers printing B/W Maplito size 5x7 (Min.5000 Qty on 70 gsm)	Per 100 Nos	5000		
63	Certificate multicolour digital printing art card (Min 500 Qty on 300 gsm)	Per 100 Nos	500		
64	Form printing A/4 offset 4 color (Min.5000 Qty on 80 gsm)	Per 100 Nos	5000		
65	Form printing A/4 offset 4 B/W (Min.5000 Qty on 60 gsm)	Per 100 Nos	5000		
66	Multicolor UV print on 3mm forex sheet	Per Sq.ft	1000		
67	Brochure multicolor 24 pages, Imported natural evolution ecofriendly wood free paper/card (1000 qty)	Per 100 Nos	1000		
iv)STATIONARY					
68	Letter Head Multicolor digital printing on Imported paper	Per 100 Nos	1000		
69	Visiting card Multicolor digital printing on imported card	Per 100 Nos	200		
70	Conference Note Pad (25 leaves)	Per 100 Nos	500		
71	Envelope (white) A/4 (Multicolor printing)	Per 100 Nos	1000		
72	Envelope (white) A/3(Multicolor printing)	Per 100 Nos	1000		
73	High quality multicolor A/4 documents folder on imported art card with pocket as per design including dye-cut, foiling, embossing	Per 50 Nos	500		
74	Office File Pad with MPSTDC Logo and Design	Per 50 Nos	500		
75	Spring File with MPSTDC Logo and Design	Per 50 Nos	500		
76	Box File with MPSTDC Logo and Design	Per 100 Nos	100		
77	A4 Size Color Page (Note sheet)	Per 100 Nos	1000		

NOTE:

1. The rates to be quoted shall be for the complete scope of work as described in the tender document and work shall be done in all respects in accordance to the specifications, instructions and the annexed conditions.
2. The rates shall be entered by the tenderers in figures and words, on lump sum basis.
3. The amount should be quoted EXCLUDING TAXES.
4. The work shall be done in all respects in accordance to the specification, details mentioned in the RFP and instructions issued by the Madhya Pradesh State Tourism Development Corporation Limited, from time to time during the tenure of the work.
5. The quantities mentioned in BOQ are tentative and may vary (+- 100%) as per actual requirement but the rate quoted for the item will remain same.
6. Bidder has to quote rates in the yellow highlighted space in the uploaded Financial Bid in excel format on www.mpeproc.gov.in

Signature of the Authorized

Person: Name of Bidder:

Seal:

Address and contact number:

Annexure C: References from
Current and Past Clients

Details	Reference 1	Reference 2	Reference 3
Name of the customer			
Organization			
Country			
Government/Nongovernmental			
Geographical			
Contact Details			
Contact Person			
Name			
Designation			
Phone			
Email			
Website			

ANNEXURE-“D” :FORM OF AGREEMENT

(To be executed on requisite value of stamp Papers)

THIS AGREEMENT made on _____ day of _____ (Month/year) between Madhya Pradesh State Tourism Development Corporation Limited, THROUGH the Chief Executive Officer, between Madhya Pradesh State Tourism Development Corporation Limited, Paryatan Bhawan Bhadbhada Road (Hereinafter called “the Employer/Engineer”) of the one part and _____ (name and address of the Consultant) (hereinafter called “the Consultant”) of the other part.

WHEREAS the Employer is desirous that certain works should be executed by the Consultant viz. Contract No. _____ (hereinafter called “the Works”, and has accepted a Bid by the Consultant for the execution and completion of such Works and the remedying of any defects therein.

NOW THIS AGREEMENT WITNESSETH as follows:

1. In this Agreement, words and expressions shall have the same meaning as are respectively assigned to them in the Conditions of Contract hereinafter referred to.
2. The following documents shall be deemed to form and be read and construed as part of this Agreement:
 - a) Letter of Acceptance
 - b) Notice Inviting Tender
 - c) RFP Document
 - d) Financial Bid
3. In consideration of the payments to be made by the Employer to the Consultant as hereinafter mentioned, the Consultant hereby covenants with the Employer to execute and complete the Works and remedy any defects therein in conformity in all respects with the provisions of the Contract.
4. The Employer hereby covenants to pay the Consultant in consideration of the execution and completion of the Works and the remedying of defects therein the Contract Price or such other sum as may become payable under the provisions of the Contract at the times and in the manner prescribed by the Contract.

IN WITNESS whereof the parties hereto have caused this Agreement executed the day and year first before written.

(Name, Designation and address of the authorized signatory)

(Name, Designation and address of the authorized signatory)

Signed for and on behalf of the Consultant in the presence of:

Signed for and on behalf of the Employer in the presence of:

Witness:

1.

2.

Witness:

1.

2.

Name and address of the witnesses to be indicated.

Annexure E:

POWER OF ATTORNEY BY THE BIDDER IN FAVOUR OF DESIGNATED PERSON (S) IN
CASE THE BIDDER IS NOT A SOLE PROPRIETOR
TO WHOMSOEVER IT MAY CONCERN

Shri ----- (Name of the Person, domiciled at -----

(Address) acting as -----(Designation and name of the firm/ company),
and whose signature is attested below, is hereby authorized on behalf of ----- (Name of
bidder) to negotiate and settle terms and conditions, finalize, approve, sign and execute
agreements, documents, endorsements, writings, etc. as may be required by MPSTDC for
“Engagement of Agency for Promotion & Outreach and Branding Awareness Programme for
Madhya Pradesh State Tourism Development Corporation Limited” and is hereby further
authorized to sign and file relevant documents in respect of the above.

(Attested signature of Shri-----)

IN WITNESS WHEREOF, we have hereunto set our respective hands this ----- day of ----- 2017 in the
presence of the following witnesses:

(Name, Designation and address of the
authorized signatory)

(Name, Designation and address of the
authorized signatory)

Signed for and on behalf of the Consultant in the
presence of:

Signed for and on behalf of the Employer in the
presence of:

Witness:

1.

2.

Witness:

1.

2.

We hereby ratify and confirm that all acts done by our attorney ----- (name of Designated
person) shall be binding on us as if same had been done by us personally

2. Any change in the designated person(s) should be informed to Power of Attorney in favour of
such person(s).

The bidding firm needs to submit separate Power(s) of Attorneys for each designated
person. along with a similar

Signature ----- [signature of authorised signing officer]

Name ----- [Name of authorised signing officer]

Title ----- [Title of authorised signing officer]

[Name and Signature of the firm/Company]