

**CORRIGENDUM/ ADDENDUM – II****Request For Proposal (RFP) for Selection of an Agency for Undertaking Campaigns for Promotion of Jharkhand Tourism – Call 2**

Ref. No. Tou/Dir/Pub.-106/2016 -1297

November 22, 2017

The Directorate of Tourism (DoT), Government of Jharkhand (GoJ) by way of this Corrigendum/Addendum – II is making the following addition/ deletion/ amendments to the RFP Documents issued on November 01, 2017 for the project.

Sl. No.	Reference Clause	Section Name	Original Clause	Modified Clause
1.	Volume I. Instructions to Bidders:  Clause No. 2.1.2 C	Eligible Bidders	<p>The Bidder should fulfill the following eligibility criteria (the “<b>Financial Capacity</b>”):</p> <p>The Bidder should have a minimum Average Annual Turnover of <b>Rs. 100,00,00,000 (Rupees Hundred Crores only)</b> for the last three completed financial years (i.e. FY 2013-14, FY 2014-15 and FY 2015-16) from the services provided <b>towards conducting campaigns and related activities</b> covering designing/ production of creative, commercials for various media including print/TV, radio, online, outdoor, social media, internet marketing, etc.</p> <p>AND</p> <p>The Bidder should have received average fee of <b>Rs. 10,00,00,000/- (Rupees Ten Crores only)</b> from the services provided towards conducting tourism campaigns for Tourism Departments of State Governments in India/ Ministry of</p>	<p>The Bidder should fulfill the following eligibility criteria (the “<b>Financial Capacity</b>”):</p> <p>The Bidder should have a minimum Average Annual Turnover of <b>Rs. 80,00,00,000 (Rupees Eighty Crores only)</b> for the last three completed financial years (i.e. FY 2013-14, FY 2014-15 and FY 2015-16) from the services provided <b>towards conducting campaigns and related activities</b> covering designing/ production of creative, commercials for various media including print/TV, radio, online, outdoor, social media, internet marketing, etc.</p> <p>AND</p> <p>The Bidder should have received average fee of <b>Rs. 10,00,00,000/- (Rupees Ten Crores only)</b> from the services provided towards conducting tourism campaigns for Tourism Departments of State Governments in India <b>and/ or</b> Ministry of</p>

Sl. No.	Reference Clause	Section Name	Original Clause	Modified Clause
			Tourism, GoI in the last three completed financial years (i.e. FY 2013-14, FY 2014-15 and 2015-16). This shall include fees received towards developing creative and media spends <sup>1</sup> and Events.	Tourism, GoI <b>and/ or conducting tourism campaigns in India for Tourism Boards/ Departments/ Ministries of other countries</b> in the last three completed financial years (i.e. FY 2013-14, FY 2014-15 and 2015-16). This shall include fees received towards developing creative and media spends <sup>1</sup> and Events.
2.	Volume I. Instructions to Bidders: Clause No. 2.1.3 - Note No. 1	Eligible Bidders	The Key Personnel must be permanent employees of the Bidder.	The Key Personnel <b>may/ may not</b> be permanent employees of the Bidder.
3.	Volume I. Instructions to Bidders: Clause no. 2.13.1	Format and Signing of Proposal	Bidders would provide all the information as per this RFP in electronic mode in the specified format. DoT would evaluate only those Proposals that are received in the required format and complete in all respects. Incomplete and/or conditional Proposals shall be liable to rejection.	Bidders <b>shall</b> provide all the information as per this RFP in <b>hard copy</b> mode in the specified format. DoT would evaluate only those Proposals that are received in the required format and complete in all respects. Incomplete and/or conditional Proposals shall be liable to rejection.

<sup>1</sup> Media spends **may** include cost incurred towards buying media including print, TV, radio, online, outdoor, social media, internet marketing etc. **in case the same is accounted as part of the turnover.**

Sl. No.	Reference Clause	Section Name	Original Clause	Modified Clause
4.	Volume I. Instructions to Bidders:  Clause No. 2.14	Submission of Proposals	Not Applicable	<p>2.14.5. The Technical proposal as specified in Clause no. 2.14.1 should be sealed in a separate envelope marked as “<b>TECHNICAL PROPOSAL</b> for Selection of An Agency for Undertaking Campaigns for Promotion of Jharkhand Tourism – Call 2”.</p> <p>2.14.6. The Financial proposal as specified in Appendix VII should be sealed in a separate envelope marked as “<b>FINANCIAL PROPOSAL</b> for Selection of An Agency for Undertaking Campaigns for Promotion of Jharkhand Tourism – Call 2”</p> <p>2.14.7. All envelopes shall be placed into an outer sealed envelope bearing the title “<b>SELECTION OF AN AGENCY FOR UNDERTAKING CAMPAIGNS FOR PROMOTION OF JHARKHAND TOURISM - CALL 2</b>”. All the envelopes shall bear the address of the communication as indicated at Clause 1.3. The Proposal must reach the Authority on or before the last date of submission as specified in Clause 1.3.</p> <p>2.14.8. The Technical Proposal shall not include any information relating to the Financial Proposal; if found, such Proposals shall be summarily rejected/ disqualified.</p>

Sl. No.	Reference Clause	Section Name	Original Clause	Modified Clause
5.	Volume I. Instructions to Bidders: Appendix- VII	Format for Financial Proposal	Format for Financial Proposal	Revised Appendix – VII – Format for Financial Proposal is provided as part of this Corrigendum/ Addendum – II.
6.	Volume II. Draft Service Agreement:  ARTICLE 11: MISCELLANEOUS	Ownership	Agency agrees that the ownership of all material including art work, brochures, concepts, ideas , documents, films and computer presentations and other items or things, organizing artworks, written and other materials, documents, raw stock and films vests with DoT. The Agency agrees to deliver to DoT all such material upon termination/ at the time of expiry of this Agreement by lapse of time.	Agency agrees that the ownership of all material including art work, brochures, concepts, ideas, documents, films and computer presentations and other items or things, organizing artworks, written and other materials, documents, raw stock and films, <b>which have been paid for by DoT shall vest</b> with DoT. The Agency agrees to deliver to DoT all such material, <b>which have been paid for by DoT</b> , upon termination/ at the time of expiry of this Agreement by lapse of time.
7.	Volume II. Draft Service Agreement:  SCHEDULE 1: Scope of Services  2. DELIVERABLES, TIMEFRAME AND PAYMENT MILESTONES	i. Terms of payment of Service Fee to the Agency	Table of time frame for submission of deliverables and the payment of Service Fee on the respective milestone deliverables to the Agency by DoT.	Revised Table of time frame for submission of deliverables and the payment of Service Fee on the respective milestone deliverables to the Agency by DoT, is provided as part of this Corrigendum/ Addendum – II.

**VOLUME I: INSTRUCTIONS TO BIDDERS****Appendix- VII- Format for Financial Proposal***(On the Letterhead of the Bidder)*

Date:

To

The Director  
 Directorate of Tourism  
 Government of Jharkhand  
 MDI Building, 2nd Floor, HEC Campus,  
 Dhurwa, Ranchi, Jharkhand

Dear Sir,

**Sub: Proposal for “Selection of an Agency for undertaking Campaigns for Promotion of Jharkhand Tourism”**

1. We are pleased to quote our fixed Services Fee of Rs. \_\_\_\_\_ (Rupees \_\_\_\_\_ only) (The “**Service Fee**”) per annum for the above mentioned Assignment. The Service Fee is exclusive of Goods and Services Tax (GST).

<b>Sl. No.</b>	<b>Particulars</b>	<b>Amount in INR</b>
1.	Part of Service Fee per annum towards deployment of Key Personnel	
2.	Part of Service Fee per annum for undertaking Campaigns	
	<b>Total Service Fee per annum</b>	

2. I/ We confirm and agree that we have reviewed all the terms and conditions of the Request for Proposal including the Draft Service Agreement and conform that we would abide by all the terms and conditions. We hereby declare that there shall be no deviations from the stated terms in the RFP.
3. I/ we agree that my/our Financial Proposal shall remain valid for a period of 180 (One hundred and Eighty) days from the Proposal Due Date prescribed for submission of Proposal.
4. I / we confirm that our Financial Proposal is unconditional and that we accept all terms and conditions specified in the RFP.
5. I / we agree to be bound by this offer if we are the Selected Agency for the said Assignment.
6. We further certify that we shall follow the Scope of Services, without any deviations, enumerated in this RFP, if the Assignment is awarded to us.

Sincerely,

Name of the Bidder

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Signature of the Authorised Person

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Name of the Authorized Person

**Note:**

- i. The Bidder while quoting the total Service Fee per annum should take into consideration the following expenses:
- Cost and all expenses that would be incurred for provision of all the Services enumerated in Clause 1.1.3 of the RFP Document.
  - Cost of communication and travel, boarding, lodging and out-of-pocket expenses within Jharkhand. However, in case the **Key Personnel** is required to do any travel outside Jharkhand but within India, it shall do so in consultation and approval of DoT and the cost towards the same shall be reimbursed by DoT as set out below:

Designation of the employee in the Agency	Model of Travel	Hotel Rentals including bed and breakfast on actuals	Fixed Local Transport Charge per day	Fixed per Diem
Domestic travel within India				
Key personnel	Air: Economy class by shortest distance	3 star or equivalent	For Metro Cities Rs.1,000	For Metro Cities : Rs.850
			For other Cities: Rs.850	For Other Cities Rs.600

- ✓ The per diem would be paid on per day basis, where 1 day shall be considered as 24 hours from start of travel from Ranchi;
  - ✓ The per diem shall include all other costs such as snacks, food, tips, etc. which shall not be reimbursed separately;
  - ✓ Metro cities are NCR Delhi, Mumbai, Chennai and Kolkata.
- c. Cost for Internet usage, sending mails, phone calls, follow ups, visit to various tour agents or any other such Person in the performance of the Services.

The total Service Fee per annum should be exclusive of applicable Goods and Services tax.

- ii. The Service Fee is exclusive of payment to the Vendors selected and appointed by DoT for supply of goods/ services which are incidental to the Campaign activities.

**VOLUME II: DRAFT SERVICE AGREEMENT****2. DELIVERABLES, TIMEFRAME AND PAYMENT MILESTONES****i. Terms of payment of Service Fee to the Agency**

The time frame for submission of deliverables and the payment of Service Fee on the respective milestone deliverables to the Agency by DoT is as set out in the table below:

<b>Sl. No.</b>	<b>Deliverables</b>	<b>Time frame</b>	<b>Payment Milestone</b>	<b>Payment Percentage</b>	<b>Payment (% of Service Fee per annum)</b>
<b>1<sup>st</sup> Quarter after signing of agreement</b>					
1.	Preparation and submission of Comprehensive Annual Campaign Plan.	Within 30 days from date of signing of Agreement.	On approval of Comprehensive Annual Campaign Plan by DoT.	12.5%	25%
2.	Report on <b>Approach and Methodology</b> for the proposed Campaigns <b>incorporating the comments received from DoT on the Comprehensive Annual Campaign Plan.</b>	Within <b>30 days</b> from the date of approval of Comprehensive Annual Campaign Plan by DoT.	On approval of Report on <b>Approach and Methodology</b> for the proposed Campaigns by DoT.	12.5%	
<b>2<sup>nd</sup> Quarter onwards applicable for each quarter till the expiry / termination of agreement</b>					
1.	Report on the proposed Campaigns, along with proposed creative for the Quarter.	Within 3 days of start of quarter.	On approval of Report on the proposed Campaigns by DoT.	12.5%	25%
2.	<b>Report on the Campaigns conducted during the quarter including</b> Website Content Management & Social Media Report.	Within 7 days of end of each quarter.	On approval of the <b>Report on the Campaigns conducted during the quarter including</b> Website Content Management & Social Media Report by DoT.	12.5%	

**Note:**

1. The Agency should ensure the implementation of the above mentioned services and take necessary steps to complete the work in all respects and fulfill the obligations under this Agreement from time to time.
2. The Agency shall be paid the respective percentage of Service fee only upon provision of the respective services and submission of respective deliverables per quarter.
3. In case the Agency does not provide any of the above services or does not meet any of the above mentioned milestone deliverables per quarter, DoT shall not be liable to make any payment to the selected Agency and shall have the right to deduct the respective percentage payments towards the particular milestone deliverables.
4. DoT shall duly make the payment of Service Fee to the Agency within a period of 30 (thirty) days from the date of receipt of the respective bills subject to:
  - (a) Submission of proper bills clearly stating the breakup of applicable taxes including the Goods and Services Tax (GST); and
  - (b) Approval of DoT on the respective milestone deliverables/ reports submitted by the Agency.
5. **DoT for providing approvals on the deliverables, shall facilitate for a presentation within 15 (fifteen) days of submission of the respective deliverables by the Agency.**
6. **DoT shall endeavour to provide approvals on good efforts basis, within a time period of 30 (thirty) days of submission of the respective deliverables by the Agency.**