



DIRECTORATE OF TOURISM

(GOVERNMENT OF JHARKHAND)

REQUEST FOR PROPOSAL (RFP) FOR SELECTION OF AN AGENCY FOR PRODUCTION OF TV COMMERCIAL (TVC) FOR BRAND PROMOTION OF JHARKHAND TOURISM

Ref. No. Tou/ Dir/Pub.-05/2018- **1010** / Dated : **21/08/2018**

Directorate of Tourism
Government of Jharkhand
MDI Building, 2nd Floor, HEC Campus, Dhurwa, Ranchi, Jharkhand
TEL NO: +91 651 2400493, Fax No: +91 651 2400492
E-MAIL: dirjharkhandtourism@gmail.com
Visit us on www.jharkhandtourism.gov.in

Table of Contents

1.	INSTRUCTIONS FOR SUBMISSION OF BID.....	4
1.1	Backg round.....	4
1.2	Submission of Bids.....	4
1.3	Schedule of Bidding Process.....	5
1.4	Bidding Process.....	6
1.5	Amendments to RFP.....	6
1.6	Late Bids.....	6
1.7	Modifications/ Substitution/ Withdrawal of Bids.....	6
1.8	Cost of Bid.....	6
1.9	Right to reject any or all Bids.....	7
1.10	Selection and notification.....	7
1.11	Validity of Bids.....	7
1.12	Time Frame.....	7
2.1	Opening and Evaluation of Bids.....	8
2.2	Test of Responsiveness.....	8
2.3	Evaluation of Technical/Creative Presentation of the Bidder.....	9
2.4	Evaluation of Financial Bids.....	10
2.5	Combined and final evaluation - Quality and Cost based selection (QCBS).....	10
2.6	Selection of Agency.....	10
2.7	Letter of Award (LOA) and Execution of Service Agreement.....	11
2.8	Performance Security.....	11
2.9	Payments Terms.....	11
2.10	Fraudulent & Corrupt Practices.....	12
2.11	Penalty Provision.....	12
	APPENDIX A: FORMATS FOR SUBMISSION OF FINANCIAL BIDS.....	13
	APPENDIX B: FORMAT FOR POWER OF ATTORNEY.....	15
	APPENDIX C: SELF DECLARATION.....	17
	SCHEDULE A: TERMS OF REFERENCE.....	18

Tender Schedule



Directorate of Tourism
Government of Jharkhand
MDI Building, 2nd Floor, HEC Campus, Dhurwa, Ranchi, Jharkhand
TEL NO: +91 651 2400493, Fax No: +91 651 2400492
E-MAIL: dirjharkhandtourism@gmail.com
Visit us on www.jharkhandtourism.gov.in

Dated: 21/08/2018

REQUEST FOR PROPOSAL (RFP) FOR SELECTION OF AN AGENCY FOR PRODUCTION OF TV COMMERCIAL (TVC) FOR BRAND PROMOTION OF JHARKHAND TOURISM

The Directorate of Tourism (DoT), Government of Jharkhand intends to select an Agency for production of TVC, therefore invites empanelled agencies to submit their Bids.

Interested empanelled agencies may participate for this tender and submit their proposal. The Bid Due Date is on **30/08/2018 at 12:00 hours**.

A Technical/Creative Presentation & Financial Bid opening Conference will be held on **30/08/2018 at 14:00 Hours** at Directorate of Tourism, Government of Jharkhand, MDI Building, 2nd Floor, HEC Campus, Dhurwa, Ranchi, Jharkhand. All subsequent notifications, changes and amendments will be sent through mails.

DoT reserves the right to cancel this invitation and / or invite fresh Bid with or without amendments to this invitation, without liability or any obligation for such invitation and without assigning any reason.

1. INSTRUCTIONS FOR SUBMISSION OF BID

1.1 Background

- 1.1.1 The State of Jharkhand is endowed with immense bio-diversity, moderate climate, rich cultural and historical heritage, religious places of worship and ethnic aspects to make the State the ultimate destination for tourists.
- 1.1.2 Directorate of Tourism (DOT) intends to select an agency (the “Selected Agency”) who would assist DoT in Production of TV Commercial (TVC) for Brand Promotion of Jharkhand Tourism (the “Service”). The main objective is to showcase and provide comprehensive information on Jharkhand tourist destinations, create a strong brand identity and awareness of Jharkhand Tourism amongst the target tourists etc. This meet is to enhance market and promote Jharkhand as a tourist destination throughout the year. The focus will be on increasing International, domestic and inbound traffic into the State.
- 1.1.3 Pursuant thereto, the DOT invites Bids from Empanelled Agencies for selection of the agency (the “Bidder”) as specified in this Request for Proposal (the “RFP”) document for the Services.
- 1.1.4 The RFP document shall be the basis for selection of an Agency based on the marks obtained by the Bidder after evaluation of Bidder’s Technical/Creative Presentation in terms of **Clause 2** of this Document.
- 1.1.5 The scope of services to be provided by the Selected Agency shall include and not limited to the services provided at **Schedule A** and shall also be governed by the provisions of issue LOA/Work Order and to be entered into between the selected Agency and the DOT (the “LOA/Work Order”) which sets forth the detailed terms and conditions for grant of the right to the selected Agency (the “Right”).
- 1.1.6 The Agency selected in accordance with evaluation process of this RFP Document will be subsequently invited to undertake and perform the Services set forth in **Schedule A** with respect to Production of TV Commercial (TVC) for Brand Promotion of Jharkhand Tourism.

1.2 Submission of Bids

- 1.2.1 The Agency shall be required to submit a **Technical & Financial Bid in separate sealed envelopes** put in a bigger sealed envelope super scribed as “**SELECTION OF AN AGENCY FOR PRODUCTION OF TV COMMERCIAL (TVC) FOR BRAND PROMOTION OF JHARKHAND TOURISM**”. The envelope containing the Applications shall be delivered by Hand/ Courier/Registered Post/Speed Post at

Directorate of Tourism office up to **30/08/2018 12:00 hrs.** Applications received after the Application Due Date shall not be entertained.

- 1.2.2 “**Financial Proposal**” The Financial Proposal in the prescribed format at **Appendix – A** on the letter head of the Bidder and signed by the authorized signatory.
- 1.2.3 The Bidder shall submit each of the following documents on or before the Bid Due Date. The documents accompanying the Bid submission shall include the following:
- Copy (Soft copy & Hard copy) of Presentations Technical/Creative Presentation
 - Financial Bid in the prescribed format at **Appendix – A**;
 - Power of Attorney (on stamp paper) for signing of Bid documents on behalf of the Bidder in the prescribed format at **Appendix –B**
 - Self Declaration in the prescribed format at **Appendix –C**
- 1.2.4 The Bidder should submit a Power of Attorney as per the format enclosed as **Appendix- B**, authorizing the signatory of the Bid to commit the Bidder. The Bid documents must be properly signed by the authorized representative (the “Authorized Representative”) as detailed below:
- In case the sole proprietor himself is signing the Bids, the Power of Attorney is not required to be submitted. However, if the Bid documents are signed by any other person other than the sole proprietor or a duly authorized person, the Power of Attorney is required to be submitted in the format at **Appendix- B**
 - by a duly authorized person holding the Power of Attorney, in case of a Company.
- 1.2.5 The Bids submitted by fax, telex or e-mail shall not be entertained and shall be rejected.
- 1.2.6 The Bids and all related correspondence and documents shall be written in English language. For the purpose of interpretation and evaluation of the Bids, the English language translation shall prevail.

1.3 Schedule of Bidding Process

The DOT would endeavor to adhere to the following schedule:

SI No	Event Description	Date
1.	Pre-Bid Queries Submission	24/08/2018 by 12:00 Hours
2.	Pre-Bid Conference	24/08/2018 by 15:00 Hours at Directorate of Tourism Office
3.	Bid Due Date	30/08/2018 by 12:00 Hours
4.	Technical/Creative Presentation & Financial Bid opening Conference	30/08/2018 at 14:00 Hours Venue Details: Directorate of Tourism Government of Jharkhand MDI Building, 2 nd Floor, HEC Campus, Dhurwa, Ranchi, Jharkhand
5.	Bid Validity period	180 days from Bid Due Date

- 1.3.1 Queries, if any, proposed to be raised at the pre-bid conference by the agency should be submitted to the DOT in writing at least one (1) working days before the date of the pre-bid conference and a soft copy of the same shall be e-mail to the **dirjharkhandtourism@gmail.com**.

1.4 Bidding Process

- 1.4.1 The Bids should be submitted by Hand/ Courier/Registered Post/Speed Post at Directorate of Tourism office up to **30/08/2018 12:00 hrs**. Applications received after the Application Due Date shall not be entertained. The Bid Due Date as indicated in **Clause 1.3**, in the manner and form as detailed in this RFP document.

- 1.4.2 The Authority, at its sole discretion, may extend the Bid Due Date by issuing an Addendum in accordance with **Clause 1.5**.

1.5 Amendments to RFP

- 1.5.1 At any time prior to the Bid Due Date, as indicated in **Clause 1.3**, Schedule of Bidding Process, the Authority may, for any reason, amend the RFP Document by the issuance of Addenda. Any Addenda issued would be sent through mail and the same shall be binding on the Bidders.

- 1.5.2 In order to afford Bidders reasonable time to take the Addendum into account, or for any other reason, the Authority may, at its discretion, extend the Bid Due Date. Information about extension of the Bid Due Date will be sent through mail.

1.6 Late Bids

- 1.6.1 Applications received after the Application Due Date shall not be entertained.

1.7 Modifications/ Substitution/ Withdrawal of Bids

- 1.7.1 The Bidders cannot modify or withdraw the Bids after submission.

1.8 Cost of Bid

- 1.8.1 The Bidders shall be responsible for all of the costs associated with the preparation of their Bids and their participation in the selection process, visits to the Authority, etc. The Authority will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Selection

1.9 Right to reject any or all Bids

- 1.9.1 Notwithstanding anything contained in this Document, the Authority reserves the right to accept or reject any Bid and to annul the selection process and reject all Bids, at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof.
- 1.9.2 The Authority reserves the right to verify all statements, information and documents submitted by the Bidder in response to the RFP. Failure of the Authority to undertake such verification shall not relieve the Bidder of its obligations or liabilities hereunder nor will it affect any rights of the Authority thereunder.

1.10 Selection and notification

- 1.10.1 The Authority intends to select an Agency for the Services, thus invites Empanelled Agencies to make a Technical/Creative presentation and to submit their Financial Bid for providing the services.
- 1.10.2 After the evaluation of Bids in terms of Technical/Creative Presentation, the Bidders whose score is minimum of 70 marks out of 100 marks in Technical/Creative presentation will be eligible & qualified for opening of their Financial Bid by the Authority. The Authority will not entertain any query or clarification from Bidders who fails to be selected.

1.11 Validity of Bids

- 1.11.1 The Bid shall be valid for a period of not less than 180 (One Eighty Days) days from the Bid Due Date (“Bid Validity Period”). The validity of Bid may be extended by mutual consent of the respective Bidder and the Authority.

1.12 Time Frame

- 1.12.1 The assignment as per scope of work to be completed within 15 days from the date of Letter of Award.

2. EVALUATION OF BIDS

2.1 Opening and Evaluation of Bids

- 2.1.1 The Authority shall conduct a Technical/Creative Presentation & Financial Bid Conference with the Bids received from Empanelled Agencies on the date specified in **Clause 1.3.**, Schedule of Selection Process specified in the RFP & in the presence of the Bidders who choose to attend.
- 2.1.2 The Authority will examine and evaluate the Technical/Creative Presentation & Financial Bids in accordance with the provisions set out in this section **Clause 2.3.**
- 2.1.3 Any information contained in the Technical/Creative Presentation & Financial Bids shall not in any way be construed as binding on the Authority, its agents, successors or assigns, but shall be binding against the Bidder if the Bidder is subsequently selected on the basis of such information.
- 2.1.4 The Authority reserves the right to reject any Bid which is non-responsive and no request for alteration, modification, substitution or withdrawal shall be entertained by the Authority in respect of such Bid.
- 2.1.5 The Empanelled Agencies can quote for any or all the theme/work/TVC'S .

2.2 Test of Responsiveness

- 2.2.1 Prior to evaluation of Bids, the Authority will determine whether each Bid is responsive to the requirements of the RFP Document and Bid shall be considered responsive only if:
- a. it is received by the Bid Due Date including any extension thereof pursuant to **Clause 1.3;**
 - b. is received through Hard Copy as stipulated in **Clause 1.4.;**
 - c. it contains the information and documents as requested in the RFP Document;
 - d. it contains information in the form and formats specified in the RFP Document;
 - e. it provides the information in reasonable detail. (“**Reasonable Detail**” means that, but for minor deviations, the information can be reviewed and evaluated by the Authority without communication with the Bidder). The Authority reserves the right to determine whether the information has been provided in reasonable detail;
 - f. it does not contain any condition or qualification; and
 - g. it is not non-responsive in terms hereof
 - h. Technical and Financial proposal as per instruction (Sealed Cover).

2.3 Evaluation of Technical/Creative Presentation of the Bidder

2.3.1 All the Bidders, whose Bids are found to be responsive as per **Clause 2.2**, shall be called for Technical/Creative Presentation and Financial Bid Conference on the scheduled date as per **Clause 1.3**. The Bidders are required to make a presentation showcasing the ability of the agency for successfully carrying out the Work. A Technical Scrutiny Committee constituted by the Authority shall scrutinize the Technical/Creative presentations made by the Bidders as per the parameters cited in **Clause 2.3.2** in accordance to the **Clause 2.3.3**.

2.3.2 All the Bidders whose Bids are found to be responsive as per **Clause 2.2** shall be qualified for financial opening on the basis of the marks obtained in accordance with the parameters set out in the table below:

SI No	Parameter	Evaluation Criteria	Maximum Marks
Technical / Creative Presentation			
1	Idea & Concept Plan	Demonstration of unique idea and understanding of preliminary concept of TVC.	30
2	Creativeness	Demonstration of creativity, Script and proposition of TVC. Creativity, Script of each (in all 7 TVC) TVC should be different.	30
3	Experience	Previous experience in managing similar work/ related experience	20
4	Methodology & Execution Plan	Methodology of management of the work and plan for completion of detailed tasks of RFP.	20
Total			100

Note :

- a. *The Presentation made by the Bidder shall be concise and comprehensively covering all parameters set out in the above table as per **Clause 2.3.2**.*
- b. *The Bidders will be provided with only 15 minutes to make their presentation. The Bidders should submit 1 hard copies of the presentation and will share a soft copy of the presentation with the Authority.*
- c. *The Authority will not be responsible for any glitches or technical failures occurred during the presentation and thus Bidders are required to bring in necessary gear for making the presentation.*

2.3.3 The Bidder who scores a minimum 70 marks out of 100 marks in the Technical/Creative Presentation shall be qualified (the “Qualified Bidders”) for opening of Financial Bids.

2.3.4 The total marks awarded to the Qualified Bidder as per **Clause 2.3.2** of the RFP shall be the **Technical Score (S_T)** of the Bidder.

2.3.5 The Financial Proposals of only the Qualified Bidders shall be considered for further evaluation.

2.4 Evaluation of Financial Bids

2.4.1 The Financial Bids of only the Qualified Bidders shall be opened in the presence of the Bidder's representatives who choose to attend. Date and time will be intimated to the Qualified Bidders. The name of the Bidder, the Technical/Creative Presentation scores and the proposed financial offer shall be read.

2.4.2 For financial evaluation for all 7 TVC/work namely Overall Jharkhand Tourism, Religious Tourism, Eco Tourism, Culture & People, Art & Craft, Heritage & Falls (1 to 7) will be calculated separately. Multiple or single agency may be selected based on this parameter.

2.4.3 For financial evaluation, the total Service Fee exclusive of GST or any other applicable tax indicated in the Financial Bid will be considered.

2.4.4 The financial evaluation will be carried out as per this **Clause 2.5**. Each Financial Proposal will be assigned a **Financial Score (SF)**.

2.4.5 DOT will determine whether the Financial Bids are complete, incomplete and unconditional. The cost indicated in the Financial Bid shall be deemed as final and reflecting the total cost of services. Omissions, if any, in costing any services shall not entitle the selected Agency to be compensated and the liability to fulfill its obligations as per the scope of services mentioned in **Schedule A** of this RFP. **The lowest Financial Proposal (For Each Work/Theme (7 Works)) (F_M) will be given a financial score of 100 points. The financial scores of other proposals will be computed as follows:**

$$S_F = 100 \times F_M / F$$

(F = amount of Financial Proposal (1 to 7 Work/TVC))

2.5 Combined and final evaluation - Quality and Cost based selection (QCBS)

2.5.1 Proposals will finally be ranked according to their **combined technical (S_T) and financial (S_F)** scores as follows:

$$S = S_T \times TW + S_F \times FW$$

Where S is the combined score, and **TW = 0.7 and FW = 0.3** and are the weights assigned to the Technical Score and the Financial Score respectively (for each work).

2.6 Selection of Agency

- 2.6.1 The Bidders shall be ranked in descending order and the Bidder scoring the **Highest Combined Score (H1)** shall be ranked first for each category/work/theme. The Bidder scoring the highest combined score shall be declared as Selected Bidder.
- 2.6.2 For financial evaluation for all 7 TVC/work namely Overall Jharkhand Tourism, Religious Tourism, Eco Tourism, Culture & People, Art & Craft, Heritage & Falls (1 to 7) will be calculated separately. Multiple or single agency may be selected based on this parameter.
- 2.6.3 In the event that the first ranked Bidder withdraws its Proposal or is not selected for any reason in the first instance, DoT may invite the second ranked Bidder for negotiations.
- 2.6.4 In the event that two or more Bidders obtain the same combined score, (the "Tie Bidders"), the Bidder quoting the lowest Service Fee shall be the Selected Bidder.

2.7 Letter of Award (LOA) and Execution of Service Agreement

- 2.7.1 After selection, a Letter of Award (the "LOA") shall be issued, in duplicate, by DOT to the Selected Agency and the Selected Agency shall, within 7 (seven) days of the receipt of the LOA, sign and return the duplicate copy of the LOA in acknowledgement thereof. In the event the duplicate copy of the LOA duly signed by the Selected Agency is not received by the stipulated date, DOT may, unless it consents to extension of time for submission thereof, appropriate the Performance Security on account of failure of the Selected Agency to acknowledge the LOA, and the next eligible Bidder may be considered.

2.8 Performance Security

- 2.8.1 The Selected Agency shall furnish a Performance Security of **10% (Ten Percent)** of the total Contract Price quoted by the Selected Agency in shape of Performance Security. The Performance Security is required to be taken from a nationalized bank in favor of "**Director, Directorate of Tourism, Jharkhand**", payable at "Ranchi". The Performance Security will be payable on demand and be valid for a period of 90 (Ninety) days from the date of signing the LOA/Work Order with the Authority.

2.9 Payments Terms

- 2.9.1 Payment will be made to the Agency after completion of the work and ascertainment by DOT that work was carried out satisfactorily and in accordance with the terms and conditions of the RFP.
- 2.9.2 The total LOA/Work Order Price to be quoted by the Agency shall be exclusive of all taxes, duties, GST, as applicable.

2.9.3 DOT shall pay the LOA/Work Order Price after submission of bills/invoices by the Agency.

2.10 Fraudulent & Corrupt Practices

2.10.1 If the Selected Agency is found to be engaged in corrupt, fraudulent, unfair trade practices, coercive or collusive. These terms are defined as follows:

- i. **"Corrupt practice"** means the offering, giving, receiving or soliciting of anything of value to influence the action of DOT or any personnel in agreement executions.
- ii. **"Fraudulent practice"** means a misrepresentation of facts, in order to influence a procurement process or the execution of a LOA/Work Order, to DOT, and includes collusive practice among Bidders designed to establish Bid prices at artificially high or non-competitive levels and to deprive DOT of the benefits of free and open competition.
- iii. **"Unfair trade practices"** means supply of services different from what is ordered on, or change in the Scope of Work which was agreed to.
- iv. **"Coercive practices"** means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the execution of LOA/Work Order.
- v. **"Collusive practices"** means a scheme or arrangement between two or more Bidders with or without the knowledge of the DOT, designed to establish prices at artificial, non-competitive levels;

2.11 Penalty Provision

2.11.1 In case of delay in execution of the assigned work and unsatisfactory performance by the Selected Agency, DoT may impose a penalty of 10% of the Service Fee or part thereof (subject to maximum of 30% of the Service Fee).

APPENDIX A: FORMATS FOR SUBMISSION OF FINANCIAL BIDS
(On the Letterhead of the Bidder)

To,

Directorate of Tourism

Government of Jharkhand

MDI Building, 2nd Floor, HEC Campus, Dhurwa,

Ranchi, Jharkhand – 834004

Dear Sir,

Sub: BID FOR SELECTION OF AN AGENCY FOR PRODUCTION OF TV COMMERCIAL (TVC) FOR BRAND PROMOTION OF JHARKHAND TOURISM

- We are pleased to quote our rate for each work (The “Service Fee”) to the items detailed below and inclusive of all costs associated with providing the services specified in Schedule A of the RFP Document. The Service Quote is exclusive of GST and all other applicable taxes.

Sl. No	Work	Nos.	Cost of Production of TVC as per scope of Work, Service Fee* (In Rupees)
1	Overall Jharkhand Tourism	1	
2	Religious Tourism	1	
3	Eco Tourism	1	
4	Culture & People	1	
5	Art & Craft	1	
6	Heritage	1	
7	Water Falls	1	

* Service Fee for each 7 TVC will be the final service charge for financial evaluation and calculated separately.

- I/We confirm and agree that we have reviewed all the terms and conditions of the Request for Bid 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 Document.

3. I/we agree that my/our Financial Bid shall remain valid for a period of 60 (sixty) days from the Bid Due Date prescribed for submission of Bid.
4. I/we confirm that our Financial Bid is unconditional and that we accept all terms and conditions specified in the RFP Document.
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 Document, if the Assignment is awarded to us.
7. I/We confirm and agree to work on rate provided for (Each Theme) TVC's as and when required by DoT. The Unit/Quantity prescribed in RFP may change/increase/decrease based on the requirement of DoT.

Since rely,

Name of the Bidder

.....

Signature of the Authorised Person

.....

Name of the Authorized Person

APPENDIX B: FORMAT FOR POWER OF ATTORNEY

(On the applicable value of Stamp Paper)

Power of Attorney

Know all men by these presents, we, (name of Bidder and address of the registered office) do hereby constitute, nominate, appoint and authorise Mr. /Ms..... son/daughter/wife and presently residing at....., who is presently employed with us and holding the position of as our true and lawful attorney (hereinafter referred to as the “**Authorised Representative**”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Bid for Selection of an **SELECTION OF AN AGENCY FOR PRODUCTION OF TV COMMERCIAL (TVC) FOR BRAND PROMOTION OF JHARKHAND TOURISM**, appointed by the Directorate of Tourism, Government of Jharkhand (the “**Authority**”) including but not limited to signing and submission of all Bids and other documents and writings, participating in Technical/Creative Presentation & Financial Bid conference and other conferences and providing information/responses to the Authority, representing us in all matters before the Authority, signing and execution of all LOA/Work Orders and undertakings consequent to acceptance of our Bid and generally dealing with the Authority in all matters in connection with or relating to or arising out of our Bid for the said Selection and/or upon award thereof to us till the entering into of the LOA/Work Order with the Authority.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorised Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorised Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF, 2018

For
(Signature, name, designation and address)

Witnesses:

- 1.
- 2.

Notarised

Accepted

.....
(Signature, name, designation and address of the Attorney)

Notes:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. The Power of Attorney should be executed on a non-judicial stamp paper of Rs.100 (Hundred) and duly notarised by a notary public.

Wherever required, the Bidder should submit for verification the extract of the charter documents and other documents such as a resolution/power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.

For a Power of Attorney executed and issued overseas, the document will also have to be legalised by the Indian Embassy and notarised in the jurisdiction where the Power of Attorney is being issued. However, Bidders from countries that have signed The Hague Legislation Convention, 1961 need not get their Power of Attorney legalised by the Indian Embassy if it carries a conforming Apostille certificate.

APPENDIX C: SELF DECLARATION

(Should not have been black listed)

(On the letterhead of the Bidder)

I / We agree that the decision of the Authority in relation to “**SELECTION OF AN AGENCY FOR PRODUCTION OF TV COMMERCIAL (TVC) FOR BRAND PROMOTION OF JHARKHAND TOURISM**”, addition or deletion will be final and binding to me / us. I / We confirm that we have not been blacklisted by Central or State Governments & PSUs.

Name of the Bidder

.....

Signature of the Authorised Person

.....

Name of the Authorized Person

SCHEDULE A: TERMS OF REFERENCE

The scope of services to be provided by the Agency as described below is general but is not exhaustive i.e. does not mention the entire incidental services required to be carried out. The services shall be provided all in accordance with true intent and meaning, regardless of whether the same may or may not be particularly described, provided that the same can be reasonably inferred there from. The scope of services shall also be governed by the provisions of the LOA/Work Order (the “LOA/Work Order”) to be entered into between the Agency and Directorate of Tourism which sets forth the detailed terms and conditions for grant of the right to the Agency (the “**Right**”). There may be several incidental services & assignments, which are not mentioned herein but will be necessary to complete the work in all respects. The list given below is an indicative list and shall include any other activity in association to those mentioned below:

1. Development of the concept or script based on the demographic and cultural understanding of the respective audience.
2. Development of detailed scenario script, storyboard and production plan along with time schedule in consultation with the Department.
3. Master production of 7 TVC on 4K HD format (The bidders are required to submit their 7 different concepts or scripts for production of the TVC along with the Technical Bid as specified).
 - Duration – 40 seconds each.
 - Master production in Hindi and English parallel shoot.
 - Delivery in the format : The final product should be delivered in DVC/CD format (2 master Copies) along with all the shooting material or as per DoT Guidance.
 - After production of the respective TVCs, the Agency must also undertake a trial run of the TVCs to gauge the reaction of the captive audience, brand recall value, attractiveness, impact assessment, ability to grab attention etc.
4. TVC Theme
 - Overall Jharkhand Tourism
 - Religious Tourism
 - Eco Tourism
 - Culture & People
 - Art & Craft
 - Heritage
 - Falls
5. Scope/Work also includes:

- Pre production meeting, shooting and editing, post production - recording music and voice over and for the above.
 - The production house will be responsible for shooting; purchasing raw stock, processing, hire of camera & lights, other equipments, studio hire, cast (non celebrity), costumes, make-up, props hire, setting, green screen, location hire, procuring all necessary permissions for shoot, catering, transportation etc.
 - Responsible for hiring the crew – including Director, Cameraman and other technical & production team – Assistant Directors, Music Director, Editors,
 - Production assistants, spot boys, lighting crew, etc.
 - Will be responsible for post production
 - a) Studio hire for editing charges
 - b) Animation charges
 - c) Music compositions and voice over charges
 - d) Any other charges
 - Responsible for travel, boarding and lodging for the entire production and technical crew across all the locations in Gujarat
 - Travel, boarding and lodging of makeup man etc and others will be borne by production house.
6. Finalization of each TVC will be done with the consultation of DoT.
7. The Unit/Quantity prescribed in RFP may change/increase/decrease based on the requirement of DoT.
8. Agency shall indemnify DoT/its agencies from any loss, damage or liability of property and life.