



Department of Tourism
Government of Jharkhand

**REQUEST FOR PROPOSAL FOR APPOINTMENT OF
PR AGENCY**

Request For Proposal For Appointment Of PR Agency

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DISCLAIMER

1. The information contained in this Request for Proposal document (the “RFP”) or subsequently issued to the Bidder either verbally or in documentary form or in any other form by or on behalf of Department of Tourism, Government of Jharkhand (referred to as “DoT”, “GoJ”) or any of its employees or advisors, is provided to the Bidder(s) on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.
2. This RFP document contains brief information that Department of Tourism (DoT), Government of Jharkhand, proposes to engage the services of eligible agency for complete Public Relation (PR) related solutions for the Department of Tourism Government of Jharkhand (DoT, GoJ) (the “**Project**”) by the Selected Bidder selected through the competitive bidding process, qualification requirements and the selection process for the Selected Bidder. The purpose of this RFP Document is to provide Bidders with information that may be useful to them in the formulation of their bid and for no other purpose.
3. This RFP is not an agreement and is neither an offer nor invitation by Department of Tourism, Government of Jharkhand to the prospective Bidders or any other person but is merely informative in nature creating no obligation whatsoever. The purpose of the RFP is to provide interested parties with information that may be useful to them in making their proposal including financial offers (the “Bid”) pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by Department of Tourism, Government of Jharkhand in relation to the Project. Such assumptions, assessments and statements do not purport to contain the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for DoT, GoJ, its employees or advisors to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources. This RFP is being made available by DoT, GoJ to the interested parties on the terms set out in this RFP. The possession or use of this RFP in any manner contrary to any applicable law is expressly prohibited. The Bidders shall inform themselves concerning, and shall observe any applicable legal requirements. The information does not purport to be comprehensive or to have been independently verified. Nothing in this RFP shall be construed as legal, financial or tax advice.

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4. 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 an exhaustive account of statutory requirements and should not be regarded as complete or authoritative statement of law. DoT, GoJ, its employees and advisors accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.
5. Neither the information in this RFP nor any other written or oral information in relation to the selection process of the Bidder for implementing the Project or otherwise is intended to form the basis of or the inducement for any investment activity or any decision to enter into any contract or arrangement in relation to the Project and should not be relied as such.
6. Department of Tourism, Government of Jharkhand, its employees and advisors/ consultants make no representation or warranty and shall have no liability to any person, including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in relation to the bidding process.
7. Department of Tourism, Government of Jharkhand, its employees, advisors and consultants also accept 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.
8. Department of Tourism, Government of Jharkhand may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, statement, assessment or assumptions contained in this RFP.
9. Intimation of discrepancies in the RFP document, if any, should be given to the Department of Tourism, Government of Jharkhand immediately by the bidder. If no written communication is received by Department of Tourism, Government of Jharkhand, it shall be deemed that the Bidder/Bidders are satisfied that the RFP document is complete in all respects.
10. The issuance of this RFP does not in any way imply that Department of Tourism, Government of Jharkhand is bound to select a Bidder or to appoint the Selected Bidder for the Project. DoT, GoJ reserves the right, in its sole discretion, to accept or reject any or all of the bidders or bids without assigning any reasons thereof.
11. The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparing, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by DoT, GoJ or

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any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and DoT, GoJ shall not be liable in any manner whatsoever for the same or for any other costs or expenses incurred by any Bidder in preparation for submission of the Bid, regardless of the conduct or outcome of the bidding process.

12. Nothing in this RFP shall constitute the basis of a contract which may be concluded in relation to the Project nor shall such documentation/information be used in construing any such contract. Each Bidder must rely on the terms and conditions contained in any contract, when, and if, finally executed, subject to such limitations and restrictions which may be specified in such contract.
13. The Bidders are prohibited from any form of collusion or arrangement in an attempt to influence the selection and award process of the Bid. Giving or offering of any gift, bribe or inducement or any attempt to any such act on behalf of the Bidder towards any officer/employee of DoT, GoJ or to any other person in a position to influence the decision of the DoT, GoJ for showing any favour in relation to this RFP or any other contract, shall render the Bidder to such liability/penalty as the DoT, GoJ may deem proper, including but not limited to rejection of the Bid of the Bidder and forfeiture of its Bid Security.
14. Laws of the Republic of India are applicable to this RFP

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SECTION - 1: INTRODUCTION

1.1. BACKGROUND-

- A. Jharkhand the 28th state of the Indian Union is best known for its rich mineral wealth. This wealth over a century ago gave the state the unique advantage of being the birthplace of the Indian Industry. It is today one of the most attractive investment destinations because of this natural wealth, coupled with its skilled and industrious people, low cost of living, great industrial climate and its locational advantage. Since its creation, the state has set in place a range of enablers for investment. Today with its investment friendly climate and expertise in geology, mining and immense power potential, Jharkhand has the potential to become the most financially viable state in the country.
- B. 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. The State Government has a firm belief that development of tourism sector would not only generate immense employment opportunities – directly or indirectly – but also would contribute in accelerated economic development. This would not only ensure showcasing of rich traditional and cultural heritage of the State but also would have cascading effect in development of other sectors. Rightfully, the State Government has accorded tourism the status of industry in Jharkhand. It is felt that to ensure rapid development in tourism sector, there is a need to develop tourist circuits and destinations providing various amenities, both way-side and at different destination points, supporting the tourists by providing conveyance, lodging and other pre-requisites, etc. Involvement of private sector, villagers and other stake holders as partners in promotion and development of tourism industry of the State is an important and critical aspect, which would go a long way in maintenance, upkeep and sustenance of the assets and facilities created in this regard for a long time. Making the people of the State, Nation and the World aware of the rich endowments of nature, its cultural heritage, spiritual places and other traditions are essential impediments for boosting tourism industry in the State.
- C. The tourism policy of the State aims at making Jharkhand as one of the most preferred destination for tourists, both inside and outside of the country and to ensure accelerated development of tourism related infrastructure, increasing employment opportunities, augmenting the resources of the State as also showcasing the rich cultural heritage and traditions of the State.
- D. According to tourism policy of Jharkhand 2015 one of the objectives of DoT is to promote research and development, technological up-gradation and qualitative improvement and utilization of State of art technology to improve the tourism product and its marketing and Simplification of procedures and ensuring transparency so as to provide expeditious, transparent and professional tourism administration.

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- E. Department of Tourism (DoT), Government of Jharkhand, proposes to engage the services of eligible agency for complete Public Relation (PR) related solutions for the Department of Tourism Government of Jharkhand (DoT, GoJ). The agency will have to undertake specific media and PR related activities as per the terms and conditions of the RFP. The period of agreement will be initially for a period of one year from the date of signing the agreement which can further be extended for two more years subject to satisfactory performance of the agency.
- F. The PR agency should be able to offer a comprehensive range of Public Relations Services including Media Relations, Media Monitoring, Digital PR, Media Opinion Management and Media Research, Crisis Management and Stakeholders relationship
- G. Interested Agencies are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document.
 - (i) Technical Proposal and
 - (ii) Financial Proposal
- H. It may be noted that
 - (i) The cost of preparing the proposal are not reimbursable and
 - (ii) The DoT, GoJ is not bound to accept any of the proposals submitted.
- I. The Agencies are required to provide professional, objective and impartial service and at all times hold the DoT's interest paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.
- J. Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of DoT or that may be reasonably perceived as having this effect. Failure to disclose such situation by the Agency may lead to disqualification of the Agency or termination of the contract.
- K. Agencies must observe the highest standards of ethics during the selection and execution of the contract. DoT may reject a proposal at any stage if it is found that the firm recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question, and may also declare a firm ineligible or blacklist the firm, either indefinitely or for a stipulated period of time, if at any time it is found that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing, the contract.

1.2 TYPE OF WORK

Appointment of PR Agency for Department of Tourism, Government of Jharkhand

1.3 LAST DATE FOR SUBMISSION OF TENDER- Date 27 August 2015 before Time 3:00 pm

1.4 DATE OF OPENING OF TENDER-31 August 2015

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1.5 TENDER DOCUMENT FOR APPOINTMENT OF PR AGENCY

Jharkhand Tourism wishes to engage the services of eligible agency for complete media coordination and PR related solution for DoT. The agency will have to undertake specific media and PR related activities on mutually agreed terms and the period of agreement will be initially for a period of one year from the date of signing the agreement which can further be extended for two more years subject to satisfactory performance of the agency.

1.6 OBJECTIVE FOR APPOINTMENT OF PR AGENCY

DoT, GoJ would like to select and appoint agency for maintaining Public Relation activities such as Advertisements, Design, development of documents such as articles, newsletters and Publicity work .It would be required to cater to all the needs of DoT, GoJ for Advertising (print media, electronic media, internet, radio etc.), Design and Publicity, Printing Exhibitions etc.

The overall objective for making such appointment is creating better approach in the market which would attract more tourists in Jharkhand and bringing on development in the State as a whole.

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SECTION - 2: SCOPE OF THE WORK

- A. Write ups on various tourism developmental aspects like religious tourism, adventure tourism, eco and ethno tourism, water based tourism, Beach and camping tourism , Religious, fairs & festivals in all media .
- B. To provide creative support to Department of Tourism for publication of Tourism Literatures and other Ad.
- C. Press releases on major initiatives /achievements of the DoT to media, trade as per requirement of the Jharkhand Tourism Development Corporation Ltd. The mailers can also be used as press releases when there is no immediate news or activity to be highlighted.
- D. Submit weekly business review consisting of international/national trends, competitors' activities, airlines/aviation development crisis, trade publicity, politics development and also articles published on Jharkhand Tourism.
- E. Preparation of speeches for senior officials of the Government in Hindi / English on various activities of DoT. The basic input/primary data will be provided by the DoT
- F. Arranging articles for advertorials in magazines & newspapers through print publications & travel writers. The agency will send the articles to all the magazines / portals advertised by the department every month. The agency shall diligently follow up for its publication.
- G. Preparation of detailed clippings docket/ competition and general industry on customized periodicity and providing the coverage detail on Jharkhand Tourism products for the month supported by clippings of newspapers / magazines.
- H. Organizing FAM (Familiarisation) Tours to Fairs & Festival for the media / travel agents/ other dignitaries to different parts of the state in consultation with the DoT, GoJ. The hotels/transportation/etc. for the FAM tours will be organized by DoT. The agency's responsibility is to get the best media/trade/etc. as per the requirements of the Corporation.
- I. Organizing interviews of higher officials with top newspapers/ magazines /TV Channels / FM's as and when required but more during the Road Shows, festivals of the DoT.

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- J. During the various road shows organized by the DoT in various cities of India, it is the responsibility of the agency to invite relevant media and ensure coverage in print/electronic media. The budget for each of the Road Shows will be mutually decided.
- K. Damage Control is a necessary scope of the work. It is expected that the PR agency will help to counter any adverse publicity related to Jharkhand Tourism in Jharkhand/ DoT. In cases where there is negative press for the DoT, rejoinders/damage control exercise has to be undertaken immediately.
- L. Negotiate and co-ordinate for TV companies and Film producers to do location shooting and produce popular TV documentaries, video films and feature films on Jharkhand , copies of the developed materials to be submitted to the DoT.
- M. Identifying the different segments of stakeholders and conducting a comprehensive Communication Needs Assessment in relation to the Vision, Mission, Objectives and Strategy of DoT and drawing up a detailed implementable communications strategy DoT based on the Communication Needs Assessment and to ensure achievement of the objectives indicated above within the framework of the Vision and Mission.
- N. Preparing a communication strategy for raising the profile and media presence of DoT and to Oversee the implementation of the communications strategy including the process of engaging specific service -providers, to deliver communication services and products, ensure quality, consistency and coherence among the various services and products and ensure that between them they comprehensively meet the communication needs requirements
- O. Design and implement feedback mechanisms to understand the effectiveness of the strategy including holding of surveys, organizing events and implement or oversee organization of such surveys and events
- P. Analyse feedback to fine tune the communication needs and solutions or the services and products under the communication strategy
- Q. Providing content syndication for various media vehicles Engaging with the senior media, bloggers and the influencer group to organize Journalist Visit Programmes
- R. Social media marketing, use of internet tool and technologies such as social bookmarking, news media relations & blogging.

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- S. The agency should undertake designing of Web-Portal for DoT, GoJ and should ensure publication of e-newsletter and that all the materials regarding promotion of DoT is published in e-format on the web portal of DoT, GoJ and oversee the updation of regular guidelines.
- T. Preparation of print and electronic material in the form of kits to the media as required, use of electronic, print and cyber media for aggressive marketing of Jharkhand as a premier tourist destination and Dispatches of print and electronic material to the media when so desired, the Agency will have to provide media coverage regularly in print media electronics media, web media, photo and any other media like Social Media, SMS Campaigning.
- U. The agency should ensure the execution of all activities like Media Relations, Media Monitoring, Digital PR, Media Opinion Management, Media Research, Crisis Management and Stakeholders relationship building with the DoT, Government of Jharkhand as well as Industry Associations form an integral part of the campaign.
- V. Any other work on mutually agreed terms

2.1 MANPOWER REQUIREMENTS-

The firm should be fully equipped with trained and skilled PR professionals and should have the latest equipment such as computers, scanners, high speed photocopy machines etc. at its offices.

2.1.1 MANPOWER REQUIREMENTS AT RANCHI DoT OFFICCE-

- The presence of a liaison officer/ member representing the Public Relations Firm is required in Jharkhand Tourism office in Ranchi.
- This person at Ranchi may be asked to remain present full time at DoT office depending upon the requirement. The office space and necessary arrangements will be provided by DoT.
- The liaison officer at Ranchi should preferably hold a masters degree in political science/mass media or journalism with at least 5 years experience working in a PR Firm and direct experience in dealing with Central/State government or government agencies, press and media.
- The liaison officer at Ranchi must also be experienced in carrying out projects on a national level. Impeccable communication skills in English and Hindi are essential.

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- The liaison officer should be in charge of a team comprising of at least the following key personnel
 - Two people with at least two years of experience in mass media or in a similar position adept at research, campaign planning and execution, experience in writing / editing texts, skilled in preparing documents and power – point presentations
 - These two people should preferably belong to a political science /journalism/mass media or mass communication background.
- The presence of a Project Manager with experience of at least 10 years in PR Agency and he must possess qualification of Post Graduate Diploma/ Graduate with focus on digital marketing and/or marketing and/or journalism & mass communication.
- The presence of a Social media expert with experience of at least 5 years in handling the social media and he must possess qualification of Post Graduate Diploma/ Graduate with focus on digital marketing and/or marketing and/or journalism & mass communication.
- Creative writer expert/Analyst- At DoT Office, Ranchi (job- Write original material, edit, proofread and finalize written material, Prepare stories on different aspects of tourism like business, industry, education and socio-economic conditions in state of Ranchi and prepare comparative study reports and press material and the person should have an experience of at least 7 years in creating and writing content and he must possess qualification of Post Graduate Diploma/ Graduate with focus on digital marketing and/or marketing and/or journalism & mass communication.
- Knowledge management & content creation expert- The person should have an experience of at least 7 years in content creation Post Graduate/MBA and he should be able to assist creative writer in all his roles.
- Atleast two personnel will have to be present in DoT office, while other personnel can provide back end support from agency office.
- The Agency shall mobilise and demobilise its Professional Personnel and Support Personnel with the concurrence of the DoT authorities and shall maintain the time sheet/attendance sheet of the working of all Personnel in the DoT Office.

DEPLOYMENT OF MANPOWER BY PR AGENCY-

Each of the Key Personnel must fulfil the Conditions of Eligibility specified below:

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Key Personnel	Educational Qualification	Length of Professional Experience	Expertise
Chief Media Coordinator at Agency office (1)	Master's degree A degree/ diploma in mass communication or journalism is desirable	At least 15 years' relevant experience	Should have expertise in managing media relations and have expertise on conceptualization, design and development of relevant knowledge products. Should have proven track in supervising diverse team, coordinating with multiple stakeholders and deliver quality assignments within strict timelines.
Sr. Media Coordinator- Ranchi office (1)	Master's degree A degree/ diploma in mass communication or journalism is desirable	At least 10 years' relevant experience	Should have expertise in manage media, especially international media, relations and have expertise on conceptualization, design and development of relevant knowledge products.
liaison officer(1)	Masters degree in political science/mass media or journalism	5 years experience working in a PR Firm	Direct experience in dealing with Central/State government or government agencies, press and media.
Team members of liaison officer (2)	Degree in Political science /journalism/mass media or mass communication background.	At least two years of experience in mass media	Adept at research, campaign planning and execution, experience in writing / editing texts, skilled in preparing documents and power – point presentations
Project Manager(1)	Post Graduate Diploma/ Graduate with focus on digital marketing and/or marketing and/or journalism & mass communication.	At least 10 years in PR Agency	Should have expertise in handling all areas related to a PR project and he should possess Direct experience in dealing with Central/State government or government agencies, press and media
Social media expert (1)	Post Graduate Diploma/ Graduate with focus on digital marketing and/or marketing and/or journalism	At least 5 years in handling the social media	Should have exceptional professional writing skills pertinent to social media and can visualize as well as convey a

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	& mass communication.		message into relevant and interesting content. Should have thorough knowledge of social media campaign and tools used.
Creative writer expert/Analyst (1)	Post Graduate Diploma/ Graduate with focus on digital marketing and/or marketing and/or journalism & mass communication.	At least 7 years in creating and writing content	Should have expertise with use of words and should be able to write in context of professional established settings, messages, themes and styles. Creative writer must have a vivid imagination and be able to handle criticism and rejection.
Knowledge management & content creation expert(1)	Post Graduate/MBA	At least 7 years in content creation	Should have a flair for content designing and creation. Should be able to bring innovative dimension in promotional content.
English to Hindi Translator (1)	Graduate/post graduate preferably in Hindi	At least 7 years' relevant experience	Should have expertise and demonstrated experience in translating the creative knowledge products from English to Hindi.
Creative designer (1)	A degree /diploma in field related to creative design	At least 7 years' relevant experience	Creative designer should be able to lead the efforts of the staff responsible for creating the visual and written knowledge products in order to create a consistent marketing and brand identity for the DoT, GoJ
Media coordinator (1)	Graduate in mass communication/ journalism	At least 3 years' relevant experience	Should have expertise in managing media relations including social media.

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SECTION - 3: ELIGIBILITY CRITERIA

- A. The Agency should be able to provide a qualified professional team for undertaking the assignment for DoT, GoJ and the Agency team would work closely with DoT.
- B. The PR agency should have experience of working with one other Tourism Department. Preference will be given to agencies having worked with/ working with State Governments/ PSUs/ Central Government Ministries and must not have been blacklisted from any State Govt. / Central Govt. / PSU for the period for which Tender have been in operations.
- C. Annual Turn Over in the last three year (enclose balance Sheet, CA's Certificate) of INR 1 crore per annum for the last three years
- D. The agency should have PR experience with state tourism/ other tourism boards or other govt. corporations for minimum 5 years
- E. The Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required
- F. All necessary documents in support of qualification claim shall be attached with the application
- G. Upon short listing, the agencies will be requested to make a presentation entailing their approach towards promoting Jharkhand through the optimum use of the Digital Medium
- H. Keeping in view the above scope, it would be imperative for the agency to depute able and experienced person/s who is based in Jharkhand with a functional office and other logistic support system to cater to the needs of the department. The agency has to assign two dedicated official who would be the nodal point of contact for the Corporation and has to be present at the department office as and when required office space will be provided to the assigned officers by the DoT, GoJ.

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SECTION - 4: INFORMATION, TERMS AND CONDITIONS

- A. Details of past relevant experience in media coordination and PR activities, awards of excellence won, if any, should be submitted with the Tender document.
- B. The company should be able to create solutions for effective media coordination and PR exercise for Jharkhand Tourism at the same time understanding the overall needs of the Corporation.
- C. Pan India presence is a must with at least 5 centres in the metropolitan cities. (Address proof for the same has to be provided).
- D. The bids shall be submitted in two separate sealed envelopes. Technical bid in a envelop Super Scribed as **Technical bid** and financial bid in another envelope Super Scribed as **Financial Bid**. Both the envelopes shall be placed in an envelope; the envelope shall be super scribed as **Tender Document for Appointment of PR Agency**. The name, address, contact details and email of the bidder should be clearly mentioned on the sealed envelope.
- E. The RFP fee of Rs 5000 /- (Rupees Five Thousand only) Non- Refundable in the form of Demand Draft of any Nationalised Bank in favour of “ **DoT JHARKHAND**” payable at Ranchi has to be deposited along with the technical bid.
- F. Technical bids will be opened first. Before opening the financial bids, the firms will be asked to make power point presentations before the designated committee of DoT. Date and time to eligible firms for this presentation would be intimated separately.
- G. The financial bids will be opened of only those bidders whose Power Point Presentations are found to be suitable for the job. The presentation would be considered as technical part of the bidding process.
- H. The shortlisted agencies need to make a presentation on some of their recent PR work done by their team for media, and **their PR strategy for promotion of Jharkhand as a preferred tourism destination for domestic and international market**
- I. The presentation should give a **clear roadmap on your vision for promoting 'Jharkhand Tourism** by optimally planning and using the PR as an instrument of message dissemination. The presentation should be accompanied with samples based on your own ideas. The ideas should be scalable and should address the purpose of promotion for Jharkhand Tourism.

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- J. **Presentation would comprise of the following points:**
- a. A brief on how you plan to carry out the PR campaign for Jharkhand Tourism for 1 year.
 - b. PR activities done with tourism boards/travel companies in India.
 - c. One Case study of how you have handled an adverse publicity for your client. What damage control exercise you had carried out.
 - d. Proof of your networking skills/contacts with the local press.
 - e. Detailed activity chart for the financial year 2015-2016 has to be presented.
- K. Technical bid/Presentation will have 60% weight age and Financial Bid will have 40% weight age.
- L. Selected firm will have to sign an agreement with DoT.
- M. For any query or clarification the interested agencies may meet the undersigned or send their queries before submitting the tenders.
- N. **EMD of Rs.5,00,000 /- (Rupees Five Lakhs only) by way of Demand Draft of nationalized bank has to be submitted with the technical bid .The EMD should be drawn in favour of DoT Jharkhand.**
- O. Refund of earnest money: The earnest money of unsuccessful tender shall be refunded soon after final acceptance of tender.
- P. No interest shall be payable on earnest money deposited with the Department
- Q. Tender's received after the due date and time will not be considered. Department of Tourism, Government of Jharkhand reserves the right to accept or reject any Tender or its part as per rules.
- R. Agreement and Security deposit:
- (I) Successful bidder shall have to execute an agreement as specified within 15 days from the date of acceptance letter of the tender.
 - (II) Forfeiture of Security deposit : Security amount/ in full or part may be forfeited in the following

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cases :

- (a) When any term and condition of the contract is breached.
- (b) When the bidder fails to make execute work satisfactorily.
- (c) Notice of reasonable time will be given in case of forfeiture of security deposit. The decision of Department of Tourism shall be final.

(III) The expenses of completing and stamping the agreement shall be paid by the Bidder and the Department shall be furnished free of charge with one executed stamped counter part of the agreement.

(IV) If any dispute arises out of the contract with regard to the interpretation, meaning and breach of the terms of the contract, the matter shall be referred to by the Parties to Sole Arbitrator and whose decision shall be final.

- S. If appointment is for 1 year but will be renewed after review of work every year.
- T. If the agency is asked to organize a FAM Trip or any special activity, then an estimate prior to activity will have to be submitted by the agency and as per the approval accorded on this estimate, work will be executed by the agency.
- U. Where ever specific terms and conditioned have not been spelt out intender document, General Finance and Accounts Rules of the state government shall apply.
- V. For outstation journey made by the representative of the agency, actual reimbursement will be made by the department upon successful journey made, provided prior approval of such journey's have been taken from the Department.
- W. The authority reserves the right to reject any or all the applications without assigning any reason thereof.

Director
Department of Tourism
Government of Jharkhand

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EVALUATION CRITERIA-

Sl.No	Evaluation Criteria	Points	Document
A	Proposed vision and PR strategy presented for Jharkhand Tourism	10	
B	Profile and track record of the Agency, including experience in the fields related to PR, management and execution – reference client works	5	
C	Approach and Methodology for the implementation of the PR strategy (Technical Presentation)	30	
D	Innovative ideas and suggestions for PR Jharkhand Tourism	10	
E	Credentials on Tourism related experience	5	
	Clients handled at international level		
	Clients handled at the national level		
	Prior work experience with Centre/State governments		

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SECTION - 5: CHECK LIST FOR TECHNICAL BID / PRE QUALIFICATION FORM

Sub: Application for Appointment of PR Agency for Department of Tourism, Government of Jharkhand for Three years.

A.	Name & Address of the firm, Tel/ Fax/Email Details	
B.	Date of Establishment of Company (enclose evidence)	
C.	Total work experience (In years)	
D.	Office in Jharkhand Details if any	
E.	Annual Turn Over in the last year (enclose balance Sheet, CA's Certificate) (At least INR 1 crore per annum for last 3 years)	
F.	Is your firm a Proprietorship / Partnership or registered under the Companies Act. Please give details & enclose Certificate	
G.	Has the applicant or any constituent in case of partnership firm, ever abandoned the awarded work before its completion? If so, give name of the project and reason for abandonment	
H.	Name of Directors/Partners with their addresses, Telephone number, Fax, Email	
I.	Branches (Enclose details with address & Telephone No.)	
J.	Has the applicant or any constituent partner in case of partnership firm, ever been convicted by a court of law? If so, give details.	
K.	Designation of individuals authorized to act for the organization	
L.	Has the applicant or any constituent partner in case of partnership firm, ever been debarred/ black listed for tendering in any organization at any time? If so, give details.	
M.	Details of Income Tax Registration: Enclose PAN details and latest Income tax clearance certificate	
N.	Service Tax Registration Details and enclose copy of latest service tax clearance certificate	

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O.	Professional set up (Completed details of staff, Designers & other) Enclose list (separate sheet for technically qualified staff)	
P.	Nature of Company whether exclusive Company or Separate Division (enclose details)	
Q.	List of present clients (enclose details)	
R.	Concept Plan/Copy of PP Presentation enclosed (Y/N)	
S.	Details of EOI fees enclosed	
T.	Any other information	

This is to certify that I have read and understood the enclosed brief and other Terms & Conditions and all the supporting documents have been enclosed, and the information given by me is true to the best of my knowledge.

Date:

Signature of the Bid Applicant
(with seal)

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FINANCIAL BID FOR APPOINTMENT OF PR AGENCY

Annual fees for PR activities as per the Scope in the RFP	
Applicable taxes	
TOTAL	

Total in Words Rupees -----

-----.

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FORM FOR PERSONNEL

PART 1: KEY PERSONNEL-

Using the format below, please provide the summary information on the profiles you propose to include for evaluation and the roles they are expected to play in the project:

Sl.No.	Proposed Role	No. of Resources	Area of Expertise	Key Responsibilities

Part2: CV for Professional Staff Proposed

Please provide detailed professional profiles of the staff proposed for evaluation. The profile for a single member must not exceed two pages.

S. No.	Description	Details
1.	Name	
2.	Designation	
3.	Role proposed for	
4.	Languages known	
5.	Current responsibilities in the responding firm	
6.	Total years of relevant experience	
7.	Years of experience with the responding firm	
8.	Educational Qualification: Degree	
	Academic institution graduated from: Year of Graduation Specialization (if any)	
9.	Professional certifications (if any)	
10.	Professional Experience details (project wise): Project name Client Key project features in brief Location of the project Designation Role Responsibilities and Activities Duration of the project	

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11.	Details of relevant Government Experience (if any)	
12.	Covering Letter: Summary of the Individual's experience which has direct relevance to the project	

Each CV must be accompanied by the following undertaking from the each staff member:

CERTIFICATION

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

[Signature of staff member]

Date:

(Authorized Signatory)

Name: _____

Designation & Authority: _____

Place: _____

Date: _____

Request for Proposal for PR Firm DoT Stamp: _____

Company Name: _____

Business Address: _____

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DECLARATION BY TENDERERS

I/ We declare that I am / We are Bonafide / Manufacturers / Whole Sellers / Sole distributor / Authorized dealer / dealers / sole selling / Marketing agent in the goods / Services / Stores / equipment for which I / We have tendered.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my / our security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Date:

Signature of the Tenderer
(with seal)

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FORMAT OF NOTICE IN NEWS PAPER

DEPARTMENT OF TOURISM, GOVERNMENT OF JHARKHAND

Ref. No. 00..... /Dir/Pub/2015.

Dated: /.../2015

Department of Tourism, Government of Jharkhand (DoT) invites offers from reputed PR agencies with at least 5 years' experience with a proven track record with medium and large business houses on major national/ international campaigns, especially for niche products in the Tourism/ Hospitality Industry for complete media co-ordination and PR related solution for Department of Tourism, Government of Jharkhand. The agency will have to undertake specific media and PR related activities on mutually agreed terms and conditions initially for a period of one year from the date of signing the agreement which can further be extended for two more years subject to satisfactory performance of the agency.

Tender should be submitted by interested parties to the **Director**, Directorate of Tourism, Government of Jharkhand, FFP Building, 2nd Floor, HEC Campus Dhurwa, Ranchi - 834004 before 02 /09/2015 up to 3 p.m. The detail terms of tender may be downloaded from website: www.jharkhand.gov.in/tourism

Director
Department of Tourism
Government of Jharkhand

**GOVERNMENT OF JHARKHAND
DEPARTMENT OF TOURISM, ART CULTURE, SPORTS AND YOUTH AFFAIRS
(TOURISM)**

NOTICE FOR PROPOSAL FOR APPOINTMENT OF PR AGENCY

Ref. No. 00..... /Dir/Pub/2015.

Dated: 12/ 08 /2015

Department of Tourism, Government of Jharkhand (DoT) invites offers from reputed PR agencies with at least 5 years' experience with a proven track record with medium and large business houses on major national/ international campaigns, especially for niche products in the Tourism/ Hospitality Industry for complete media co-ordination and PR related solution for Department of Tourism, Government of Jharkhand. The agency will have to undertake specific media and PR related activities on mutually agreed terms and conditions initially for a period of one year from the date of signing the agreement which can further be extended for two more years subject to satisfactory performance of the agency.

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www.jharkhand.gov.in/tourism

(Suchitra Sinha)
Director
Tourism.

:: AGREEMENT ::

This agreement is made at Ranchi this day of 2015 between -----, a PR Agency having its registered office at ----- (hereinafter referred to as "the Agency") which expression shall mean and include its successors, representatives, authorized agents and assigns of the First Part

And

Commissioner, Department of Tourism, Government of Jharkhand, Ranchi on behalf of Governor of Jharkhand- (hereinafter referred to as "the Client" which expression shall mean and include its successors, representatives, authorized agents and assigns of the Second Part.

Whereas the Agency is engaged in the business of providing PR and other allied services.

1. PURPOSE

- a) Whereas the Client is interested in engaging the PR services of the Agency for Promoting Jharkhand as a tourist destination whereas the Agency has agreed to render such services as and when required to the Client, on the following terms and conditions hereinafter agreed to between the parties.
- b) The Client hereby appoints the Agency as their PR agency to render its services for promoting Jharkhand as a Tourist Destination in national and international markets through different media such as newspapers, television and radio, cinema theatre, public hoardings, etc. and/or any other medium of advertising/public relations exercise.

2. TERMS & CONDITIONS

- a) This Agreement will become effective from the date of issue of appointment order and unless sooner terminated, shall continue in full force and effect up to one year. The contract may be renewed for further period on mutually agreed terms.
- b) For PR related works the responsibility of quoting the most competitive rates for various publications in the estimates for release of advertisement lies solely with the Agency, however in case, the Client comes to know that the rates quotes are higher than the official tariff of the publication, whether or not the Department has approved the rates, the agency would forfeit its security/ earnest deposit.

Request For Proposal For Appointment Of PR Agency

- c) For releasing advertisements, client would brief all the empanelled agencies from time to time. Selection the creative from received creative's is the sole discretion of the department.
- d) The agencies may be informed through fax, e-mail/SMS to provide creative's. Department would not be obliged to ensure that all the agencies have received such communication. It is in the interest of the agencies to be in regular contact with department and to be aware of calendar of important events, fairs and festivals and other activities.

3. AGENCY COMPENSATION:

- I. The Rules and regulations with regard to the Trade Discount on advertisement shall be applicable as per INS norms or as per mutually agreed terms.
- II. For other works, if any, the department may invite sealed creative and financial bids from all the empanelled agencies and based on the approved creative's/ estimates of the successful bidder, payment would be made.
- III. Service Tax, as directed/amended by Central Excise Department of Government of India, wherever applicable, shall be charged extra over and above the advertising rates accepted & approved and shall be payable by the Client to the Agency.
- IV. The Agency would provide the details of its registration with Central Excise Department, Govt. of India and that the Agency would be responsible for any lapse in deposition of the amount received for Jharkhand Tourism as Service Tax.
- V. The client would deduct TDS on all the payments as per rule. The agency is bound to provide PAN number to the client. The agency is entitled to seek details of such deductions made.
- VI. Creative Charges for design or ancillary expenses if any like purchase or TP photographs etc. shall be payable only when decided prior to completion of work. In all other cases no creative charges would be paid.
- VII. The above would also apply on other works assigned to the PR agency.

4. PAYMENT MODE

The Agency will submit its bills/debit notes to the Client in triplicate along with the copy of the work order.

- a) In case of the advertisement work, supported by voucher copy and bills of the publications in 3 sets.
- b) TV and Radio bills as and when the spot is aired. The Agency shall also submit copy of any of the Monitoring Agency Report available at the prevalent time. In case any Monitoring Agency Report is not available or any dispute arises on Monitoring Agency Report, then channels' log sheet shall be considered as final proof of release of spot/ad.
- c) Other bills as per estimate approved with the Client.
- d) The client shall make attempts to process the payment within 21 days from receipt of the bills in normal circumstances, however in case of failure in doing so the client would inform the agency citing the reasons thereof. In no case the delay in payment would cause penalty on the client.
- e) For any payment made by the client where the amount exceeds the actual and correct payable amount either due to oversight or due to any other reason, the agency would be bound to return the extra amount within one week after receipt of such notice.

5. PENAL TY CLAUSE

For any delay in delivery of goods and services the provisions of GF & AR would apply wherever applicable.

6. SECURITY DEPOSIT:

- 6.1 An amount equal to 5% of the work order has to be deposited with the Department as the Security amount, which shall be returned after the satisfactory completion of the contract/ Job. This amount can be deposited either in form of cash deposit or through demand draft, etc.
- 6.2 For any other work apart from PR work additional security @ 5% of the estimated cost of the work will have to be deposited by the agency along with financial bids if the value of the work exceeds Rs 5.0 crores.

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6.3 The client on its part would ensure that after the satisfactory completion of the contract the security money is returned within 1 month.

6.4 However delay in return of the security money by the client will not invite any penalty on the client, but the client will inform the agency in writing about the cause of delay.

7. FORFEITURE OF SECURITY DEPOSIT: Security Deposit shall be forfeited in the following cases:

- a) When any terms and conditions of the contract are infringed.
- b) When the agency fails to complete work satisfactorily.
- c) Notice of reasonable time will be given in case of forfeiture of Security Deposit.

The decision of the Commissioner, Tourism, in this regard shall be final and binding on the Agency.

8. REPRESENTATION & WARRANTIES

The Agency hereby represents and warrants to the client that

- a) It is a duly incorporated company under the Companies Act, 1956
- b) By entering into this agreement, it does not violate any obligations, under any other contracts entered into by it.
- c) No suit has been instituted against him for insolvency or bankruptcy, or for winding up proceedings.
- d) He is competent to enter into this agreement.
- e) He shall not assign or transfer his rights/obligations under this agreement.

9. CONFIDENTIALITY

The Agency undertakes that it shall keep strictly secret and confidential and shall not disclose, divulge or reveal during the continuance of this agreement or at any time thereafter the confidential information disclosed, communicated or given by the client relating to the products, whether disclosed or communicated to the Agency under this agreement or gained or otherwise acquired by the Agency under or by virtue of or as a result of the implementation or performance of its obligation under this agreement.

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10. INDEMNITY

The Agency shall indemnify and keep indemnified the Client against any loss or costs, charges and expenses to be incurred or suffered by the Client by reason of or as a result of the Agency doing any act contrary to the provisions of this agreement.

11. TERMINATION PROVISION

By giving three months notice by either party may terminate this agreement.

12. ARBITRATION:

Any and all claims, disputes, controversies or differences arising between the parties out of or in relation to or in connection with this agreement or with a breach thereof, which cannot be satisfactorily settled by correspondence or mutual conference between the parties hereto, shall be determined by arbitration. Head of the Department i.e. Commissioner Tourism will appoint his senior most deputy as the Sole Arbitrator of the dispute who will not be related to this contract and whose decision shall be final. The venue of such arbitration shall be Ranchi and the language of arbitration shall be in English.

13. JURISDICTION:

All legal proceedings, if necessity arises to institute, by any of the parties shall have to be lodged in courts situated in Ranchi and no elsewhere. This agreement will be deemed to have been made in Ranchi.

14. NON-EXCLUSIVE:

This agreement does not establish the Agency as the exclusive PR Agency of the Client during the term of this agreement or otherwise. The Client shall not be obliged to use the services of the Agency in any particular media country or region.

15. NOTICE:

Any notice given under this agreement shall be sent by letter or telegram to the usual address or last known place of business and shall be deemed to have been received by the addressee in ordinary course of post, if by letter or within twenty four hours after dispatch, if by telegram.

16. ENTIRE AGREEMENT:

This agreement constitutes the entire agreement with respect to the subject matter hereof, and may only be modified or amended in a written document signed by both parties. However, for issues & points not covered under this agreement, General Financial & Accounts rules (GF&AR) of Government of Jharkhand shall apply.

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17. WAIVER :

No waiver or breach of any provision of this agreement shall constitute a waiver of any other provision, and no waiver shall be effective unless made in writing and signed by an authorized representative of the party against whom such waiver is to be enforced. In the event that any provision of this agreement shall be illegal or otherwise unenforceable, such provision shall be severed, and the remaining part of the agreement shall continue in full force and effect.

18. MODIFICATION:

- I) This agreement will be executed in duplicate and one copy will remain with the Client and the other with the Agency.

- II) The expenses of completing and stamping the agreement shall be paid by the agency and the Department shall be furnished free of charge with one executed stamped counter part of the agreement

- III) Any modifications of this agreement shall be made in writing by mutual consent of the parties.

IN WITNESS WHEREOF the parties have put their hands the day and year first herein above written.

For – M/s

(Signature, Full Name & Seal)

Mr/Ms

WITNESS No.1 :

WITNESS No.2:

Signature for and on behalf of Governor
FOR- Department of Tourism, Government of Jharkhand

(Signature, Full Name & Seal)

Mr/Ms _____

WITNESS No.1:

WITNESS No.2: