

**Government of Arunachal Pradesh  
Department of Tourism  
Itanagar**

Directorate of Tourism

Opp. RD Office, Itanagar- 791111

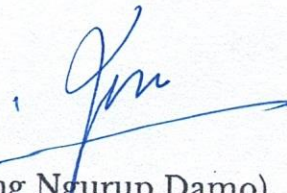
File no. 14017/8/2024

**Subject: Request for proposal for Selection of Destination Marketing Agency for the Department of Tourism, Government of Arunachal Pradesh.**

The Arunachal Tourism Department is seeking the services of a professional Destination Marketing Agency to provide professional services, including Strategic and Tactical Media Planning, for various Marketing and Promotional activities. This agency will advise and execute on various aspects of media planning and campaign in order to advance Arunachal Tourism with renewed focus. The Department is inviting bids from Destination Marketing Agencies.

The RFP document bearing reference no. No. 14017/8/2024 dated: 27/09/2024 has been uploaded on the official website [www.arunachaltourism.com](http://www.arunachaltourism.com). The interested bidding agencies may like to go through the details and the procedures mentioned in the said RFP documents.

The RFP document also includes important dates and any corrections, amendments, or clarifications regarding this RFP will be published exclusively on the [www.arunachaltourism.com](http://www.arunachaltourism.com) website. Consequently, interested bidding agencies may wish to continue monitoring the website mentioned above for such information and updates.

  
(Kesang Ngurup Damo)  
Director Tourism

**Appointment of a Destination Marketing Agency  
for the  
Department of Tourism, Government of  
Arunachal Pradesh**

**Request For Proposal [ RFP ]  
No. 14017/8/ 2024, dated 27/09/2024**

**Important Timelines:-**

**1st date for submission of bids: 11/10/2024, 1400 hrs**

**Bid opening: 11/10/2024, 1500 hrs.**

**Directorate of Tourism  
Government of Arunachal Pradesh  
Itanagar-791111**

## **INSTRUCTIONS TO DESTINATION MARKETING AGENCIES**

### **1.1 Introduction**

1.1.1 The Department of Tourism, Government of Arunachal Pradesh intends to launch a Media Campaign in the print, electronic and online media, to effectively promote and project Arunachal Pradesh as a desirable tourist destination in key source markets of both domestic and international with the objective of increasing tourist arrivals to the State. The Media Campaign will cover wide range covering areas like digital platforms, Social media platforms, prominent television channels, prime print publications, strategic outdoor advertising etc. in the key source markets.

1.1.2 In order to take forward the media campaigns with renewed focus, the Department of Tourism would like to utilize the services of a professional Destination Marketing Media Agency to formulate strategies and execute various marketing and promotion activities.

1.1.3 The Destination Marketing Agency would be initially appointed for a period of Two years, and with the provision that services of the Agency may be dispensed with at any time, giving a maximum of three months' notice, in the event of non-performance, under-performance, conflict of interest or any other reason which would be specified. Further extension of the contract would be allowed with mutual consent.

1.1.4 Interested Destination Marketing Agencies are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document.

- a. A Technical Bid
- b. A Financial Bid

1.1.5 It may be noted that the costs of preparing the proposal are not reimbursable and Department of Tourism is not bound to accept any conditional proposals submitted.

### **1.2 Minimum Eligibility Criteria**

1. Agency/Firm should be a single business entity having GST registration, with a standing of minimum 5 years.
2. Should have an average annual turnover of minimum Rs. 30 crores from Marketing and Advertising activities in last 3 Financial Years (2021-22, 2022-23 and 2023-24)..



3. Should have at least Rs. 5 crores worth of billing from one client in the travel, tourism and hospitality sector in any of the last 3 Financial Years.
4. Should have at least one national client/brand in the travel, tourism and hospitality sector for which it has executed development of creative campaigns TVC / Print / OOH / Social Media worth Rs. 1 crore or more in the last 3 Financial Years (2021-22, 2022-23 and 2023-24)..
5. Should have at least one national client/brand, which has released campaigns in at least 5 foreign countries in the client portfolio.
6. Should depute 3 personnel in the Directorate of Tourism, Itanagar.
7. GST and PAN registered.

### **1.3 Scope of Services**

#### **1.3.1 Strategic Services**

- Facilitate DoT in strengthening the branding and positioning of Arunachal Pradesh Tourism at national and international target markets.
- Provide the required strategic and creative vision for a period of two years (plus 1 year extendable based on performance review) to strengthen the brand.
- Formulate and implement a Brand, Creative, B2B Marketing, Media and Social Media Strategy for the international and domestic markets.
- Develop, with a long-term perspective, a Destination Product Portfolio of Arunachal Pradesh Tourism, including the destinations, products and experiences.
- Develop the Source Market map, domestic and international, and classify them.
- Identify the different target traveller segments, domestic and international, and develop traveller segmentation.
- Develop long-term and annual marketing and media strategy plans to promote Arunachal Pradesh Tourism
- Conceptualise and develop creatives (Print Creatives, TVCs, Outdoor Media Creatives).
- Ensure creative continuity across multiple campaigns and markets.
- Oversee the Images, Videos and Creatives inventory of Arunachal Pradesh Tourism.

### 1.3.2 Creative Services

Design and produce high-quality creatives based on the strategic plan in consultation with the Arunachal Pradesh Tourism. Including:

- Print Advertisements
- TV Commercials
- Digital Films
- Social Media Content
- Promotional Literature

### 1.3.3 B2B Marketing Services

Prepare Marketing Plan and Calendar.

- International Trade Fairs and Road Shows
- Domestic Trade Fairs and Road Shows
- Strategic Plan for each activity.
- Overseeing the execution of the strategy.

### 1.3.4 Media Services

Prepare Media Plans for different markets and segments based on the overall strategy.

- Electronic: TV, Digital.
- Print: Newspapers, Magazines.
- Outdoor: OOH, Hoardings, bus/train panels, metro rail and metro stations, airports.
- Other innovative modes of communication.

Review Media proposals and make recommendations.

Assist DoT in managing Media Releases.

### 1.3.5 Social Media Services

Manage Social Media handles of Arunachal Pradesh Tourism:

- Facebook
- Instagram
- Twitter
- YouTube

Create Monthly activity and content calendars in consultation with DoT.

Plan and execute innovative campaigns and activities for social and digital media.

### 1.3.6 Strategy Deliverables

- New Logo and Tagline for Arunachal Tourism
- Brand Campaigns – for International and National markets.
- Product/Destination/Experience Campaigns.
- Develop the Product Portfolio of Arunachal Pradesh Tourism and map the key source markets and classify them - domestic and international.
- Identify target travellers and clusters - domestic and international.

### 1.3.7 Plan Deliverables

- Annual Promotional Strategy with Quarterly breakdowns.
- Annual B2B Plan and Activities.
- Annual Media Plan with Seasonal breakdowns.
- Annual Social Media Plan with Monthly breakdowns.

### 1.3.8 Deliverables - Monthly

- Print Campaign – strategy and creatives mock-ups – 2 nos.
- OOH Campaign – strategy and creatives mock-ups – 1 nos.
- TVC – script and story board – 1 nos every quarter. (max duration: 60 seconds)
- Digital Films – script and story board – 2 nos. (max duration: 3 minutes)
- Social Media Posts : a. Monthly 20 to 25 posts on FB, Instagram and Twitter. Including Reels and Stories. b. Content share on YouTube as and when new videos are developed/shared.
- Social Media campaigns – 1 every 2 months, based on cost approval.
- Brochure/Folder design and artwork – 1 nos.
- Map design and artwork – 1 nos.
- Media Strategy, based on requirements.
- Media Plans, based on approved Media Strategy.
- Brief for third party agencies/vendors, as required.
- Review of Creatives executed by vendors, as required.
- Review of Media (including digital) proposals and recommendations.

### 1.3.9 Management Team

- Client Servicing: Account Group Head, Account Manager, Sr. Account Executive and Account Executive
- Planning: Associate Director – Planning & Account Executive
- Creative: Creative Director, Art Director, Senior Copy Writers, Copy Writer & Visualiser
- Media: Associate Director – Media & Media Supervisor
- Video: Group Head
- Social Media: Manager Social Media

(Details of team to be provided as per format at Annexure-1).

### Notes:

- Changes in Deliverables can be made based on mutual agreement.
- Additional creative and adaptation jobs will be charged as per pre-approved estimates.
- All other jobs which involve third-party vendors like image hiring, film and photo shoots, event management, media buying, scheduling, and releasing will be based on pre-approved estimates and part payment.

## **1.4 Pre-Bid Meeting**

1.4.1 Pre-bid meeting will be provided for interested bidders seeking further clarifications.

## **1.5 Guidelines for Preparation of Proposals**

1.5.1 Agencies are required to submit their bids in 2 sealed packets as per the details given below:-

(a) **First envelope:-** Technical bid (This envelope should be super scribed as 'Technical packet for appointment of a Destination Marketing Agency for Department of Tourism'.

(c) **Second envelope:-** Financial bid (This envelope should be super scribed as 'Financial bid for appointment of a Destination Marketing Agency for Department of Tourism'.

All the two sealed envelope as mentioned above should be kept in a bigger envelope to be super scribed as technical and financial Bid for appointment of Destination Marketing Agency for Department of Tourism with due date of submission. The Bottom Left corner of the outer cover should carry the full name, address, telephone nos., e-mail ID etc. of the agency submitting the Proposal.

The outer sealed envelope containing the sealed, Technical and Financial bids should be addressed and submitted to:

Director Tourism, Directorate of Tourism, Opp RD Office, Daying Ering Colony, Itanagar -791111

### **1.5.2 Documents to be submitted by agencies for bidding.**

1. Agency/Firm should be a single business entity having GST registration, with a standing of minimum 5 years. (Copy of GST Registration certificate and Certificate of incorporation countersigned by CA to be attached)

2. Should have an average annual turnover of minimum Rs. 30 crores from Marketing and Advertising activities in last 3 Financial Years (2021-22, 2022-23 and 2023-24). (Certificate from Statutory Auditor for the Turnover for each year to be attached)

3. Should have at least Rs. 5 crores worth of billing from one client in the travel, tourism and hospitality sector in any of the last 3 Financial Years. (Copies of Work Orders/Estimate Approvals/Release Orders from the client to the Agency proving this amount to be attached).

4. Should have at least one national client/brand in the travel, tourism and hospitality sector for which it has executed development of creative campaigns TVC / Print / OOH / Social Media worth Rs. 1 crore of more in the last 3 Financial Years (2021-22, 2022-23 and 2023-24). (Copies of Work Orders/Estimate Approvals/Release Orders from the client to the Agency proving this amount to be attached).

5. Should have at least one national client/brand, which has released campaigns in at least 5 foreign countries in the client portfolio. (Copies of bills from accredited media including print, TV, radio to the agency for release in at least 5 states in India to be attached).
6. A clear photocopy of GST Certificate.
7. A clear photocopy of PAN Number.
8. The Bidder shall not have been declared ineligible for corrupt or fraudulent practices with any Government departments/ agencies/ ministries or PSU's and should not be blacklisted at the time of submission of bid. A declaration by the authorized representative of the bidding agency, on the letter head of the agency, to be submitted as per format given in Annexure-2.
9. An undertaking to be submitted on the letter head of the Agency and signed by the authorized representative of the agency that the Agency will undertake the assignment, in accordance with the Scope of Services detailed in the RFP document and at the cost submitted by the agency in its financial proposal (the cost is not to be mentioned in the undertaking), as per format given in Annexure-3.
10. **Bid Security:** In lieu of Bid security, bidders should sign a Bid securing declaration accepting that if they withdraw or modify their bids during the period of validity, or if they are awarded the contract and if they fail to sign the contract, or to submit a performance security of 3% before the deadline defined in the bid document, they will be blacklisted for the period of eighteen months (18) from the date of disqualification. In the absence of Bid securing declaration in the prescribed format (Annexure-3), the tenders will be rejected and will not be opened. Exemption for MSMEs applicable as per GFR 170(i).

**1.5.3 Destination Marketing Agencies are required to submit a Technical Proposal and a Financial Proposal as specified below.**

**Technical Bid**

1.5.4 The Destination Marketing Agencies are expected to provide the Technical Proposal as specified in the RFP Document. Material deficiencies in providing the information requested for may result in rejection of a proposal. Documents requested under Technical Proposal must be kept in the 1st envelope super scribed as 'Technical packet for appointment of a Destination Marketing Agency for Department of Tourism'.



1.5.5 The Technical Proposal shall contain the following documents:

- i. A covering Letter of Technical Proposal on the letter head of the agency signed by the authorized representative must be submitted (format for letter given at TB 1).
- ii. A note on each of the following criterion to be submitted along with supporting wherever possible to ascertain the Profile and Track Record of the agency in the field of Media Campaigning:-
  - (a) A note on number of years of experience in Media Campaign.
  - (b) A note on Size, Experience, Qualifications and credentials of Media Campaign Team dedicated for Department of Tourism.
  - (c) A note on media campaign activities handled in domestic and international markets. Work Order + Completion certificates from the client OR Work order + Self certificate of Completion (Certified by the Statutory auditor); Work order + phase completion certificate from the client (for ongoing projects) of the three financial years.
  - (d) A note on Client base such as Corporate/Central Govt. /State Govt. International Boards/Airlines/Hospitality Industry/other travel & Tourism related organizations. (A list of important clients handled, including name, address, contract value, details of media planning activities undertaken to be submitted)
  - (e) A note on any one of the most effective and successful Media Plans formulated and executed by the Agency for a client(s) during the last three years, with an independent / third party evaluation of the impact of the campaign.
  - (f) A presentation by the dedicated team on innovative ideas and suggestions for Marketing and Promotion of Arunachal Tourism.
  - (g) Any other relevant information.

### **Financial Bid**

1.5.6 In preparing the Financial Proposal, Destination Marketing Agency are expected to take into account the requirements and conditions outlined in the RFP document.

1.5.7 The Financial Proposal shall contain the following documents to be submitted in the standard formats given in RFP Document:

- (i) Covering Letter of Financial Proposal on the letter head of the agency signed by the authorized representative must be submitted (format for letter given at Annexure FQ 1).

## **1.6 Guidelines for Preparation of Proposals**

1.6.1 The original proposal (Technical Proposal and Financial Proposal) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be authenticated by the persons or person who sign(s) the proposals.

1.6.2 An authorized representative of the firm should authenticate all pages of the Technical and Financial Proposals.

1.6.3 The bid should be spiral bound. The index of the bids should clearly reflect the list of documents requested in the technical bid and financial bid all pages in the bid should be numbered.

1.6.6 No Proposal will be accepted/considered after the deadline for submission and in the event of any proposals being received after the closing time for submission of proposals, the same shall be returned un-opened.

1.6.7 Conditional or self-modified bids would be rejected out rightly.

## **1.7 Opening of Proposal and Selection Process**

1.7.1 Technical Bid received will be opened by a constituted committee in the presence of authorized representatives of the Destination Marketing Agencies who have submitted proposals at ..... hrs. on .....2024.

1.7.2 A constituted committee would evaluate the technical bids will be invited to make presentations on their Technical Proposal at a date/time to be specified and conveyed by the Department of Tourism. All agencies are requested to ensure that the documents / papers requested in the technical bid are submitted or else they would not be called for making the presentation.

1.7.3 The Technical Evaluation will carry a weightage of 70% and the agencies scoring 40% and above (i.e. 40 marks or more out of 100 marks) in the Technical Evaluation by a Constituted Committee, on the basis of the following criteria, will be considered for financial bid opening:

#### 1.7.4

#### Evaluation Criteria:

Criteria for evaluation of Creative presentations (to be filled by the department after the presentations of pre-qualified agencies)

S.No.	Component	Maximum Marks	Awarded Marks
1	<b>Agency's Turnover</b> 30 to 40 crores - 5 marks 40 to 50 crores - 10 marks Above 50 crores - 15 marks	15	
2	<b>Agency's experience in providing Branding and Creative Services to a Tourism Destination client for at least one 2/3 year term or more since 2010.</b>  for one period of 3 years – 5 marks (for each additional 2/3-year period 5 marks upto max. 15 marks)	15	-
3	<b>Agency's experience in conceptualizing and producing Major Campaigns with Print and TV advertisements for Tourism Destination clients (during 2021-22, 2022-23 &amp; 2023-24).</b>  for each Campaign (Print - 3 Ads. TVC - 30 seconds or more) - 5 marks (for each additional campaign 5 marks upto max. 15 marks)	15	-
4	<b>Agency's experience in developing Media Plan, including Social Media and Digital for Tourism Destinations in the last 5 years (2021-2024)</b>  Plan should include campaign strategy, planning, scheduling and innovation in national and international markets	10	-
5	<b>Agency's excellence in crafting B2B Marketing Plan for Tourism Destinations in the last 5 years (2021-2024)</b>  Plan should include market selection, trade fair stand designs and execution, road show planning and management	10	-
6	<b>Agency's understanding of Destination Arunachal Pradesh</b>  Research and strategic understanding of Arunachal Pradesh as a Destination Brand - 20 marks (maximum)  Strategic Approach for Arunachal Pradesh Tourism - 8 marks (maximum)  Creative approach and treatment for the Brands - 7 marks (maximum)	35	-
	<b>Total maximum marks</b>	<b>100</b>	<b>-</b>

1.7.5 Financial Bids of the shortlisted agencies will be opened in the presence of authorized representatives of the agencies on a date/time to be specified by the Department of Tourism. Financial evaluation, based on the total amount quoted by the Agency as per the format given at Annexure FQ 2, will carry a weightage of 30%.

The cost will cover all costs / expenses of the agency as detailed in the Scope of Work.

1.7.6 Selection of the Agency will be based on the aggregate of the Technical and Financial Evaluation. The agency which scores the highest aggregate marks will be awarded the contract.

#### **1.7.7. Combined and Final Evaluation Basis**

Proposal will finally be ranked according to their combined technical (Tb) and financial(Cb) scores as follows:

$$Bb = (0.7) * Tb + (0.3) * (Cmin/Cb * 100)$$

Where

Bb = overall combined score of bidder under consideration (calculated up to two decimal points)

Tb = Technical score of the bidder under consideration

Cb = Financial bid value of the bidder under consideration

Cmin = Lowest financial bid value among the financial proposals under consideration.

1.7.8. Any effort by the Agency to influence the Department in the proposal evaluation or contract award decisions may result in rejection of the proposal of the Agency.

### **1.8 Terms of Payment to the Selected Destination Marketing Agency.**

1.8.1 No advance payment will be made to the agency.

1.8.2 The bills towards payment would be raised by the selected Agency.

1.8.3 The Agency will submit pre-receipted invoices in triplicate, complete in all respects, for necessary settlement.

1.8.4 The final payment, shall be released only after completion of the required work specified by the Department and on submission of a statement of work having been executed as per the requirements detailed in the RFP Document, or communicated subsequently by the Department of Tourism. This would include submission of the required campaign evaluation report etc.

1.8.5 The GST component shall be paid as applicable and as per actual.



## **1.9. Other Important Information**

1.9.1 Period of validity of the Tender is 45 days from the closing date of the Proposal. If need be, necessary extension would be considered by the Department of Tourism.

1.9.2 The successful agency will execute a Performance Guarantee for 03% of the total value of the contract in the form of Account Payee Demand Draft or a Bank Guarantee from a Commercial Bank in an acceptable form or in the form of a Fixed Deposit Receipt pledged to 'Pay & Accounts Officer, Department of Tourism, Government of Arunachal Pradesh. The Performance Guarantee should remain valid for a period of 60 days beyond the completion of the period of contract.

1.9.3 The Department of Tourism is however not bound to accept any tender or assign any reason for non-acceptance. Conditional, erroneous and incomplete Bids will be rejected outright.

1.9.4 The Department of Tourism reserves the right to reject any or all the bids and terminate the RFP process at any stage at its own discretion without assigning any reasons or incurring any liability thereof.

1.9.5 **Penalty Clause:** Any delays from the time schedule to be stipulated by the Department for items of work listed in the Scope of Work, would invite a penalty of 1% of the total cost per week, subject to a ceiling of 10% of the total cost, besides other action for underperformance / undue delays, including forfeiture of Performance Guarantee and blacklisting of the Agency, as may be deemed fit by the Department of Tourism, Govt. of Arunachal Pradesh.

1.9.6 **Termination:** Department of Tourism may terminate the Contract of the Agency in case of the occurrence of any of the events specified below:

- (i) If the Agency becomes insolvent or goes into compulsory liquidation.
- (ii) If the Agency, in the judgment of Department of Tourism, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- (iii) If the Agency submits to Department of Tourism a false statement which has a material effect on the rights, obligations or interests of Department of Tourism.
- (iv) If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to Department of Tourism.
- (v) If the Agency fails to provide the quality services as envisaged under this Contract. Reasons for the same would be recorded in writing.

In case of such an occurrence Department of Tourism shall give a written advance notice, not exceeding three (3) months before terminating the Contract of the Destination Marketing Agency.

**1.9.7 Force Majeure:** Neither party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, pandemic, epidemics or disturbances in the country. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder. Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.

1.9.8. A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

**1.9.9. Arbitration:**

(i) In event of any dispute or difference between the Department and the Agency, such disputes or differences shall be resolved amicably by mutual consultation. If such resolution is not possible, then the unresolved dispute or difference shall be referred to arbitration of the sole arbitrator to be appointed by the Secretary, Department of Tourism. The provision of Arbitration and Conciliation Act, 1996 (No.26 of 1996) as amended in 2015 shall be applicable to the arbitration. The Venue of such arbitration shall be at Itanagar or any other place, as may be decided by the arbitrator. The language of arbitration proceedings shall be English. The arbitrator shall make a reasoned award (the "Award"), which shall be final and binding on the Department and the Agency. The cost of the arbitration shall be shared equally by the Department and the Agency to the agreement. However, expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself.

(ii) Pending the submission of and/or decision on a dispute, difference or claim or until the arbitral award is published; the Department and the Agency shall continue to perform all of their obligations under this Agreement without prejudice to a final adjustment in accordance with such award.

**1.9.10 Jurisdiction:** The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract tender.

1.10 The interested agency(ies) may drop or send their bid by the post/courier as per the guidelines stipulated in this RFP documents so as to reach the Directorate of Tourism before 0000 hrs. on .....2024. The bids should be dropped in the Tender Box, Section of the Directorate of Tourism, Opp. RD Office, Daying Ering Colony, Itanagar-791111.

Certificate for Providing Qualified team

Format for Annexure 1

**To be provided on 'Company letter head'**

The Director Tourism  
Directorate of Tourism  
Opp. RD Office  
Daying Ering Colony  
Itanagar-791111

Subject: Certificate for providing qualified team.

Madam / Sir,

This has reference to the Department of Tourism's RFP no. ....Dated..... for Appointment of a Destination Marketing Agency.

In this context, I / We as an authorized representative(s) of company, certify that we shall be able to provide a qualified servicing team for undertaking the media campaign work for the media related activities of the Department of Tourism. The team would work closely with the Department of Tourism. Details of dedicated qualified team and their experience/expertise are as below:-

Sr. No.	Name	Designation	Brief Expertise	Previous Works
1				
2				
3				
4				
5				

Further, this is to certify that the above team members are on pay role for minimum 1 year with us in our office.

**Format for Annexure 2**

**Bid Security and Declaration of not being blacklisted**

**To be provided on 'Company letter head'**

The Director Tourism  
Directorate of Tourism  
Opp. RD Office Daying  
Ering Colony  
Itanagar-791111

Subject: Declaration of not being blacklisted.

Madam / Sir,

This has reference to the Department of Tourism's RFP no.....  
Dated..... for appointment of a Destination Marketing Agency.

In this context, I/We, as an authorized representative(s) of company, declare that presently our Company/ firm has an unblemished record and is not declared ineligible with regard to corrupt & fraudulent practices, blacklisted either indefinitely or for a particular period of time, or had work withdrawn, by any State/ Central government/ PSU.

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

Thanking you,

Name of the Bidder:

Authorized Signatory:.....  
Name:

Seal:

Date:  
Place:



To be provided on 'Company letter head'

The Director Tourism  
Directorate of Tourism  
Opp. RD Office  
Daying Ering Colony  
Itanagar-791111

**UNDERTAKING**

Madam Sir,

This has reference to the Department of Tourism's RFP no. \_\_\_\_\_ dated.....for Appointment of Destination Agency.

In this context, I/we, as an authorized representative(s) of company, I/We the agency will undertake the assignment, in accordance certify that with the Scope of Work detailed in the RFP document and at the cost submitted by the agency in the financial proposal.

I/We understand that, according to your conditions, bids must be supported by a Bid Securing Declaration.

I/We accept that I/We may be blacklisted from bidding for any contract with you for a period of 18 months from the date of notification if I am /We are in a breach of any obligation under the bid conditions, because I/We

- a. have withdrawn/modified/amended, impairs or derogates from the tender, my/our Bid during the period of bid validity specified in the form of Bid; or
- b. have been notified of the acceptance of our Bid by the purchaser during the period of bid validity (i) fail or reuse to execute the contract, if required, or (ii) fail or refuse to furnish the Performance Security, in accordance with the Instructions to Bidders.

I/We understand this Bid Securing Declaration shall cease to be valid if I am/we are not the successful Bidder, upon the earlier of (i) the receipt of your notification of the name of the successful Bidder; or (ii) thirty days after the expiration of the validity of my/our Bid.

Thanking you,

Name of Bidder:

Authorised Signatory:

Name:

Seal:

Date

## **Letter of Technical Proposal Submission**

**Format for TB - 1**

**To be provided on 'Company letter head'**

The Director Tourism  
Directorate of Tourism  
Opp. RD Office Daying  
Ering Colony Itanagar-  
791111

### **Subject: Letter of Technical Bid Submission.**

Madam Sir,

This has reference to the Department of Tourism's RFP no.....dated.....for Appointment of a Destination Marketing Agency.

In this context, please find enclosed documents as desired for technical bid and as detailed below:-

- (a) A note on number of years of experience in Media Campaign.
- (b) A note on Size, Experience, Qualifications and credentials of Media Campaign Team dedicated for Department of Tourism.
- (c) A note on media campaign activities handled in domestic and international markets. Work Order + Completion certificates from the client OR Work order + Self certificate of Completion (Certified by the Statutory auditor); Work order + phase completion certificate from the client (for ongoing projects) of the three financial years.
- (d) A note on Client base such as Corporate/Central Govt. /State Govt. International Boards/Airlines/Hospitality Industry/other travel & Tourism related organizations. (A list of important clients handled, including name, address, contract value, details of media planning activities undertaken to be submitted)
- (e) A note on any one of the most effective and successful Media Plans formulated and executed by the Agency for a client(s) during the last three years, with an independent / third party evaluation of the impact of the campaign.
- (f) A presentation by the dedicated team on innovative ideas and suggestions for campaign.
- (g) Any other relevant information.

I/We as the authorized representative(s) of the agency hereby declare that all the information and statements made in this technical bid are true and accept that any misinterpretation contained in it, may lead to our disqualification. We agree to abide by all the terms and conditions of the RFP document.

We understand that the Department of Tourism is not bound to accept any proposal received by it.

Thanking you,

Name of the Bidder:

Authorized Signatory:

Name:

Seal:

Date:

Place



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To be provided on 'Company letter head'

The Director Tourism  
Directorate of Tourism  
Opp. RD Office Daying  
Ering Colony Itanagar-  
791111

**Subject: -Letter of Financial Bid Submission.**

I/We as the authorized representative(s) of the agency hereby offer to undertake the assignment of Destination Marketing Agency for the Department of Tourism, Govt. of Arunachal Pradesh in accordance with your RFP document no. ....Our financial bid as per the requirements of RFP document is attached as Annexure FQ 2. The financial proposal is inclusive of taxes, which will be claimed as applicable and as per actual.

Our financial bid shall be binding upon us, up to completion of the period of the contract as specified in the RFP document.

We understand that the Department of Tourism is not bound to accept any proposal received by it.

Thanking you,

Name of the Bidder: .....

Authorized Signatory:.....

Name:

Seal:

Date:

Place:



Quote details

**Format for Annexure FQ 2**

To be provided on 'Company letter head'

**Subject: -Quote Details.**

Madam/Sir,

This has reference to the Department of Tourism's RFP no. .... dated .....for appointment of Destination Marketing Agency.

In this context, our total quotation (inclusive of taxes) in respect of above RFP for a period of 2 years is Rs...../- (Rupees in words).

It is certified that the amount quoted above covers all costs / expenses of the Destination Marketing Agency for undertaking work as detailed in the Scope of Work of the above referred RFP.

Thanking you,

Name of Bidder:

Authorised Signatory:

Name:

Seal:

Date