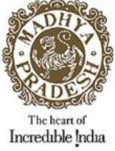


**EOI for Empanelment of National Level Agencies for Creatives and Brand Management services
and Media Planning and Buying**



EOI

Madhya Pradesh Tourism Board (MPTB)
Corporate Identification Number (CIN) – U75302MP2017NPL043078
6th Floor, Lily Trade Wing, Jahangirabad, Bhopal
Tel.: (0755) 2780600
www.tourism.mp.gov.in

**“EOI for Empanelment of National Level Agencies for Creatives and Brand Management
Services and Media planning and buying”**

NIT NO: 5659/PUBLICITY/MPTB/2023

SYSTEM NO. -2023_MPTB_303864

1st September, 2023

MPTB invites offers for **“EOI for Empanelment of National Level Agencies for Creatives and Brand Management Services and Media planning and buying”**. Terms and Conditions can be downloaded from website www.tourism.mp.gov.in and /<https://www.mptenders.gov.in>. For any other information, contact +91-9407057416 or e-mail. at cs.mptb@mp.gov.in Last date for online submission of EOI is **25th September 2023, 15:00hrs.**

Managing Director

EOI for Empanelment of National Level Agencies for Creatives and Brand Management services and Media Planning and Buying

EOI Fact Sheet

Sr. No	Particulars	Details
1.	Name of Issuing Authority	Madhya Pradesh Tourism Board Bhopal, Madhya Pradesh
2.	Name of Engagement	EOI for Empanelment of National Level Agencies for Creatives and Brand Management Services and Media Planning and Buying
3.	Availability of the Document	The EOI Document is available and downloadable on following website: http://www.mptenders.gov.in EOI Document Fees (non-transferable & non-refundable) and Processing Fees must be paid online at GoMP e- Procurement portal – (http://www.mptenders.gov.in) All Subsequent changes to the EOI Document shall be published on the above-mentioned website
4.	EOI Publish Date	01/09/2023 at e-Procurement portal of GoMP: https://www.mptenders.gov.in/
5.	Pre-Bid Meeting date and place	11/09/2023 at 12:00Hrs Madhya Pradesh Tourism Board 6 th Floor, Lily Trade Wing Jahangirabad- 462008 Madhya Pradesh, India Email: cs.mptb@mp.gov.in
6.	EOI Submission Start Date	18/09/2023 from 15:00 Hrs onwards through e-Procurement portal of GoMP: https://www.mptenders.gov.in/
7.	Last Date and Time for Submission of EOI	25/09/2023 at 15:00 Hours through e-Procurement portal of GoMP: https://www.mptenders.gov.in/
8.	EOI Document Fees	Tender Document Fees of Rs. 1,180/- (Rupees One Thousand One Hundred Eighty only incl. GST) towards non-refundable EOI Document Fees and Rs. 295/- (Rupees Two hundred and ninety five only) towards non-refundable e-procurement processing fees

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		through online payment at e-Procurement portal of GoMP: https://www.mptenders.gov.in/
9.	EMD Amount	EMD of INR 2,00,000.00 (Rupees Two Lakhs Only) payable through online e-Procurement portal of GoMP: https://www.mptenders.gov.in/ EMD submitted will be converted into security.
10.	Date, Time and Place of opening of EOI	<ul style="list-style-type: none"> • 26/09/2023 at 15:00 Hours • MADHYA PRADESH TOURISM BOARD 6th Floor, Lily Trade Wing, Jahangirabad, BHOPAL- 462008 (INDIA)
11.	Date, Time and Place of Technical Presentation	Will be communicated to the Applicant
12.	Proposal validity	Proposal should remain valid for 120 days from the proposal due date
13.	For any Queries Contact Person Details	<p>Company Secretary Madhya Pradesh Tourism Board 6th Floor, Lily Trade Wing Jahangirabad- 462008 Madhya Pradesh, India E-mail : cs.mptb@mp.gov.in</p>

DISCLAIMER

The information contained in this Expression of Interest document ("**EOI**") or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this EOI and such other terms and conditions subject to which such information is provided.

This EOI is not an agreement or an offer by the Authority to the prospective Applicants or any other person. The purpose of this EOI is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this EOI. This EOI includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Agency. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This EOI may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this EOI. The assumptions, assessments, statements and information contained in this EOI, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this EOI and obtain independent advice from appropriate sources.

Information provided in this EOI to the Applicants may be on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Authority, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant 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 EOI or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the EOI and any assessment, assumption, statement or information contained therein or deemed to form part of this EOI or arising in any way in this Selection Process.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon the statements contained in this EOI.

The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this EOI.

EOI for Empanelment of National Level Agencies for Creatives and Brand Management services and Media Planning and Buying

The issue of this EOI does not imply that the Authority is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the Agency and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever and cancel the entire bidding process.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation for submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

1. Background & Objective

1.1 Background

Madhya Pradesh Tourism Board also referred to as the “MPTB” or “Authority”, established in 2017 with an objective to promote the tourism in the state of Madhya Pradesh. To develop tourism with public, private partnership in sustainable manner. Investor facilitation, Skill- development, Publicity/promotion of tourist destinations nationally & internationally, identification and development of tourism infrastructure will be the core objective of the Board.

1.2 Objective

Madhya Pradesh Tourism Board invites Expression of Interest (EOI) for Empanelment of a National Level Agency for Creatives and Brand Management Services for publicity and promotion on National Media from reputed advertising companies / agencies with at least 10 years experience with a proven track record with large business houses on major national / international campaigns, especially for products in the Tourism Industry for complete seamless 360° solutions through well thought about strategy, innovative creatives, across all media for MPTB.

2. Scope of work

The scope of work for the assignment for MPTB shall include one or more of but not limited to, the following:

I. CATEGORY I

A. Brand Management Services

- 1) Study and analyze the markets and audiences for the Business, as well as the key competitors’ strategies, programs, and spending.
- 2) Define the overarching marketing communications strategy and ensure the overall marketing communications and offline strategies, as well as the brand positions, are communicated to the media and interactive agencies of record.
- 3) Ongoing involvement in key research initiatives or any other brand awareness and tracking, and quantitative and qualitative research to determine communications effectiveness.
- 4) Develop creative briefs, upon receipt of input document from the board, for each project that describe the strategy, specific goals and message of each project.
- 5) Monitoring of annual trends and ongoing analysis of consumer attitudes and behavior.
- 6) Lead and participate in quarterly status meetings and reviews with board, internal teams and other agencies.

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- 7) Coordinate with other agencies to ensure an integrated marketing approach and strategy for Madhya Pradesh Tourism.
- 8) Study and analyze the markets and audiences for the Business, as well as the key competitors' strategies, programs, and spending.
- 9) Provide annually in-depth analysis via presentation and written report on key competitor spending.
- 10) Ongoing contributions to strategic point-of-views, marketing plans for new initiatives and/or products, as well as major presentations to senior management.
- 11) Provide Case Studies of companies, success stories.
- 12) Agency has to ensure/ depute one dedicated employee/person as a single point of contact/ communication with MPTB.

B. Creative Services- (Designing & Conceptualization)

(1) Television

- 1.1 Development of TV spots, and re-edits
- 1.2 Scope will cover conceptual/development, testing and research, revisions based on learning/feedback, internal presentations, etc.
- 1.3 Management of all talent and music contracts, including licensing, holding fees and residual payments
- 1.4 Coordination of traffic, dubbing and billboards/enhancements
- 1.5 Content Integration

(2) Radio

- 2.1 New radio spots according to the requirement of MPTB.
- 2.2 Scope will cover conceptual/development, revisions based on feedback, internal presentations etc.
- 2.3 Management of all talent and music contracts, including licensing, holding fees and residual payments
- 2.4 Coordination of traffic, dubbing and billboards/enhancements
- 2.5 Create and produce enhancement copy and other added-value materials

(3) Print

Brand/corporate concepts for continuity print needs

- 3.1 National consumer and intermediary magazine and newspaper ads
- 3.2 Coffee Table Books
- 3.3 Tourism Almanac
- 3.4 Standee/ Banner
- 3.5 Leaflet Folders/ Brochure
- 3.6 Budget insert supplement
- 3.7 Senior print
- 3.8 Single brand messaging print

Promotional Midscale and Economy concepts for summer, autumn, winter & spring Seasons

- 3.9 National consumer and intermediary magazine and newspaper
- 3.10 Resize and edit materials according to media plan
- 3.11 Innovative Print Mediums

(4) Out-of-home (Conventional, Airport etc.) concept design, development and Innovations

- 4.1 Point-of-Purchase
- 4.2 POP materials for midscale and economy promotions
- 4.3 Kiosk, Panel, Train /Bus Wrap Designing

(5) Digital

- 5.1 Identifying the best platforms & Innovations / Trends etc.
- 5.2 Ideas for Website Structure, Designing, Content Management, Banner Designing, Content writing and making it end user friendly.
- 5.3 E-book, E-brochures
- 5.4 Bloggers outreach programs

(6) Ancillary

- 6.1 Naming a Campaign
- 6.2 Logo Designing
- 6.3 Tagline
- 6.4 Brand Launch
- 6.5 Campaign Launch
- 6.6 Content Writing- By Celebrity /Known Writers
- 6.7 Photo-shoots
- 6.8 Translation (Languages)

(7) Souvenir

Conceptualizing and designing of souvenir

II. CATEGORY II-

A. Planning:-

1. Understanding the requirements of MPTB in terms of effective media campaign - Long Term and Short Term Goals, Generic campaigns & Theme/Event centric short campaigns.
2. Based on a comprehensive understanding of the target audience in the different source markets, the Media Planning Agency will develop a detailed, focused, cost effective & Innovative Media Planning for key markets based on fresh market research or previous

studies & surveys and suggesting ideal media such as TV, Print, Radio, Digital etc.

3. The Media Planning Agency will advise the Madhya Pradesh Tourism on various aspects relating to Media Planning including:
 - a) An overview of the existing situation and an effective plan on the way forward for Madhya Pradesh Tourism Campaigns, based on available market research analysis.
 - b) Identification of target priority markets, segments and audiences, rationale, approach, etc.
 - c) Selection and finalization of Media Vehicles for the different markets and segments, based on available media research on reach and impact.
 - d) Allocation of available budget to the different Media Vehicles in the different target markets based on available market research findings.
 - e) Most appropriate schedules for release of campaigns in different markets.
 - f) Most effective use of digital media platform for content creation partnership.

B. Buying

1. Allocation of available budget to the different Media Vehicles in the different target markets based on available market research findings.
2. Selection and finalization of television channels, radio channels, print publications, websites & portals, outdoor sites, other innovative media, etc. in the identified target markets, for inclusion in the Media Plans for MPTB Campaigns.
3. Buy space/time/slots on most competitive rates from Vendors- such as Publishers/Channels/Stations etc. for Print, Electronic, Outdoor, Internet & Social Media, and other innovative media/platforms on cost effective rates.

C. Releasing:-

1. Releasing various creatives such as TVCs/ advertisements/ ad Creatives /Jingles/ Banners/ Posters etc provided by the creative agency in various media for execution as per Media campaign approved by MPTB.
2. Most appropriate scheduling for release of campaigns in different markets and media vehicles.
3. Conversion/adaptation of creatives in different formats for the usage different media vehicles.
4. Obtaining assisting for necessary NOC, permissions other clearances from different departments/authorities for different media vehicles.

5. Exploring Media partnership, comprehensive deals with leading TV/Print /Internet/Radio Channels/Digital Media etc. as value additions with no or minimal cost implications.

D. Ancillary Services:-

1. The Media Planning Agency will liaise with MPTB's National Level Advertising Agency(ies), Digital Media Management Agency (ies), Event Management Agency(ies), National/International PR agency(ies) etc., for effective merging of the media and creative strategies for MPTB Campaigns.
2. The Media Planning Agency will submit all relevant research and impact studies which have formed the basis of the Media Planning for the different media vehicles included in the Media Plan. These will be submitted along with the Media Plans each year.
3. The Media Buying Agency will submit a campaign evaluation report to assess the reach and impact of the campaign and to ascertain if the objectives of the Media campaign have been achieved. This report will be submitted by the agency within a period of 2 months of completion of the Campaign.
4. The Media Planning Agency will have regular interactions with MPTB & MPSTDC, which at times may be at short notice.

Any other marketing and publicity activities and media campaigns conceived by Madhya Pradesh Tourism on mutually agreed terms. All the above works may be assigned simultaneously or separately as per the requirements

3. Period of Empanelment & Project timeframe

The Empanelment shall be of three (3) years from the date of agreement which can be further extended for a period of two (2) years based on the performance at the discretion of M.D., MPTB.

4. Payments

- 4.1 Payment shall be after successful completion of the work assigned.
- 4.2 The empaneled bidder shall provide supporting documents and invoices in order to claim the payment.
- 4.3 Payment will be made by way of electronic transfer of billed and passed amount in the bank account of the empaneled bidder in Indian Rupees.
- 4.4 If the successful bidder fails to execute the activity as per time lines mentioned in the schedule approved by MPTB, it shall be treated as under performance and penalty shall be imposed as decided by MPTB.

5. Advance Payments

Advance payment may be made only at the discretion of M.D., MPTB, provided the successful bidder shall have to deposit Bank Guarantee against such advance payment.

6. Performance Guarantee

After the notification of selected bidders is issued, the selected bidders have to submit the PG (10% of total work order cost in form of Demand Draft/ Bank Guarantee to be submitted in favour of MPTB, Bhopal within 7 days from date of issuing of each work order.), failing which the agreement with MPTB will not be signed and the empanelment of the agency will stand cancelled.

Return of PG: The PG shall be returned after 6 months from the date of completion of project after adjustment for any deductions.

Forfeiture of PG: PG shall be forfeited in the following cases unless decided otherwise by MPTB:

- a. When any terms and conditions of the Agreement/Mou are breached.
- b. When the agency fails to provide the services as specified in the RFP & sanction order within the timeframe provided
- c. If the agency is found to be indulged in any fraudulent or corrupt practices, the PG will be forfeited.

No interest will be paid by MPTB on the EMD or PG amount. Notice will be given to the the agency before forfeiting the PG. Forfeiture of PG shall be without prejudice to any other right of MPTB to claim any damages as admissible under the law as well as to take such action against the agency such as severing future business relation or black listing, etc.

7. Other terms and conditions

- a) The Agency shall nominate the team and provide their name(s), address (es), email (s) and telephone, mobile nos. for better co-ordination.
- b) Mere empanelment does not confer automatic rights to any agency to secure/procure jobs.
- c) The empanelment does not guarantee any minimum business.
- d) The authority reserves the right to empanel any other agency or employ any agency outside the list of empaneled agencies, if required.
- e) The authority will issue briefs to the advertising agency from time to time for Plans/ Presentations /

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Cost Estimates/ Financial quotes etc. as per the requirement.

- f) The Authority may also call for ideas/plans/presentations/creatives etc. from the second party and share it with other empaneled agencies for presentations/Cost Estimates/ Financial quote etc. as per the requirement.
- g) For each job MPTB will issue the guidelines, payment procedure to the empaneled agencies and award work to the agency on the basis of various selection process such as Presentation/Quality and Cost based selection/ Lowest cost (L1)/ Marking System etc.
- h) The agency shall be adhered to the guidelines and should present each work in the stipulated time.
- i) The Agency shall be responsible for preparing all the material for advertising, publicity including art work, photography, cinematography, documentary films, drawing, engraving, advertising writing, preparation of video films for T.V. advertisements and video magazines etc.
- j) The authority shall enter in to an agreement or issue a work order to the second party before awarding any work.
- k) The Agency will not infringe any copyright of any person/company while displaying or publishing any advertisement of the authority.
- l) The ownership/intellectual copyright of the creative / campaign / audio- video production will at all time rest with the authority and the agency will have no proprietary or other rights in respect of the same. The Agency shall use the script or any input, technical or otherwise related to creative /campaign/ audio-video production etc, with any other client or similar projects which have been undertaken by agency or which they might undertake.
- m) The Agency shall indemnify and keep indemnified the authority against any loss, claims, demands, actions, proceedings, damages, costs, charges and expenses which may be made or brought or commenced against the company for any act contrary to the provisions of this Agreement or due to or resulting from the breach of any agreement between the Agency and any media or any other person relating to the advertisement of the authority.
- n) The authority shall indemnify and keep indemnified the Agency against any loss, claims, demands, actions, proceedings, losses, damages, costs, charges and expenses which may be made or brought or commenced against the Agency for the publication of any advertisement of the company, which has been prepared on the basis of the material furnished by the authority.

8. General terms and conditions

- 8.1. The competent authority of this office has full right to accept or reject in part or any or all the tenders without assigning any reason and also to cancel the order at any time. The bidder will have no right to claim any loss / damages etc. on cancellation of the work order.
- 8.2. Each page of the application should be signed. The application shall be signed by person having necessary authorization to do so. (Certified copies to be enclosed).
- 8.3. Applications containing false, incomplete and/or inadequate information are liable to be rejected. Also, mere fulfilment of the eligibility criteria does not guarantee selection.
- 8.4. The proof of experience must be submitted with the Tender/Application.
- 8.5. **EMD** of INR 2,00,000.00 (Rupees Two Lakhs Only) must be paid online at e- procurement portal: <https://www.mptenders.gov.in/> **EMD submitted will be converted into security.** EMD of the agency not empaneled will be refunded. EMD of the agencies empaneled will be refunded on successful completion of the work and after the empanelment period. No interest will be paid on any EMD submitted.
- 8.6. Empaneled bidder has to ensure regular participation in bids to be called for events by the MPTB, in case of failure to participate, EMD will be forfeited and company may be blacklisted by MPTB.
- 8.7. All disputes/interpretation and other matters if any, concerning this agreement in any manner whatsoever shall be subject to final decision of the MPTB.
- 8.8. The EOI will be valid for the three years which can be extended two more years on mutual consent of both the parties. MPTB reserves the right to terminate or cancel the tender at any stage or time without assigning any reason.
- 8.9. Confidentiality of any data and information provided by MPTB and other government agencies to the Consultant should be maintained.

9. Eligibility Criteria: -

****The bidder can apply for one or more categories, provided the bidder fulfills the below mentioned criteria and submits specified documents evidencing the experience in the category applied for.(Eligibility has to be fulfilled separately in each applied category)**

I. CATEGORY I- Brand Management & Creative Services- (Designing & Conceptualization)

The bidders are required to submit the following documents in order to become eligible for empanelment under category I :

1. The Total turnover for last 3 years (i.e. FY 2019-20, 2021-22 2022-23) shall be minimum Rs. **25.00 Crore (Twenty Five Crores)** (CA Certificate containing valid UDIN to be submitted). **(Note- Financial year 2020-21 shall not be consider due to Covid19)**
2. The Agency shall have a pan-India presence with the required infrastructure for handling such assignment. (Details of offices to be submitted)
3. The agency should have handled tourism campaigns for the Ministry Of Tourism, Govt of India / State Tourism Bodies/ Tourism Board of any country in the past. (Campaign related work orders to be submitted)
4. The Agency should have experience of at least Ten (10) years in the field. *(Proof of experience to be provided in form of work order, completion certificate and other supporting documents)*
5. Further, the Agency shall have minimum staff strength of 50 with suitable experience in advertising. (Details to be submitted)
6. The Agency shall not have been be blacklisted by any Central/ State Government/ Public Sector Undertakings and shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required. **(please refer to Annexure 6).**

Note: All necessary documents in support of qualification claim should be attached with the application.

II. CATEGORY II- Media Planning, Buying, Releasing and Ancillary Services

The bidders are required to submit the following documents in order to become eligible for empanelment under category II :

1. The Total turnover for last 3 years (i.e. FY 2019-20, 2021-22 2022-23) shall be minimum Rs. 25.00 Crore (Twenty Five Crores) (CA Certificate containing valid UDIN to be submitted). **(Note- Financial year 2020-21 shall not be consider due to Covid19)**

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2. The agency should have experience in media buying for minimum 10 years in India engaged in Media Planning, Buying and Release. (Proof of experience to be submitted).
3. The agency should have released atleast one international campaign of media buying released in international print/ radio/ tv / digital platform. (Campaign related work order covering these media to be submitted).
4. The Media Planning Agency should have undertaken the work of Media Buying for a single client for a value of Rs. 10 Crore or above in last 3 financial years (Proof copy of work order etc. to be submitted).
5. The Agency should have valid INS accreditation. (Copy to be enclosed).
6. The Agency shall have a pan-India presence with the required infrastructure for handling such assignment. Further, the Agency shall have minimum staff strength of 30 with suitable experience in this field. (Details of offices and staff to be submitted)
7. The Agency should have the resources to handle multi-lingual publicity campaigns, with proficiency and proof reading facilities in all major Indian languages (Details of past work, tie-ups if any or details of multilingual staff if on board to be submitted).
8. The Agency should not have been be blacklisted by any Central/ State Government/ Public Sector Undertakings and shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required. (An undertaking will have to be given as provided in Annexure 6).

10. Jurisdiction

The court of Bhopal alone shall have the jurisdiction to try any matter of dispute or reference between the parties arising out of this EOI or agreement.

11. Submission of applications

This EOI is advertised through selected newspapers and is posted on the website <https://www.mptenders.gov.in/>, Government of Madhya Pradesh, to give wide publicity and invite a large number of eligible “Applicants” who have the capability to deliver such services, for their participation in the process of Expression of Interest. The information provided by the

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“Applicant(s)” will be used by the ‘MPTB’ to select potential “Applicant”.The format for submission of EOI application is enclosed as **Annexure 1 to Annexure 6**.

Applicants qualifying as per the criteria mentioned above and who are interested in providing the services detailed above may submit their applications to this EOI as per formats given in annexure along with relevant Documentary evidence latest by **25/09/2023** at **15:00** Hours at e-Procurement portal of GoMP: <https://www.mptenders.gov.in/>. Any applications not containing information for all the parts of Annexure may be rejected.

The applications must accompany a proof of payment of **Rs. 1,180/-** (Rupees One Thousand One Hundred Eighty only incl. GST) towards non-refundable EOI Document Fees and **Rs. 295/-** (Rupees Two hundred and ninety five only) towards non-refundable e-procurement processing fees through online payment at e-Procurement portal (<http://mpeproc.gov.in>). The fees should be paid online as per instructions given in fact sheet.

12. Technical Proposal (to be submitted online only)

The bidder shall prepare “**Technical Documents**” which shall contain:

- a) Covering Letter (please refer to annexure 1)
- b) Tender Document Fees of Rs. 1,180/- (Rupees One Thousand One Hundred Eighty only incl. GST) towards non-refundable EOI Document Fees and Rs. 295/- (Rupees Two hundred and ninety five only) towards non-refundable e-procurement processing fees through online payment at e-Procurement portal (<https://www.mptenders.gov.in/>).
- c) EMD of INR 2,00,000.00 (Rupees Two Lakhs Only) must be paid online at e- procurement portal: <https://www.mptenders.gov.in/> **EMD submitted will be converted into security**. EMD of the agency not empaneled will be refunded. EMD of the agencies empaneled will be refunded on successful completion of the work and after the empanelment period. No interest will be paid on any EMD submitted.
- d) Details of the company (please refer to annexure 2)
- e) Statement with documentary proof as applicable against each item mentioned in clause 9 above.
- f) Credentials regarding major work done so far
- g) Remarks against the applied category of clause 2 (scope of work) above duly mentioning about the capability and credentials against each.
- h) Sample creatives of various kinds should be included.

13. PROCEDURE FOR SELECTION/EMPANELMENT

- 13.1 The proposals should be complete in all criteria as mentioned in this document. Incomplete proposals may be liable for summary rejection.
- 13.2 MPTB reserves the right to reject any or all the proposals without assigning any reason whatsoever. Any form of canvassing, shall invite immediate disqualification.
- 13.3 All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.
- 13.4 Agencies fulfilling the eligibility criteria (shortlisted agencies) will be called for a presentation before the committee. The final empanelment will be based on a presentation. During the evaluation MPTB will have a right to ask any clarification. Presentation shall be marked on a scale of 1 to 100. Then the total marks shall become scores.

Evaluation parameters for presentation shall be based on the following:-

I. CATEGORY I- Brand Management & Creative Services- (Designing & Conceptualization)

Sr. No.	Parameters	Marks allotted
a)	Company Profile and quality of past work and experience in the related field	10
b)	Creative capability supported by recent credentials.	10
c)	Availability of infrastructure facilities with respect to Scope of work.	10
d)	The agency's understanding of the Tourism Industry and tourism potential of the State of Madhya Pradesh.	10
e)	Sample Creatives for Madhya Pradesh Tourism for all media (atleast 3 for each media)	15
f)	Ideas on Brand Planning	10
g)	Out of the Box/ Innovative Ideas	15
h)	Quality of personnel, in terms of experience, exposure to different products, length of service in industry.	10
i)	Brand Planning done for other Broad/ tourism State	10
Total		100

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II. CATEGORY II- Media Planning, Buying, Releasing and Ancillary Services

S.N.	Parameters	Marks allotted
a)	Company Profile	10
b)	Quality of past work and experience in the related field	10
c)	Understanding the requirements of MPTB in terms of Media Planning- Target Market, Target Audience, Long Term and Short Term Goals, Tourism Communication	20
d)	Most effective and successful Media Plans formulated by the Agency for a client(s) during the last three years, with an independent/third party evaluation of the impact of the campaign.	20
e)	(i) Sample Media Plan (yearly) for brand reinforcement for MPTB (ii) Sample Media Plan for promotion of an MP Tourism event	20
f)	Out of the Box/ Innovative Ideas related to Media Planning, Buying, Releasing and ancillary services.	20
Total		100

The bidders are required to score **minimum 75 technical points** (quality) to qualify for the empanelment.

13.5 After empanelment MPTB will accordingly process the award of work and procedure for payments.

13.6 Empanelment is not any guarantee for the award of work.

13.7 MPTB however reserves its right to get any work done from an agency outside the panel.

14. SELECTION:

14.1 After closing of the EOI, the bids (technical) received within the deadline will be opened on mentioned date/time. The shortlisted bidders securing minimum 75 technical points as per parameters mentioned in clause 13.4 -point no. I and II will be considered for empanelment. It would be MPTB's discretion to decide the number of agencies to be empaneled.

14.2 The Authority will announce a list of qualified Bidders who will be empaneled.

15. Rights of MPTB

- 15.1 MPTB reserves the right to accept / reject the offers received, or call for any additional information /clarification, or modify / cancel the bidding process, if so required, without assigning any reason whatsoever.
- 15.2 MPTB reserves the right to cancel/terminate the agreement any time without assigning any reason or failing to submit the report within stipulated time or unsatisfactory report or any reason as deemed fit.
- 15.3 MPTB however reserves its right to get any work done from anyone outside the panel in any cases.

16. Intellectual property rights

The IPR of all the creative, registrations, program, formats etc, would vest with MPTB.

17. Arbitration Clause

- 17.1 All matters of dispute arising out of this shall be governed by Indian law and subject to the jurisdiction of Courts at Bhopal.
- 17.2 All Disputes between the Parties arising out of or relating to or in connection with this Agreement, including the performance or non-performance of the obligations set out herein shall, so far as is possible, be settled amicably between the Parties within thirty (30) days after written notice of such Dispute has been given by one Party to the other Party. The venue of the amicable settlement proceeding shall be the Head Office of MPTB at Bhopal.
- 17.3 If any dispute or difference of any kind whatsoever shall arise in connection with or arising out of this contract or the execution of work or maintenance of the works there under, whether before the commencement or during the progress of works or after the termination, abandonment or breach of contract, and it is not amicably settled within 60 days of the notice being served on the other party, it shall be referred to arbitration before a Sole Arbitrator as per the provisions of the Arbitration and Conciliation Act, 1996. The venue of the arbitration proceedings shall be the Head Office of MPTB at Bhopal. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the Arbitrator.

Annexure 1: Cover Letter

(To be submitted on letter head by the bidder)

To,

05:

Managing Director
Madhya Pradesh Tourism Board
6th Floor, Lily Trade Wing
Jahangirabad
Bhopal (M.P.)-462008

SUB: EOI for Empanelment of National Level Agencies for Creatives and Brand Management services and Media Planning and Buying

With reference to your EOI Document dated -----, I / We, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as agency for the subject project. The proposal is unconditional and unqualified.

1. I/We acknowledge that the MPTB will be relying on the information provided in the Proposal and the documents accompanying the Proposal for selection of the agency, and we certify that all information provided in the Proposal and in the Appendices are true and correct, nothing has been omitted which renders such information misleading and all documents accompanying such Proposal are true copies of their respective originals.

2. This statement is made for the express purpose of appointment for the aforesaid Project.

3. I / We shall make available to the MPTB any additional information it may deem necessary or require for supplementing or authenticating the Proposal.

4. I/We declare that:

(a) We have examined and have no reservations to the EOI Documents, including any Addendum issued by the Authority;

(b) I / We do not have any conflict of interest as mentioned in the EOI Document;

(c) I / We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in respect of any tender or request for proposal issued by or any agreement entered into with the Authority or any other public sector enterprise or any government, Central or State; and

(d) I/We hereby certify that we have taken steps to ensure that in conformity with the provisions of this EOI, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.

EOI for Empanelment of National Level Agencies for Creatives and Brand Management services and Media Planning and Buying

5. I / We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the agency, without incurring any liability to the Applicants in accordance with the EOI document.

6. I / We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted or convicted by any agency of the Government or by a Court of Law for any offence committed by us or by any of our Associates.

7. I/We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority (and/ or the Government of India) in connection with the selection of agency or in connection with the Selection Process itself in respect of the above-mentioned Project.

8. I/We agree and understand that the proposal is subject to the provisions of the EOI document. In no case, shall I/we have any claim or right of whatsoever nature if the Consultancy for the Project is not awarded to me/us or our proposal is not opened or rejected.

9. I / We agree to keep this offer valid for 120 days from the proposal due date specified in the EOI.

10. In the event of my/our firm being selected as one of the empaneled agency, I/we agree and undertake to provide the services in accordance with the provisions of the EOI.

11. I/We have studied EOI and all other documents carefully. We understand that we shall have no claim, right or title arising out of any documents or information provided to us by the Authority or in respect of any matter arising out of or concerning or relating to the Selection Process including the award of Consultancy.

12. I/We agree and undertake to abide by all the terms and conditions of the EOI Document. In witness thereof, I/we submit this Proposal under and in accordance with the terms of the EOI Document.

Yours faithfully,
(Signature, name and designation of the authorized signatory)
(Name and seal of the Applicant)

Place/Date

Designation:
Company Seal

Annexure 2: Details of the bidder

S.no.	Particular	Details	Supporting Documents submitted
1.	Name of the Agency / Firm		
2.	Date of Establishment		
3.	Address		
4.	Name of the Proprietor / Partners / Directors		
5.	Details of the contact person- Name Designation Mobile No. E-Mail ID		
6.	PAN No.		
7.	GST No.		
8.	No. of years in advertising business		
9.	No. of branches/offices (if any) & their addresses		
10.	Infrastructure: (_____)		
	Creative Artists (Number)		
	Client Servicing (Number)		
	Other Staff (Number)		
	Other (Number)		
11.	Details of key personnel to be assigned who will work on Madhya Pradesh Tourism project with age, qualification experience (in years), notable skills and achievements		
12.	Financial Position: 2019-20, 2021-22, 2022-23 Turnover (Rs. in Crore) each year		

13. List of Major Corporate Clients serviced:

Sl.N	Name of the Client	2019-20	2021-22	2022-23

**EOI for Empanelment of National Level Agencies for Creatives and Brand Management services
and Media Planning and Buying**

14. List of enclosures :

Place/Date
Name:
Designation: Company Seal
(Authorized Signatory)

Annexure 3: Format for Request for Pre- bid Clarifications

Bidder's Request for Clarification for "EOI for Empanelment of National Level Agencies for Creatives and Brand Management services and Media Planning and Buying"

Name of Bidder:

Name & position of person:

Full formal address including Telephone, mobile and email address:

Sr. No.	Page No.	Clause No.	Clause heading	Query / Clarification Sought	Suggestion

Annexure 4:

I. CHECKLIST FOR SUBMISSION OF EOI

Sl No	Enclosures	Status (Submitted/ Not Submitted)	Comments, if any
1	Covering Letter (Annexure 1)		
2	Details of Bidder (Annexure 2)		
3	Tender Document Fee		
4	Earnest Money Deposit (E.M.D.)		
5	Credentials regarding major work done so far		
6	Remarks against the applied category of clause 2 (scope of work) above duly mentioning about the capability and credentials against each.		
7	Sample creatives of various kinds should be included. (Agency's Past work along with proposed creatives for MPTB)		
8	Documents to be submitted as per Eligibility Criteria under Clause 9 for each applied category		
9	The Agency shall not have been be blacklisted by any Central/ State Government/ Public Sector Undertakings and shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required. (An undertaking will have to be given as provided in Annexure 6).		

II. SELECTION OF THE CATEGORY

<u>Sr. No.</u>	CATEGORIES	Tick the category in which applying for	Documents to claim eligibility under Clause 9 (Submitted/Not Submitted)
1.	CATEGORY I- Brand Management & Creative Services- (Designing & Conceptualization)		
2.	CATEGORY II- Media Planning, Buying, Releasing and Ancillary Services		

The bidder can apply for one or more categories, provided the bidder fulfills the criteria mentioned in Clause 9 and submits specified documents evidencing the experience in the category applied for. (Eligibility has to be fulfilled separately in each applied category)

Annexure 5: Financial Capacity of the Bidder

On the letter head of CA

CA Certificate

This is to certify that the financial details of the agency is as follows for the year/s:

Sr. No.	Year	Name of the Bidder	Annual Turnover (In Rs.)
1.	2019-20		
2.	2021-22		
3.	2022-23		
	Average turnover of three mentioned years		

Signature, Seal & UDIN of CA

(Note- Financial year 2020-21 shall not be consider due to Covid19)

Annexure 6: Format for Declaration regarding clean track record

To,
Managing Director
Madhya Pradesh Tourism Board^{6th}
Floor, Lily Trade Wing
Jahangirabad
Bhopal (M.P.)-462008

Dated:

Ref: **“EOI for Empanelment of National Level Agencies for Creatives and Brand Management services and Media Planning and Buying”**

Dear Sir,

I have carefully gone through the Terms & Conditions contained in the EOI Document regarding **“EOI for Empanelment of National Level Agencies for Creatives and Brand Management services and Media Planning and Buying”**.

I hereby declare that me/my company/firm has not been debarred/black listed by any Government/Semi Government organizations in India. I further certify that I am competent officer in my company/firm to make this declaration.

In accordance with the above we would like to declare that:

1. We are not involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment.
2. We are not blacklisted by any Central/State Government/Public Sector Undertaking in India.
3. The information provided in the tender document is true and no false representation has been made.

Yours faithfully,

(Signature of the Bidder)

Name

Date:

Business Address:

Place: