

# Request for Proposal for Engagement of Agency for Consumer Market Research

**Notice Inviting Tender (NIT):**

# Request for Proposal for Engagement of Agency for Consumer Market Research

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## Disclaimer

All information contained in this **Request for Proposal (RFP)** provided is in the good interest and faith. This is neither an agreement and nor an offer/invitation to enter into an agreement of any kind with any party.

Though adequate care has been taken in the presentation of this RFP document, the interested bidders shall satisfy themselves that the document is complete in all respects. The information published in this document is not intended to be exhaustive. Interested Bidders are required to make their own enquiries and assumptions wherever required.

Intimation of discrepancy, if any, should be given to the specified office immediately. If no intimation is received by this office by the date mentioned in the document, it shall be deemed that the RFP document is complete in all respects and firms submitting their bids are satisfied that the RFP document is complete in all respects.

**Madhya Pradesh Tourism Board, Bhopal (MPTB)** reserve the right to reject any or all of the applications submitted in response to this RFP document at any stage without assigning any reasons whatsoever. **Madhya Pradesh Tourism Board, Bhopal** also reserves right to withhold or withdraw the process at any stage with intimation to all who have submitted their bids in response to this RFP. **Madhya Pradesh Tourism Board, Bhopal** reserves the right to change/ modify/ amend any or all of the provisions of this RFP document without assigning any reason. Any such change would be communicated to the bidders by posting it on the website of MPTB(<http://www.tourism.mp.gov.in/>) Neither **Madhya Pradesh Tourism Board, Bhopal** nor their employees and associates will have any liability to any prospective Bidder interested to apply or any other person under the law of contract to the principles or resolution or unjust enrichment or otherwise for any loss, expense or damage which may arise from or be incurred or suffered in connection with anything contained in this RFP document, any matter deemed to form part of this RFP document, the award of the Assignment, the information and any other information supplied by or on behalf of **Madhya Pradesh Tourism Board, Bhopal** or their employees and Prime Bidder/ Consortiums or otherwise arising in any way from the selection process for the Assignment.

Information provided in this document or imparted to any Bidder as part of RFP process is confidential to **Madhya Pradesh Tourism Board, Bhopal** and shall not be used by the Bidder for any other purpose, distributed to, or shared with any other person or organization.

# Request for Proposal for Engagement of Agency for Consumer Market Research

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|---|-----------------|
| <br>The heart of<br>Incredible India   | <h2>Tender</h2> |
| <h3>Madhya Pradesh Tourism Board</h3> <p>(MPTB) Paryatan Bhawan, Bhadbhada Road, Bhopal<br/>Madhya Pradesh, India Pin – 462003<br/>CIN: U75302MP2017NPL043078<br/>Website: <a href="http://www.tourism.mp.gov.in">www.tourism.mp.gov.in</a></p>   |                 |
| <h3><u>“Request for Proposal for Engagement of Agency for<br/>Consumer Market Research</u>”</h3> <p><b>NIT No: 1374/Publicity/MPT</b><br/><b>System No: 01</b> <span style="float: right;"><b>11<sup>th</sup> October, 2017</b></span></p> <p>MPTB invites Request for Proposals (RFP) from qualified and experienced bidders for Engagement of Agency for Consumer Market Research.</p> <p>Interested Bidders eligible as per qualification criteria may submit their response to the RFP latest by <b>11<sup>th</sup> November 2017 till 05:00 p.m.</b> The proposal must accompany an amount of <b>Rs. 5,900/-</b> (Rupees Five Thousand Nine Hundred only) towards non-refundable RFP Document Fees and <b>Rs. 295/-</b> (Rupees Two hundred and ninety five only) towards non-refundable e-procurement processing fees through online payment at e-Procurement portal (<a href="http://mpeproc.gov.in">http://mpeproc.gov.in</a>).</p> <p>The detailed RFP document can be downloaded from <a href="http://mpeproc.gov.in">http://mpeproc.gov.in</a> or <a href="http://www.tourism.mp.gov.in">www.tourism.mp.gov.in</a> from 11th October, 2017.</p> <p>For any other information, contact <b>+91-8989792839</b> or email on <b>deepika@mptourism.com</b> For any technical issues contact M.P. E- Procurement Toll free number – 18002588684.</p> <p style="text-align: right;"><b>Managing Director</b></p> |                 |

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## Abbreviations

| Abbreviation | Description                       |
|--------------|-----------------------------------|
| EMD          | Earnest Money Deposit             |
| FY           | Financial Year                    |
| LoI          | Letter of Intent                  |
| MPTB         | Madhya Pradesh Tourism Board      |
| NIT          | Notice Inviting Tender            |
| CAPI         | Computer aided personal interview |

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# Request for Proposal for Engagement of Agency for Consumer Market Research

## 1. Request for Proposal

Sealed bids are invited from eligible, reputed, qualified bidders with sound technical and financial capabilities for design, development, implementation and analysis for an end to end Consumer Market Research solution along with the establishment and operation of related processes as detailed out in the Scope of Work under this RFP Document.

The intent of this RFP is to invite proposals from the Agencies/Companies (also referred to as bidders) to enable the MPTB for Engagement of Agency for Consumer Market Research.

### 1.1.Fact Sheet

| S.No. | Items/Events  | Description  |
|-------|---|--|
| a)    | Cost of Bid document  | INR 5900.00 (non-refundable) + INR 295.00 (e-Procurement processing fees, non-refundable) to be paid online  |
| b)    | Earnest Money Deposit   | <b>INR 2,00,000.00 (Two Lacs Only) to be paid online.</b>  |
| c)    | Sale of Bid Document  | Can be downloaded from the websites, <a href="https://www.mpeproc.gov.in/">https://www.mpeproc.gov.in/</a> , <a href="http://www.tourism.mp.gov.in">www.tourism.mp.gov.in</a> from |
| d)    | Date & Time for Pre-Bid Meeting                                     | Date 30/10/2017 Time 1100Hrs   |
| e)    | Last date & time for Purchase of Tender                             | Date 10/11/2017 Time 1600Hrs   |
| f)    | Online Bid Submission Last Date (EMD, Technical Bid, Financial Bid) | Date 11/11/2017 Time 1700Hrs   |
| g)    | Presentation  | will be informed to shortlisted bidders  |
| h)    | Financial Bid Opening   | will be informed to shortlisted bidder   |

### 1.2.Pre-Bid Meeting

MPTB will host a pre-bid meeting as per the schedule given in this RFP. A Pre-bid meeting may be organized to provide clarifications sought by the bidders.

Bidders are permitted to submit their queries in writing on email ids above to MPTB in [format 4](#) at least two days before pre bid meeting date and time.

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\*Any future Corrigendum/Information/Reply to Pre-bid Queries shall be posted only on website <http://www.mpeproc.gov.in>

## **1.3.Structure of the RFP**

This RFP is meant to invite proposals from interested bidders (Service providers) capable of delivering the services described herein. This Request for Proposal document consists of six Sections viz:

- 1.3.1.** Section I : Introduction
- 1.3.2.** Section II: Bidding Procedures
- 1.3.3.** Section III: Project Requirements
- 1.3.4.** Section IV: Instructions to Bidders
- 1.3.5.** Section V: Formats & Templates
- 1.3.6.** Section VI: Annexure



# Section I: Introduction

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## 1. Introduction

### 1.1.Introduction to MPTB

Madhya Pradesh can easily be described as the best state of the nation, in terms of richness and diversity of tourism destinations. The state has three world heritage sites namely Sanchi, Bhimbetka and Khajuraho. Madhya Pradesh is not called the ‘heart of India’ only because of its location in the centre of country. It has been home to cultural heritage of Hinduism, Buddhism, Jainism and Islam. Innumerable monuments, exquisitely carved temples, stupas, forts and palaces are dotted all over the State. The natural beauty of Madhya Pradesh is equally varied. Consisting largely of a plateau, the State has everything. Spectacular mountain ranges, meandering rivers and miles of dense forests. But perhaps the best part about MP is its accessibility. It is equally close to major tourist destinations from the North, South, East and West.

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.Objectives of RFP

Objective of this RFP is:

- To hire services of a professional agency having requisite competency and previous experience of conducting Consumer Marketing Research Services for MPTB at National Level as per scope of work given in RFP
- To study the consideration set of tourists, for presence of destinations of Madhya Pradesh across various decision making moments.
- To understand current perceptions about the tourist destinations of Madhya Pradesh & opportunities to mould them

## **Section II: Bidding Procedures**

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## 2. Proposal Preparation

Bidder is expected to examine all instructions, forms, terms and requirements in the RFP document and prepare the proposal accordingly. Failure to furnish all information required by the RFP document or submission of a proposal not substantially responsive to the RFP document in every respect may result in the rejection of proposal.

The proposals should be submitted to MPTB in three parts as mentioned in the following sections:-

### 2.1.Tender Document Cost and Earnest Money Deposit

- 2.1.1. Tender Document Fees and e-procurement processing Fees (non-transferable & non-refundable) must be paid online at e-procurement portal (<http://www.mpeproc.gov.in>).
- 2.1.2. EMD must be paid online at e-procurement portal (<http://www.mpeproc.gov.in>).

### 2.2.Pre-Qualification (PQ) and Technical Proposal

Along with other documents, following documents shall be a part of PQ and Technical Proposals:-

- 2.2.1. Bid Form on the bidder's letter-head as per Format 1: Bid Form
- 2.2.2. A duly notarized Power-of-Authority/ Board Resolution granting the person signing the proposal the right to bind the bidder and bidders registered address including person's name/designation, email, phone, fax and mobile number for official correspondence.
- 2.2.3. Bidder/Company Profile as per Format 2: Bidder's Profile
- 2.2.4. Certificate of Incorporation if any or relevant registration documents.
- 2.2.5. Audited annual financial results (balance sheet and profit & loss statements) of the bidder for the last three financial years (FY 14-15,15-16 & 16-17)
- 2.2.6. Undertaking for not being blacklisted by any State / Central Govt. by the bidder, as per Format 3: Declaration Regarding Clean Track
- 2.2.7. Copy of Permanent Account Number (PAN)
- 2.2.8. GST Details of bidder
- 2.2.9. Other documents as mentioned in the Pre-Qualification Criteria section of this document.
- 2.2.10. The team composition, including SPOC, as proposed by the bidder shall be specified clearly in the Technical bid.

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## 2.3.Commercial Proposal

The Commercial Proposal should be submitted as per the format of Commercial Bid as per Format 6 : Commercial Bid Format. Both formats are required to be filled, failing which the bid may be rejected.

## 3. Proposal Submission

- 3.1. The bidder is responsible for registration of the e-procurement portal ([www.mpeproc.gov.in](http://www.mpeproc.gov.in)) at their own cost. The bidders are advised to go through the e-procurement guidelines and instructions, as provided on the e-procurement website, and in case of any difficulty related to e-procurement process, may contact the helpline as provided on the website.
- 3.2. The proposals submitted should have all pages numbered. It should also have an index giving page wise information of documents. Proposal that are incomplete or not in prescribed format will be summarily rejected.
- 3.3. The Bidder shall submit the proposals online as described below-
  - 3.3.1. **Pre-qualification and Technical Proposal** – Scanned copy in PDF file format, signed on each page & comprising of maximum of 3 volumes(if required), with file name clearly mentioning: “PQ and Tec bid for RFP part-1/2/3”
  - 3.3.2. **Commercial Proposal** –“Format 6: Commercial Bid” in excel format, with file name clearly mentioning: “Format 6: Detailed Commercials”
  - 3.3.3. **Prices should not be indicated in the Pre-Qualification and Technical Proposals, if thus so happen the bid will be treated as rejected.**
  - 3.3.4. In case of discrepancy between amount given in words and figures, the details given in words shall prevail.
  - 3.3.5. All the columns of the quotation form shall be duly, properly and exhaustively filled in. The rates and units shall not be overwritten. Rates shall always be both in the figures and words.
- 3.4. The Bidder is allowed to submit only one proposal against this RFP. The bidder has to submit the complete proposal not in part or for particular quantum of work, such proposal will automatically be disqualified without any intimation to bidder. References to previous or on-going Proposals will be not considered. Documents in support of eligibility must be enclosed with the tender. Offers without satisfying eligibility conditions will be out rightly rejected and no correspondence in this regard will be entertained.

## 4. Bid Evaluation Criteria

### 4.1.Pre-Qualification Criteria

The bidder should possess the requisite experience, resources and capabilities in providing the services necessary to meet the requirements, as described in the RFP document. Bidder not meeting the **Eligibility Criteria will not be considered** for further evaluation.

The bidder is required to submit the relevant documents in support of it's qualificatuion which inter alia includes:

1. Registration Certificate
2. Balance Sheet
3. CA certificate
4. Copy of workorder
5. Decleration
6. Office address proof
7. Any other relevant documents

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## 4.2. Technical Evaluation Criteria

| S.NO | Parameters  | Maximum Score  |
|------|---|----------------|
| 1    | No. of years of Experience in the area of Consumer Research<br><br>(4 marks for minimum 5 years as on 01 <sup>st</sup> April 2017 and 2 marks each for additional years of experience upto a maximum of 10 marks)   | 10             |
| 2    | Average annual turnover for the last three financial year (2014-15, 2015-16 & 2016-17).<br><br>(4 marks for minimum 5 Cr and 2 marks each for additional turnover of Rs 1 Cr each up to maximum of 10 marks)  | 10             |
| 3    | Consumer Research projects worth more than Rs 25 lacs undertaken for Government / PSUs / Private Sector in the last 3 years.<br><br>(5 marks for each project with a maximum of 30 Marks)   | 20             |
| 5    | <b>PRESENTATION:</b><br>Presentation should Include: <ul style="list-style-type: none"> <li>• Agency Credentials.</li> <li>• Reach in various states</li> <li>• Experience, case studies &amp; benchmarking in tourism marketing research.</li> <li>• Roadmap of brand strategy for Madhya Pradesh 2017-18 including-               <ul style="list-style-type: none"> <li>➤ To increase awareness about Madhya Pradesh as a Tourist Destination</li> <li>➤ To increase considerations about Madhya Pradesh as a Tourist Destination</li> <li>➤ To perk up Brand Perceptions about Madhya Pradesh Tourism as a Tourist Destination</li> <li>➤ To measure and magnify brand equity across all media vehicles- Print, TV, Radio, Cinema, Outdoor, Digital.</li> </ul> </li> </ul> | 10<br>20<br>10 |

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|       |  |     |
|-------|--|-----|
|       | <ul style="list-style-type: none"> <li>• Research Methodology and data collection techniques</li> </ul>  | 10  |
|       | <ul style="list-style-type: none"> <li>• Insights and deliverables proposed</li> </ul>                   | 10  |
|       | <ul style="list-style-type: none"> <li>• Innovative &amp; proprietary tools used for analysis</li> </ul> |     |
|       | <ul style="list-style-type: none"> <li>• Rough draft of Questionnaire</li> </ul>                         |     |
|       | <ul style="list-style-type: none"> <li>• Rough draft of Delivery Report</li> </ul>                       |     |
| TOTAL |  | 100 |

Note:

\*\*\* Minimum score for qualifying in Technical Evaluation will be 70%. The commercial bids of technically qualified bidders only will be opened. If the number of qualified bidders are less than two, then MPTB reserves the right to reduce minimum required score to 60%.

MPTB will assign points to the technically qualified bidders based on the technical evaluation criterion mentioned & approved by committee. The commercial bids for the technically qualified bidders will then be opened and reviewed to determine whether the commercial bids are substantially responsive.

The Technical evaluation will consist of evaluation of the bidder responses to the technical bids submitted by the bidder. The bidders proposed implementation methodology, project management methodology will also be considered for technical evaluation.

### 4.3.Commercial Evaluation Criteria

The commercial bid has to be provided based on the format provided in the RFP.

**4.3.1.** The Bid Evaluation Committee will evaluate the commercial bids received from the bidders, in below specified format. The Price Score of the bidder will be calculated using the following formula:

$$Price\ Score = \frac{L.P.}{O.P.} \times 100$$

**Where**

**L.P.** is the Lowest Price offer of the Technically Qualified Bidders

**O.P.** is the Offer Price of the bidder being evaluated

#### 4.4.Overall Evaluation Criteria

The Bids received will be evaluated using Quality and Cost Based Selection (QCBS), giving 60 percent weightage to the Technical Score and 40 percent weightage to the Price Score.

**Total Score = (Technical Score x 0.70) + (Price Score x 0.30)**



## 5. Bid Evaluation Process

### 5.1. Bid Evaluation Committee

The bid evaluation committee constituted by MPTB will evaluate the bids. This may involve the representations from field and/or other department's experts. The decision of the bid evaluation committee in the evaluation of the Technical and Commercial bids shall be final.

### 5.2.Pre-Qualification Evaluation

Pre - qualification bid documentation shall be evaluated as under:

- 5.2.1.** The evaluation committee will check if the bidder has deposited the EMD along with the Technical Proposal and the same are found to be in order.
- 5.2.2.** The documentation furnished by the bidder will be examined prima facie to see if the Company's capacity, skill base and other Bidder attributes as claimed therein are consistent with the needs of this project.
- 5.2.3.** MPTB may ask bidder(s) for additional information, and/or arrange discussions with their professional, technical resource to verify claims made in bid documentation. If the bidder fails to submit the additional supporting documents, the bid shall be rejected.

### 5.3.Technical Evaluation

- 5.3.1.** The bidders technical solution proposed in the bid document shall be evaluated as per the requirements specified in this RFP and adopting the evaluation criteria spelt out in this document.
- 5.3.2.** The Bidders are required to submit all required documentation in support of the evaluation criteria specified (e.g. detailed project citations and completion certificates, client contact information for verification, profiles of project resources and all others) as required for technical evaluation.
- 5.3.3.** Presentation: Each bidder has to make a presentation to the bid Evaluation Committee at a date, time and venue as informed by MPTB. The Technical presentation must include the following:

Presentation should Include:

- Agency Credentials.
- Experience, case studies & benchmarking in tourism marketing research.
- Roadmap of brand strategy for Madhya Pradesh 2017-18 including-
  - To increase awareness about Madhya Pradesh as a Tourist Destination

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- To increase considerations about Madhya Pradesh as a Tourist Destination
- To perk up Brand Perceptions about Madhya Pradesh Tourism as a Tourist Destination
- To measure and magnify brand equity across all media vehicles- Print, TV, Radio, Cinema, Outdoor, Digital.

- Research Methodology and data collection techniques
- Insights and deliverables proposed
- Innovative & proprietary tools used for analysis
- Rough draft of Questionnaire
- Rough draft of Delivery Report

**5.3.4.** Each Technical Bid will be assessed for technical score on a scale of 1 (minimum) to 100 (maximum) points. Only the bidders, who scored minimum Technical marks will qualify for the evaluation of their commercial bids.

**5.3.5.** The technical evaluation of the bid will be based on the bidder's response to the requirements as mentioned in the RFP, which will include the Technical Specifications mentioned in RFP.

**5.3.6.** Technical bids shall be examined by the bid evaluation committee with respect to compliance, completeness and suitability of the proposal to the project and only the bids which are in compliance to the requirements mentioned in the RFP shall be considered as technically qualified.

## 5.4.Commercial Evaluation

**5.4.1.** Bid evaluation committee will evaluate and compare the bids determined to be substantially responsive. It is bid evaluation committee's intent to select the proposal that is most responsive to the project needs and each proposal will be evaluated using the criteria and process outlined in this section.

**5.4.2.** Only the commercial bids of those bidders qualified in the technical evaluation shall be opened. Commercial bids of the non-responsive bidders will not be opened.

**5.4.3.** The evaluation shall be strictly based on the information and supporting documents provided by the bidders. It is the responsibility of the bidders to provide all supporting documents as listed in forms necessary to fulfill the mandatory eligibility criteria.

**5.4.4.** The Price Score of the bidder will be determined by the Committee, which will be used for overall evaluation.

## **5.5.Overall Evaluation using QCBS**

- 5.5.1.** Based on the Technical Score and Price Score obtained by the bidder, the Committee will calculate the Total Score of the Bidder.
- 5.5.2.** In case of tie, the bidder securing higher Technical Score would be given preference and will be selected.

## **6. Contract Finalization and Award Criteria**

### **6.1.Issuance of Lol**

- 6.1.1.** MPTB shall notify the selected bidder, through a Letter of Intent (Lol), that its bid has been accepted. The letter of intent will be accompanied by the proforma for contract, incorporating all agreements between the parties.

### **6.2.Signing of Contract**

- 6.2.1.** Within 15 days of receipt of the Lol, the successful Bidder shall sign and date the contract and return it to MPTB .
- 6.2.2.** The selected bidder will initiate the execution of the work as specified in the agreement.

## **Section III: Project Requirements**

## 7. About the Project and Objectives

### 7.1.Scope of Work

Madhya Pradesh Tourism Board. invites bid for Engagement of Agency for Consumer Market Research.

- 1.1.1. Madhya Pradesh Tourism Board is one of the largest spenders for integrated communication & media activities in India compared to all Domestic State Tourism Boards. In the pursuit of excellence & operating in a new & dynamic marketing environment, we wish to empanel a market research agency which can carry out brand communication & media audit for MPTB - normally known as Brand Track Study in marketing parlance.

For the year MPTB has planned 360 degree campaign across all media channels including digital. MPTB is focused towards measuring brand KPI's as are following, but not limited to:

1. Brand Awareness of Madhya Pradesh as Tourist Destination
2. Brand Consideration for Madhya Pradesh as Tourist Destination
3. Brand Perception/ perceptions for Madhya Pradesh as Tourist Destination
4. Brand Equity for destinations of Madhya Pradesh

- 1.1.2. MPTB will be assigning successful bidder to conduct a market research exercise to measure perception of the consumers pre and post launch campaign.

In addition to above MPTB will require in-depth understanding of the market environment (consumer) & competitive environment by the following & not limited to-

1. Media Audit- Across top 10 Tourism Brands (5 Domestic + 5 International)
2. Communication Audit
3. Impact of digital media & relevance of digital media for tourism sector.
4. Newer innovations in Tourism Marketing.

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## 7.2 Detailed scope of work:

### 7.2.1 Research Objectives:

Objective of this RFP is:

- To hire services of a professional agency having requisite competency and previous experience of conducting Consumer Marketing Research Services in tourism/hospitality sector at National Level as per scope of work given in RFP
- To study the consideration set of tourists, for presence of destinations of Madhya Pradesh across various decision making moments.
- To understand current perceptions about the tourist destinations of Madhya Pradesh & opportunities to mould them

The secondary objectives are:

- Measure the brand KPIs vis-à-vis the competition before the campaign
- Evaluate the campaign performance
- Understand the impact of the campaign by measuring the brand KPIs
- To conduct media audits for measuring effectiveness of media spends

### 7.2.2 Research Methodology:

1. Research would be divided into two phases 'pre-campaign' and 'post-campaign'.
2. Detailed Research Methodology adopted for the study has to be submitted by the agency for technical evaluation.
3. Pre phase of the research has to be designed for understanding the awareness of the brand and brand health.
4. In Post phase research should be based on brand attributes like ECT [Execution cut through] and BCT [Brand cut through] of the brand are to be measured, where salience, familiarity and disposition of the brand are analyzed.
5. Media audits to signal media spends & its effectiveness for the brand & competition.

### 7.2.3 Sampling Methodology:

#### Sample Demographics:

1. SEC: SEC A1, SEC A2 & SEC B1 [Open to suggestions]

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2. Age: 18 – 55 years
3. Gender: Both Male and Female
4. Respondent needs to have social media presence, working knowledge of Internet, apps and must be frequent in Internet Banking.

## Sampling Area: (open to suggestions)

- Delhi
- Mumbai
- Kolkata
- Ahmedabad
- Bangaluru
- Hyderabad
- Lucknow

## Sampling Technique :

Agency need to adopt a purposive stratified sampling, while ensuring an even demographic & geographic coverage in above mentioned cities.

**Sample Size - Pre-campaign:** 100 TG / city [Open to suggestion] with 90% confidence

**Sample Size - Post-campaign:** 100 TG / city [Open to suggestion] with 90% confidence.

## Sample Collection Technique

Sample collection should be done through Interview Methodology/ CAPI, Questions should be Close ended & Structured, bidding agency should have competency to handle CAPI, etc. if required. **Time Scales for the activities (Tentative/ Open to suggestions) are as below:**

| Activity                                  | Duration | Cumulative Duration |
|---|----------|---------------------|
| Commissioning of study                    |          |                     |
| First draft of questionnaire to be shared | 5 days   | 5 days              |
| Confirmation on the questionnaire         | 3 days   | 8 days              |

## Request for Proposal for Engagement of Agency for Consumer Market Research

|   |         |                |
|---|---------|----------------|
| Field set-up (Translations, briefing, mock calls, etc.) | 7 days  | 15 days        |
| Fieldwork Wave 1 *                                      | 15 days | 30 days        |
| Data Processing and Analysis Wave 1                     | 10 days | 40 days        |
| Report sharing of Wave 1                                | 7 days  | <b>47 days</b> |

\*Data collection process to be carried out before key campaigns

| Activity  | Duration | Cumulative Duration |
|---|----------|---------------------|
| Commissioning of study                                  |          |                     |
| First draft of questionnaire to be shared               | 5 days   | 5 days              |
| Confirmation on the questionnaire                       | 3 days   | 8 days              |
| Field set-up (Translations, briefing, mock calls, etc.) | 7 days   | 15 days             |
| Fieldwork Wave 2 **                                     | 15 days  | 30 days             |
| Data Processing and Analysis Wave 2                     | 10 days  | 40 days             |
| Final Report preparation (Wave 1 + 2)                   | 12 days  | 52 days             |
| Final Report sharing (Wave 1 + 2)                       | 2 days   | 54 days             |

\*\*Data collection process to be carried out post key campaigns

### 7.3 Deliverables

Deliverables would a detailed presentation along with final report of the study on the parameters mentioned in the RFP and containing all the insights as per details below:

1. Successful bidder need to present detailed insights for pre-phase and post-phase research campaign.
  - i. Level of awareness about Madhya Pradesh as a Tourist Destination



# Request for Proposal for Engagement of Agency for Consumer Market Research

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- ii. Level of considerations about Madhya Pradesh as a Tourist Destination
  - iii. Brand Perceptions about Madhya Pradesh Tourism as a Tourist Destination
  - iv. Brand equity across all media vehicles- Print, TV, Radio, Cinema, Outdoor, Digital.
2. Comparison on above points with top 5 National & Top 5 International Tourism boards
  3. Successful bidder needs to submit credentials and coordinates of the respondent to MPTB as per the format prescribed in Format 7.

## **7.1.1. Parameters for Service Level Agreements & compliance**

The Bidder will ensure meeting of following SLA parameters and will enter into an agreement with MPTB on SLA parameters indicated below.

## **7.1.2. General Conditions**

- Agency shall be liable to hire and coordinate with research team thus involved in RFP.
- Latest tools as per best practices of Industry and relevant for the study should be employed for research.
- Final Report would be shared with MPTB as per the time lines mentioned in RFP.
- Review of campaign would be done after first and second phase of research campaign.
- Bills will be raised by agency after submission of report only along with proper supportings.

## **7.1.3. HR terms Conditions**

If any resource leaves project, should provide replacement (with same experience and skill set) within 10 days, so that the research should not be hampered.

## **7.1.4. Penalties**

Non delivery of any of the parameter mentioned in deliverables will lead to penalty of maximum 5 % on total bill amount at sole discretion of MD, MPTB.

## **8. Governance Structure**

### **8.1. Bidder's Responsibilities**

- 8.1.1.** To submit Pre-Qualification documents as required.

# Request for Proposal for Engagement of Agency for Consumer Market Research

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- 8.1.2.** To understand the Scope of Work and the expected Outcomes & Deliverables.
- 8.1.3.** To obtain necessary clarifications during Pre-Bid meeting, for preparing a comprehensive Proposal.
- 8.1.4.** To provide necessary collaterals to substantiate RFP response.
- 8.1.5.** To prepare deliverables as per requirements for the respective phase.
- 8.1.6.** To execute process as per committed plans and timelines.
- 8.1.7.** To ensure Quality Assurance of the system.
- 8.1.8.** To deploy the system as per committed Deployment plan.
- 8.1.9.** Submission of the reports to department on project progress on fortnightly basis.
- 8.1.10.** Deliver the deliverables as per the contract terms and conditions.
- 8.1.11.** Responsibility of getting sign-off on deliverables and phases from MPTB .
- 8.1.12.** Adding value to the Functional Requirements provided in the RFP.

## 8.2.MPTB's Responsibilities

MPTB would be responsible for monitoring the project as a whole.

- 8.2.1.** To participate in processes as and when required.
- 8.2.2.** To facilitate process changes as required.
- 8.2.3.** To provide acceptance & sign-off for the deployed system and Deliverables for respective
- 8.2.4.** To process the payments to the bidder.
- 8.2.5.** Any other activity, as may be necessary for successful project implementation.

## **Section IV: Instructions to Bidders**

# Request for Proposal for Engagement of Agency for Consumer Market Research

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## 9. General Conditions of Contract

### 9.1.1. Language of Bids

All Proposals, correspondence and documents related to proposals, shall be written in the English language. Supporting documents and printed literature furnished by the Bidder may be in another language, provided they are accompanied by an accurate translation of the relevant passages in English language.

### 9.1.2. Compliance & Completeness of Response

Bidders are advised to study all instructions, forms, terms, requirements and other information in the RFP document carefully. Submission of bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications. The response to this RFP should be full and complete in all respects. Failure to furnish all information required by the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the bidder's risk and may result in rejection of its proposal. The RFP Document is not transferable to any other bidder.

### 9.1.3. Signing of Communication to MPTB

All the communication to MPTB including this RFP and the bid documents shall be signed on each page by the authorized representative of the bidder and authority letter should be attached with the bid.

### 9.1.4. Amendment of Bid Document

At any time prior to the deadline for submission of bids, MPTB for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, may modify the bid documents by amendment. Any such communication shall be posted on website (<http://www.tourism.mp.gov.in>) and bidders are requested to visit the website for updates. The Amendments will be binding on bidders. In order to allow prospective bidders reasonable time to take into consideration the amendments while preparing their bids the Tendering Authority, at its discretion, may extend the deadline for the submission of bids. Any modification in submitted proposals will not be considered.

### 9.1.5. Bid Validity

All the bids must be valid for a period of 180 days from the last date of submission of the RFP for execution of Contract Agreement. However, the quoted rates should be valid for the initial/ extended period of the contract from the effective date of the Contract Agreement. No request will be considered for price revision during the contract period.

# Request for Proposal for Engagement of Agency for Consumer Market Research

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## **9.1.6. Deadline for Submission of Bids**

Bids must be received by the Tendering Authority at the address, no later than the time and date specified in the Tender Notice. In the event of the specified date for the submission of Bids being declared as a holiday for the Tendering Authority, the bids will be received up to the appointed time on the next working day. However, the Tendering Authority may, at its discretion, extend this deadline for submission of bids, in which case all rights and obligations of the Tendering Authority and TENDERERS will thereafter be subject to the deadline as extended.

## **9.1.7. Clarification of Commercial Bids**

The Tendering Authority may at its discretion discuss with the Tenderer(s) to clarify contents of financial offer.

## **9.1.8. Right to Terminate the Process**

MPTB may terminate the RFP process at any time and without assigning any reason. MPTB makes no commitments, express or implied, that this process will result in a business transaction with anyone. This RFP does not constitute an offer by MPTB .

## **9.1.9. Disqualification of Bids**

### **9.1.10. MPTB may at its sole discretion and at any time during the processing of tender, disqualify any bidder from the tendering process if the bidder has:**

- Submitted bid document, which is not accompanied by required documentation and Earnest Money Deposit (EMD) or non-responsiveness
- Not submitted EMD as per specified timelines.
- Made misleading or false representations in the forms, statements and attachments submitted.
- If found to have a record of poor performance such as abandoning works, not properly completing the contract, inordinately delaying completion, being involved in litigation or financial failures, etc.
- Failed to provide clarifications related thereto, when sought.
- Conditional bids will be summarily rejected.
- Applicants who are found to canvass, influence or attempt to influence in any manner the qualification or selection process, including without limitation, by offering bribes or other illegal gratification, shall be disqualified from the process at any stage.

# Request for Proposal for Engagement of Agency for Consumer Market Research

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## **9.1.11. Right to Accept/Reject any or all Proposals**

MPTB reserves the right to accept or reject any proposal, and to annul the bidding process and reject all bids at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for action of MPTB .

## **9.1.12. Contract Duration**

The bidder will be required to sign a contract for total duration of research execution as mentioned earlier in RFP.

## **9.1.13. Late Proposal**

The bidder will not be able to submit the proposals after final submission date and time is over. The EMD of such proposals will be returned to the Bidder.

## **9.1.14. Modification & Withdrawal of Proposal**

The Bidder is not allowed to modify its proposal subsequent to the final submission of proposals. The Bidders cannot withdraw the proposal during the period between the last date for receipt of proposals and the expiry of proposal validity period specified in the RFP. A withdrawal of proposal during proposal validity period may result in the forfeiture of its EMD from the Bidder.

## **9.1.15. Penalties**

If the Bidder fails to deliver the report within the agreed time-period, the MPTB shall be entitled to impose as penalties, as mentioned in Clause 7.1.4 of Section III

## **9.1.16. Limitation of Liability**

1. Neither party shall be liable to the other for any special, indirect, incidental, consequential (including loss of profit or revenue), exemplary or punitive damages whether in contract, tort or other theories of law, even if such party has been advised of the possibility of such damages.
2. The total cumulative liability of the Service provider arising from or relating to this Contract shall not exceed the Total Contract Value, which gives rise to such liability provided, however, that this limitation shall not apply to any liability for damages arising from:
3. Willful misconduct, or
4. Indemnification against third party claims.
5. Gross Negligence

## **9.1.17. Bid Security / EMD**

6. The bidder shall furnish a bid security (EMD) as stated in the fact sheet section 1.1 (b)
7. The Bid Security (EMD) shall be in Indian Rupees (INR) shall be paid online

# Request for Proposal for Engagement of Agency for Consumer Market Research

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8. Unsuccessful Bidder's Bid security shall be discharged or returned within 60 (sixty) days of expiration of the period of proposal validity prescribed by the Tenderer or after awarding tender to successful Bidder.
9. The successful Bidder's EMD shall be discharged upon the signing of agreement by the Bidder, and submission of Performance Bank Guarantee.
10. The Bid security will be forfeited at the discretion of Tenderer on account of one or more of the following reasons-
  - The Bidder withdraws its Proposal during the period of proposal validity
  - Bidder does not respond to requests for clarification of its proposal
  - In case of a successful Bidder, the said Bidder fails-to sign the Agreement in time.
  - In case of successful bidder, the bidder have to submit the Performance Security, as defined in this RFP

## **9.1.18. Performance Security**

The Bidder shall at his own expense, deposit with MPTB, within Fifteen (15) working days of the date of notice of award of the contract or prior to signing of the contract, whichever is earlier, an unconditional and irrevocable Performance Security in the form of Bank Guarantee (BG) from a Scheduled/ nationalized Bank acceptable to MPTB , payable on demand, for the due performance and fulfillment of the contract by the bidder.

This Performance Security of INR 10% of the Bid Amount, in favour of MD, MPTB payable at Bhopal. All charges whatsoever such as premium, commission, etc. with respect to the BG shall be borne by the bidder. The BG shall be valid for a period of 12 months from the date of signing of agreement and should be in the standard format prescribed by Reserve Bank of India. Also, the same shall be extended to the extent that it remains valid for at least 3 months after the expiry of the contract.

The bidder will also be required to further extend the BG, in case the MPTB extends the contract, to an extent that the BG is valid for a minimum of 3 months after the expiry of the Contract.

The extended BG in all the above cases shall be submitted at least 3 months before the expiry of the previous BG, failing which, MPTB reserves the rights to terminate the contract, and forfeit the BG.

## **9.1.19. Bid Prices**

11. The bidder shall express their bid prices using the price schedule form provided in the bidding documents Format 6 : Commercial Bid Format. All costs and charges related to the bid shall be expressed in Indian Rupees. Prices indicated in the Price Schedule shall be entered in the following manner:-
12. The Prices quoted by the bidder shall remain fixed during the entire period of contract and shall not be subject to variation on any account. A bid submitted with an adjustable price quotation will be treated as non-responsive and rejected.

# Request for Proposal for Engagement of Agency for Consumer Market Research

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13. The prices quoted by the bidder shall be in sufficient detail to enable the Purchaser to arrive at the price of the services offered.
14. Prices shall be inclusive of all Taxes (taxes, duties, charges, levies etc.) except applicable Service Tax, which shall be payable extra on prevailing rates.

## **9.1.20. Payments**

The process to be followed will be as under:

15. The MPTB shall pay all invoices within 30 days from the date of receipt of verified invoice.
16. All taxes deductible at source, if any, at the time of release of payment, shall be deducted at source as per the current rate while making any payments.
17. The invoice amount would be paid after the evaluation of performance against both the deployment, operational and SLAs and after deducting penalties, if any.

## **9.1.21. Resolution of Disputes**

MPTB and the successful bidder shall make every effort to resolve amicably by direct informal negotiation any disagreement or dispute arising between them under or in connection with the contract. If, after thirty (30) days from the commencement of such informal negotiations, MPTB and the successful bidder have been unable to resolve amicably a contract dispute, either party may require that the dispute be referred for resolution to the formal mechanisms specified here in. These mechanisms may include, but are not restricted to, conciliation mediated by a third party.

In case of a dispute or difference arising between the MPTB and the successful bidder relating to any matter arising out of or connected with the agreement, such disputes or difference shall be settled in accordance with the Arbitration and Conciliation Act, of India, 1996.

## **9.1.22. Governing Language**

The contract shall be written in English. All correspondence and other documents pertaining to the contract, which are exchanged by the parties, shall be in English.

## **9.1.23. Applicable Law**

The contract shall be interpreted in accordance with appropriate Indian laws and the jurisdiction would be BHOPAL district court.

## **9.1.24. Taxes and Duties**

The bidder shall be entirely responsible for all other taxes, duties, license fee, Octroi, road permits etc. No increase in base rates will be allowed during the period of the contract.

## **9.1.25. Ownership and Use of Data**

MPTB holds exclusive rights to all data captured by the system. The bidder cannot sell or use data for its own research or benefit without prior approval granted from the MPTB .



# Request for Proposal for Engagement of Agency for Consumer Market Research

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## **9.1.26. Termination for Default**

The Tendering Authority may, without prejudice to any other remedy for breach of contract, by written notice of default sent to the successful bidder terminate the Contract in whole or part:

- (a) If the successful bidder fails to deliver any or all of the services within the period(s) specified in the Contract.
- (b) If the successful bidder, in the judgment of the Tendering Authority has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.

For the purpose of this clause:

“Corrupt practice” means the offering, giving, receiving or soliciting of anything of value to influence the action of a public official in the procurement process or in contract execution.

“Fraudulent practice” means a misrepresentation of facts in order to influence a procurement process or the execution of a Contract to the detriment of the Tendering Authority, and includes collusive practice among TENDERERS (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and deprive the Tendering Authority of the benefits of free and open competition.

## **9.1.27. Consequences of Termination**

In Circumstances mentioned above the Tendering Authority may forfeit the security deposit / Guarantee.

## **9.1.28. Termination for Insolvency**

The Tendering Authority may at any time terminate the Contract by giving written notice to the successful bidder, if the successful bidder becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the successful bidder, provided that such termination will not prejudice or affect any right of action or remedy, which has accrued or will accrue thereafter to the Tendering Authority.

## **9.1.29. Force Majeure**

The Bidder shall not be liable for forfeiture of its performance security, penalties, or termination for default if and to the extent that its delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure. For purposes of this Clause, “Force Majeure” means an event beyond the control of the Bidder and not involving Bidder’s fault or negligence and not foreseeable. Such events may include, but are not restricted to, acts of the Client in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions, and freight embargoes, act of god, riots, strikes, change in relevant government policy etc.

If an event of Force Majeure continues for a period of ninety (90) days or more, the parties may, by mutual agreement, terminate the Contract without either party incurring any further liabilities towards the other with respect to the Contract, other than to effect payment for goods/services already delivered or performed.

# Request for Proposal for Engagement of Agency for Consumer Market Research

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## **9.1.30. Notices**

Any notice given by one party to the other pursuant to this contract shall be sent to the other party in writing or by email and confirmed in writing to the other party's last recorded address. A notice shall be effective when delivered or tendered to other party whichever is earlier.

## **9.1.31. Binding Clause**

All decisions taken by the Tendering Authority regarding the processing of this tender and award of contract shall be final and binding on all parties concerned. The Tendering Authority, reserves the right:

- To vary, modify, revise, amend or change any of the terms and conditions mentioned in RFP; or
- To reject any or all the tender/s without assigning any reason whatsoever thereof or to annual the bidding process and reject all bids at any time prior to award of contract, without thereby incurring any liability to the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for such decision

## **9.1.32. Interpretation of the Clauses**

In case of any ambiguity in the interpretation of any of the clauses in Tender Document or the Contract Document, the Tendering Authority's interpretation of the clauses shall be final and binding on all parties.

## **10. Special Conditions of Contract**

### **10.1.1. Sub-Contracting**

Sub-contracting is not allowed under this RFP.

### **10.1.2. Infrastructure arrangement by Bidder**

The Bidder shall assess and make his own arrangements for infrastructure which includes necessary hardware, system software and transportation of personnel deployed by him, security at the site in addition to the men, machine and material. The bidder should assess the capacity planning and assessment for the solution taking into account the entire period, and shall update/replace the hardware for resources, in order to meet the Service Level Requirements of the solution.

### **10.1.3. Risk Purchase**

In case of breach of any of the conditions of the agreement or delay in supply or failure to implement at bidder's own quoted rates, MPTB may at its option, take any or all of the actions detailed below:-

- Implement / Purchase from elsewhere on bidder's Risk or Account the entire or the remaining items and services.
- Forfeit either wholly or the part of the service charges/ security deposits.

# Request for Proposal for Engagement of Agency for Consumer Market Research

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- Taking of such other action against the bidder including legal action for breach of contract.
- Levy of penalties or with-held payment to the extent of services not provided.

## **10.1.4. Compliance to Guidelines**

- Bidders to ensure incorporate the guidelines as a must for the social media. It should comply with guidelines issued by Central / Madhya Pradesh State Government Authorized Agencies from time to time.

## **10.1.5. Warranties & Intellectual Property Rights (IPR)**

- Bidder must ensure that they have all necessary licenses, approvals, consents of third Parties/principle manufacturers and all necessary technology, hardware and software to enable it to provide the solution.
- Intellectual property in anything developed by the Solution Provider specifically and exclusively for MPTB , and based on the information or data owned by MPTB , shall vest with MPTB .

## **10.1.6. Confidentiality**

The successful bidder shall treat the details of the documents as secret and confidential. for the same successful bidder will enter into an agreement with MPTB.

## **10.1.7. Assessment & Remedial Action**

The Bidder will put in place evaluation systems to continuously evaluate the performance of its resources.

## **10.1.8. Quality Management**

The Bidder will deploy exclusive quality management team which will continuously audit the systems and procedures of operations and management

## **10.1.9. Industrial Relations and Discipline**

The Bidder will put in place appropriate disciplinary procedures and ensure congenial relations with its employees. MPTB shall not intervene in any of the disputes between the employees and management, nor can MPTB be drawn in any circumstances in such disputes

## **10.1.10. Remuneration to Employees of Bidder**

MPTB will have NO obligation to pay any remuneration, reimbursements or incentives to employees or members of the Bidder. All the payments due to them shall be paid only by the Bidder.

# Request for Proposal for Engagement of Agency for Consumer Market Research

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## **10.1.11. Compliance to Labour laws**

The Bidder shall be responsible for compliance of all laws, rules, regulations and ordinances applicable in respect of its employees, sub-contractors and agents (including but not limited to Minimum Wages Act, Provident Fund laws, Workmen's Compensation Act) and shall establish and maintain all proper records including, but not limited to, accounting records required by any law, code, practice or corporate policy applicable to it from time to time, including records and returns as applicable under labour legislations.

## **10.1.12. No Outsourcing by Bidder**

The selected Bidder will undertake to provide Services required in this RFP to the MPTB and will not outsource or subcontract any or all of the services being offered to MPTB to any company or to a company fully / partly owned by the Bidder.

# **Section V: Formats & Templates**

# Request for Proposal for Engagement of Agency for Consumer Market Research

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## 11. Format 1: Bid Form

(To be submitted on letterhead of the Bidder)

To,  
Managing Director  
MPTB .  
Paryatan Bhavan, Bhadbhada Road  
Bhopal (M.P.)-462011.

Dated -----, 2017

Ref: "Request for Proposal for Engagement of Agency for Consumer Market Research" against tender No 1374, System No 01..

Dear Sir,

Having examined the tender document of Request for Proposal for Engagement of Agency for Consumer Market Research as detailed in the tender document, Terms & Conditions and scope of procurement, Specifications etc., and having understood the provisions and requirements relating to the procurement and all other factors governing the tender, We hereby submit our offer for the tender document of Request for Proposal for Engagement of Agency for Consumer Market Research, in accordance with terms and conditions and confirm our acceptance to execute the order within the time period specified in the tender document, at the rates quoted by us in the accompanying financial Bid.

We accept the RFP document and if we fail to complete the delivery as per the order, we agree that, MPTB shall have full authority to forfeit the earnest money/Performance Security and cancel our order with no obligation on their part.

We confirm having deposited earnest money of INR 2,00,000/- (INR Two Lakhs only) online through e-procurement portal.

Signature of the Bidder

With stamp and date

# Request for Proposal for Engagement of Agency for Consumer Market Research

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## 12. Format 2: Bidder's Profile

(To be submitted on letterhead of the Bidder)

| TECHNICAL PROPOSAL SUBMISSION FORM   |  |                       |
|--|--|-----------------------|
| <b>Section 1: Organizational Details/Personal details</b>  |  |                       |
| 1.1 Name of the Firm/ Organization/ Individual   |  |                       |
| 1.2 Address of the Head Office:  |  |                       |
| 1.3 Address of the Project Offices:  |  |                       |
| 1.4 Telephone, Fax and Email details   |  |                       |
| 1.5 Name and Designation of the Authorized Representative of the renderer to whom all the references shall be made : |  |                       |
| 1.6 Address, phone, fax and email of the Authorized Representative   |  |                       |
| <b>Section 2: Subject Area</b>   |  | <b>Reference page</b> |
| 2.1 Area of Expertise:   |  |                       |
| <b>Section 3: Registration Details</b>   |  | <b>Reference page</b> |
| 3.1 Registration no. and date:   |  |                       |

## Request for Proposal for Engagement of Agency for Consumer Market Research

|  |                                |  |  |
|--|--------------------------------|--|--|
| 3.2  | PAN/TAN card number details    |  |  |
| 3.3  | GST registration Number        |  |  |
| 3.4  | Any other registration         |  |  |
| <b>Section 4: Experience &amp; Profile</b>   |                                |  |  |
| 4.1 Summary of similar projects executed successfully in the past years; focusing on brief descriptions of assignments and experience in similar conditions. |                                |  |  |
| (i)  | Project title                  |  |  |
| (ii)   | Source of funding              |  |  |
| (iii)  | Implementing partners (if any) |  |  |
| (iv)   | Project duration               |  |  |
| (v)  | Project budget                 |  |  |
| (vi)   | Project brief                  |  |  |
| <b>Section 5: Turnover of last three years</b> (submit audit report/balance sheet) and Net Worth   |                                |  |  |
| 5.1 Turnover of last three years (submit audit report/balance sheet)   |                                |  |  |
| Year 1 ( FY 2014-2015)   |                                |  |  |
| Year 2 ( FY 2015-2016)   |                                |  |  |
| Year 3 ( FY 2016-2017)   |                                |  |  |
| 5.2 Net Worth as on 31/3/2017  |                                |  |  |
| <b>Section 6: Earnest money deposit (Bid</b>   |                                |  |  |



## Request for Proposal for Engagement of Agency for Consumer Market Research

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|                                      |  |  |
|--------------------------------------|--|--|
| <b>Security) and validity</b>        |  |  |
| 6.1 Details of Earnest money deposit |  |  |
| (i) Amount of EMD                    |  |  |

Signature of the Bidder

With stamp and date

# Request for Proposal for Engagement of Agency for Consumer Market Research

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## 13. Format 3: Declaration Regarding Clean Track

(To be submitted on letterhead of the Bidder)

To,  
Managing Director  
MPTB.  
Paryatan Bhavan, Bhadbhada Road  
Bhopal (M.P.)-462011.

Dated -----, 2017

Ref: "Request for Proposal for Engagement of Agency for Consumer Market Research" against tender No .....

Dear Sir,

I have carefully gone through the Terms & Conditions contained in the RFP Document regarding "Engagement of Agency for Consumer Market Research".

I hereby declare that my company 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 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)

Printed Name

Designation Seal

Date:

Business Address:

Place:

Bidder's signature

Date:

with seal.

# Request for Proposal for Engagement of Agency for Consumer Market Research

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## 14. Format 4: Request for Pre-bid Clarifications

| Bidder's Request for Clarification for Selection of for Engagement of Agency for Consumer Market Research No. .... |  |
|--|--|
| Name of Organization   |  |
| Name & position of person  |  |
| Full formal address including phone, mobile and email  |  |

| Sl. No. | Page No. | Clause No. | Clause heading | Query / Clarification sought | Suggestion |
|---------|----------|------------|----------------|------------------------------|------------|
|         |          |            |                |                              |            |
|         |          |            |                |                              |            |
|         |          |            |                |                              |            |
|         |          |            |                |                              |            |
|         |          |            |                |                              |            |
|         |          |            |                |                              |            |
|         |          |            |                |                              |            |
|         |          |            |                |                              |            |
|         |          |            |                |                              |            |

# Request for Proposal for Engagement of Agency for Consumer Market Research

## 15. Format 5: Project Experience

(To be submitted on letterhead of customer separately for every similar kind of project)

| S. No                                 | Item   | Details |
|---------------------------------------|--|---------|
| General Information                   |  |         |
| 1                                     | Customer Name/Government Department                                |         |
| 2                                     | Name of the Contact Person and Contact details including email-id. |         |
| Brief Description of scope of Project |  |         |
| 3                                     | Contract Value of the project (in Crores)                          |         |
| 4                                     | Total cost of the services provided (by the Bidder)                |         |
| Project Details                       |  |         |
| 5                                     | Name of the project  |         |
| 6                                     | Start Date/End Date  |         |
| 7                                     | Date of Go-Live  |         |
| 8                                     | Current Status (work in progress, completed)                       |         |
| 9                                     | Contract Tenure  |         |
| 10                                    | Brief Scope of Work  |         |
| 11                                    | Number of employees involved .                                     |         |

Signature of Customer:

Name of Customer:

Seal of Customer:

# Request for Proposal for Engagement of Agency for Consumer Market Research

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## 16. Format 6 : Commercial Bid Format

To,  
Managing Director  
MPTB

Dated -----, 2017

Bhopal (M.P.)-462011.

Ref: "Request for Proposal for Engagement of Agency for Consumer Market Research" against tender No  
.....

Sir/Madam,

With reference to tender document for development of application, we submit our commercial bid as under -

### FORMAT FOR COMMERCIAL BID - Bill of Material

| S.No. | City Name          | Sample Size | Total Price |
|-------|--------------------|-------------|-------------|
| 1.    | Delhi              | 100         |             |
| 2     | Mumbai             | 100         |             |
| 3     | Kolkata            | 100         |             |
| 4     | Ahmedabad          | 100         |             |
| 5     | Bengaluru          | 100         |             |
| 6     | Hyderabad          | 100         |             |
| 7     | Lucknow            | 100         |             |
|       | <b>Grand Total</b> | <b>700</b>  |             |

Note:

1. Total cost of ownership will be sum of items from Sr. no 1 to 7 given above.
2. MPTB may ask to increase the resource on pro-rata basis.
3. Prices should be inclusive all duties, Taxes etc., except GST. This price will remain valid for 1 year. MPTB will consider any changes in tax by central / state government after bid submission date.

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## 17. Format 7 : Format for Respondent details submission

| Sl. No | Name of the Respondent | Contact number | Email [If present] | Data collection center |
|--------|------------------------|----------------|--------------------|------------------------|
|        |                        |                |                    |                        |
|        |                        |                |                    |                        |
|        |                        |                |                    |                        |
|        |                        |                |                    |                        |

# Request for Proposal for Engagement of Agency for Consumer Market Research

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## 18. Format 8 : Bid Security (Performance Bank Guarantee)

To  
The Managing Director  
Madhya Pradesh Tourism Board.  
Bhopal

In consideration of Managing Director, Madhya Pradesh Tourism Board acting on behalf of the Government of Madhya Pradesh (hereinafter referred as the “Authority”, which expression shall, unless repugnant to the context or meaning thereof, include its successors, administrators and assigns) having awarded to M/s ....., having its office at ..... (hereinafter referred as the “agency” which expression shall, unless repugnant to the context or meaning thereof, include its successors, administrators, executors and assigns), vide the Authority’s Agreement no. .... dated ..... valued at Rs. .... (Rupees .....), (hereinafter referred to as the “Agreement”) Agency Services for Management of Tourism Exhibitions & Road Shows for Madhya Pradesh Tourism and the Agency representative having agreed to furnish a Bank Guarantee amounting to Rs. .... (Rupees ..... ) to the Authority for performance of the said Agreement.

We, ..... (hereinafter referred to as the “Bank”) at the request of the Agency representative do hereby undertake to pay to the Authority an amount not exceeding Rs. .... (Rupees ..... ) against any loss or damage caused to or suffered or would be caused to or suffered by the Authority by reason of any breach by the said Agency representative of any of the terms or conditions contained in the said Agreement.

2. We, ..... (indicate the name of the Bank) do hereby undertake to pay the amounts due and payable under this Guarantee without any demur, merely on a demand from the Authority stating that the amount/claimed is due by way of loss or damage caused to or would be caused to or suffered by the Authority by reason of breach by the said Agency representative of any of the terms or conditions contained in the said Agreement or by reason of the Agency representative’s failure to perform the said Agreement. Any such demand made on the bank shall be conclusive as regards the amount due and payable by the Bank under this Guarantee. However, our liability under this Guarantee shall be restricted to an amount not exceeding Rs. .... (Rupees .....).
3. We, ..... (indicate the name of the Bank) do hereby undertake to pay to the Authority any money so demanded notwithstanding any dispute or disputes raised by the

## Request for Proposal for Engagement of Agency for Consumer Market Research

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Agency representative in any suit or proceeding pending before any court or tribunal relating thereto, our liability under this present being absolute and unequivocal. The payment so made by us under this bond shall be a valid discharge of our liability for payment there under and the Agency representative shall have no claim against us for making such payment.

4. We, ..... (indicate the name of Bank) further agree that the Guarantee herein contained shall remain in full force and effect during the period that would be taken for the performance of the said Agreement and that it shall continue to be enforceable till all the dues of the Authority under or by virtue of the said Agreement have been fully paid and its claims satisfied or discharged or till the Authority certifies that the terms and conditions of the said Agreement have been fully and properly carried out by the said Agency representative and accordingly discharges this Guarantee. Unless a demand or claim under this Guarantee is made on us in writing on or before a period of one year from the date of this Guarantee, we shall be discharged from all liability under this Guarantee thereafter.
5. We, ..... (indicate the name of Bank) further agree with the Authority that the Authority shall have the fullest liberty without our consent and without affecting in any manner our obligations hereunder to vary any of the terms and conditions of the said Agreement or to extend time of performance by the said Agency representative from time to time or to postpone for any time or from time to time any of the powers exercisable by the Authority against the said Agency representative and to forbear or enforce any of the terms and conditions relating to the said Agreement and we shall not be relieved from our liability by reason of any such variation, or extension being granted to the said Agency representative or for any forbearance, act or omission on the part of the Authority or any indulgence by the Authority to the said Consultant or any such matter or thing whatsoever which under the law relating to sureties would, but for this provision, have the effect of so relieving us.
6. This Guarantee will not be discharged due to the change in the constitution of the Bank or the Agency representative (s)
6. We, ..... (indicate the name of Bank) lastly undertake not to revoke this Guarantee during its currency except with the previous consent of the Authority in writing.



## Request for Proposal for Engagement of Agency for Consumer Market Research

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8. For the avoidance of doubt, the Bank's liability under this Guarantee shall be restricted to Rs. \*\*\* (Rupees \*\*\*\*\*) only. The Bank shall be liable to pay the said amount or any part thereof only if the Authority serves a written claim on the Bank in accordance with paragraph 2 hereof, on or before [\*\*\* (indicate date falling 180 days after the date of this Guarantee)].

For .....

Name of Bank:

Seal of the Bank:

Dated, the ..... day of ....., 20\*\*

(Signature, name and designation of the authorised signatory)

### NOTES:

(i) The Bank Guarantee should contain the name, designation and code number of the officer(s) signing the Guarantee.

The address, telephone no. and other details of the Head Office of the Bank as well as of issuing Branch