Uttarakhand Tourism Development Board
Pt. Deendayal Upadhaya Paryatan Bhawan
Near ONGC Helipad,Garhi Cantt.
Dehradun-248001, Uttarakhand (India)
Phone: 0135- 2559898, Fax: 0135- 2559988

No- 176 /1-2-46/2015-16 **Dehradun:Dated 22 Apr, 2016**

Invitation of Bids for Engagement of Media & Advertising Agency

Uttarakhand Tourism Development Board (UTDB) wishes to engage the services of eligible competent media and advertising agencies for producing the creatives, TVCs, and promotional material. The engagement of the agency will be for a period of one year. An indicative scope of work is mentioned in the document and should be deliverable by the agency in its entirety.

Details, terms and conditions for the above work can be downloaded from website of UTDB: http://www.uttarakhandtourism.gov.in

Bid Processing Fee: Bids shall be accompanied by a non-refundable bid processing fee of **Rs. 10,000/- (Rupees Ten Thousand Only) + 13.5% VAT,** without which bid will not be considered.

Earnest Money Deposit (EMD): Bids shall be accompanied by an earnest money deposit of **Rs. 2,00,000/- (Rupees Two Lakh Only)** without which bid will not be considered.

Last date of submission of bids is 13th May, 2016 up to 16:00 hours.

Chief Executive Officer

"Invitation of Bids for Selection of Media & Advertising Agency"

A. Background, Scope of Work, Other Conditions and Pre-qualification Criteria

Uttarakhand Tourism Development Board (UTDB) wishes to engage the services of eligible competent media and advertising agencies for producing the creatives, TVCs, and promotional material.

Engagement of the advertising & media agency will be period of one year only. May be extended as per the decision of CEO for one more year.

A. Background

Uttarakhand Tourism Development Board (UTDB) annually launches Media Campaigns in the print and electronic media, to effectively promote and project Uttarakhand as a desirable tourist destination in key source markets India & overseas with the objective of increasing domestic & foreign tourist arrivals to the state.

These Media Campaigns are wide ranging covering prime print publications, prominent television channels, online campaign on the most popular websites and strategic outdoor advertising in the key domestic markets to promote travel within the state.

In order to take forward Uttarakhand campaigns with new focus, the UTDB would like to utilize the services of a Media & Advertising Agency for producing the creatives, TVCs, and promotional material. The will provide professional services including Strategic as well as Tactical Media Planning Strategy and Formulation, including digital media strategy. The budget for the F.Y 2016-17 would be apporx. **Rs. 6-8 crs.**

B. Scope of Work

An indicative scope of work is mentioned below and it should be deliverable by the agency in its entirety—

(1). Based on a comprehensive understanding of the target audience in the different source markets domestic & overseas, the Agency will develop a detailed media strategy / plan recommending an optimal mix of media that includes print, television, radio, outdoor, online/social and/or any other.

(2). The agency will advise UTDB on various aspects relating to Media Planning including :

- Producing appropriate creatives for the different markets and segments (10 creatives during the one year period of engagement)
- Producing TV Commercials (TVCs) to be telecast on various channels (5 TVCs of 60/30 second duration)
- Development & designing of tourism publicity material for print, electronic and other campaigns
- An overview of the existing situation and an effective plan based on available market research analysis.
- Identification of target priority markets, segments and audiences, rationale, approach, etc.
- Selection and finalization of Media Vehicles for the different markets and segments, based on available media research on reach and impact.
- Selection and finalization of television channels, radio channels, print publications, websites & portals, outdoor sites, etc. in the identified target markets, for inclusion in the Media Plans.

- Suggesting to UTDB the appropriate schedules for release of campaigns in different markets.
- Suggesting and recommending the effective use of appropriate web and other innovative digital media vehicles

(3). The Agency will regularly interact with the UTDB, which at times may be at short notice.

(4). The Agency will liaise with the Media houses (print/electronic/web) which are executing and implementing the Media Campaigns of UTDB.

(5). Any other activity relating to the Media Planning and Media Strategy for which the UTDB may seek advice of the agency.

(6). The selected agency shall open his/her branch office with atleast 03 technical staff at Dehradun for efficient working.

C. Other Conditions

(1). It may be noted that the cost of preparing the proposal are not reimbursable and UTDB is not bound to accept any of the proposals submitted.

(2). The agency are required to provide professional, objective, and impartial service and at all times hold the UTDB's interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.

(3). The agency have an obligation to disclose any situation of actual or potential conflict that impacts or may impact their capacity to serve the best interest of UTDB, or that may be reasonably perceived as having this effect.

(4). The agency must observe the highest standards of ethics during the selection and execution of the work allotted (if selected).

(5). The UTDB may reject a proposal at any stage if it is found that the Agency recommended for award has indulged in corrupt or fraudulent activities in competing for or in executing the contract in question, and may also declare the Agency ineligible or blacklist the agency, either indefinitely or for a stated period of time.

D. Pre Qualification Criteria :

(1). The agency must have been in existence for at least five years (as on last date of submission of proposal).

(2). The agency must either be an exclusive advertising & media agency or a agency having exclusively defined advertising & media division within the agency.

(3). The minimum average turnover of the agency in regard to advertising & media activities should be at least Rs. 10.00 Crores for each of the last three financial years (2012-13, 13-14, and 14-15). The turnover of the agency from advertising & media activities should be clearly reflected in balance sheet. A certificate from the chartered accountant specifically mentioning the turnover of the agency from advertising & media activities should be enclosed.

(4). The agency should be INS accredited for the last five years

(5). Experience of handling at least one similar assignment for the Ministry of Tourism (GOI) and/or other State Tourism Department/Board in last three financial years(2012-13, 13-14 and 14-15)

(6). **Presentation:** The agencies that clear the pre-qualification norms will be required to make an A/V presentation at UTDB-Dehradun Office before the selection committee (on the date so intimated separately to agencies that clear the pre-qualification norms). The presentation shall cover the following points.

A. Experience of the agency

B. Tourism/Culture related experience

C. Infrastructure of Agency

(i) Manpower (specific to media & advertising)

(ii) Network of Offices (in Uttarakhand and other states)

D. Minimum Turnover—at least Rs. 10.00 Crores from advertising & media activities for each of the last three financial years (2012-13, 13-14, and 14-15)

Note - The maximum time for presentation shall be 15 minutes. Hard copy along with a soft copy of presentation has to be provided to UTDB at the time of presentation.

(7). The criteria for evaluation of the bids is presented at **Annexure-VII & VIII**

Note: Only those agencies who score minimum 80 or more marks in Technical Evaluation, will be considered for opening and evaluation of financial bids

B. Important Instructions

Note : Bidders should read these conditions carefully and comply strictly while submitting their Bids for empanelment.

1. Engagement of the advertising & media agency will be period of one year only. May be extended as per the decision of CEO for one more year.
2. Bidders shall furnish their bids as per the formats provided at Annexure-I, II, III, IV,V,VI,VII, VIII, IX, X of this document.
3. Any Change in the constitution of the agency, etc. shall be notified forth with by the agency in writing to the UTDB and such change shall not relieve any former member of the agency, etc. from any liability under the contract.
4. No new partner/partners shall be accepted in the agency by the agency in respect of the contract unless he/they agreed to abide by all its terms, conditions and deposit with the UTDB with a written agreement of this effect. The agency's receipt for acknowledgment or that of any partners subsequently accepted as above shall bind all of them and shall be sufficient discharge for any of the purpose of the contract.
5. ***Service Tax Registration:*** Any bidder, who is not registered under the Service Tax Act prevalent in the State of their incorporation, shall not be eligible for submitting the bid.
6. ***Copies of Service Tax Registration & latest Clearance Certificate (for FY 2012-15)*** should be enclosed with the bid.
7. Bid form shall be filled in ink or typed. Bids filled in pencil shall not be considered. The bidder shall sign the tender form at each page.
8. The financial bid should be inclusive of all taxes and should be quoted in Indian Rupees (INR) only .
9. ***Validity:*** The bids submitted by the agency should be valid for a period of 12 months from the last date of bid submission.
10. ***Inspection :*** The UTDB or his its authorized representative shall at all reasonable time have access to the bidders premises and shall have the power at all reasonable time to inspect and examine the infrastructure, manpower, services, etc. during the evaluation process or afterwards as may be decided.
11. Direct or indirect canvassing on the part of the bidder or his representative will be a disqualification.
12. **Bid Processing Fee:** Bids shall be accompanied by a non-refundable bid processing fee of Rs.10,000/- + 13.5% Tax), without which bid will not be considered. Bid processing fee should be in form of a Demand Draft, payable at Dehradun and made in favour of The Chief Executive Officer, Uttarakhand Tourism Development Board (UTDB)/
13. **Earnest Money Deposit (EMD):** Bids shall be accompanied by an earnest money deposit of Rs. 2,00,000/- (Rupees Two Lakh Only) without which bid will not be considered.

    (i). The EMD should be deposited in the following form of a Bank Guarantee, in favour of The Chief Executive Officer (CEO), Uttarakhand Tourism Development Board.

(ii). The Bank Guarantee should be valid for a period of 12 months from the last date of bid submission (as per the format provided at **Annexure-IX**

(iii). ***Refund of earnest Money:*** The earnest money of unsuccessful bidders shall be refunded soon after engagement of the finally selected agency.

(iv). The earnest money/security deposit lying with the UTDB in respect of other tenders awaiting approval or rejection or on account of contracts being completed will not be adjusted towards earnest money/security money for this bid. The earnest money may however, be taken into consideration in case tenders are re-invited.

(v). No interest shall be payable on earnest money deposited with the UTDB

26. ***Forfeiture of Earnest Money Deposit (EMD):*** The earnest money will be forfeited in the following cases:

(I) When bidder withdraws or modifies the offer after opening of tender but before acceptance of bid.

(II) When bidder does not execute the agreement if any, prescribed within the specified time.

(III) When the bidder does not deposit the security money after the Letter of Award (LoA) has been issued.

(IV) When bidder fails to commence the execution of the assignment as per LoA/Contract.

27. If a bidder imposes conditions which are in addition to or in conflict with the conditions mentioned herein, his bid is liable to summary rejection. In any case, none of such conditions shall be deemed to have been accepted unless specifically mentioned in the Letter of Empanelment issued by the UTDB.

28. All legal proceedings, if necessary arise to institute by any of the parties (UTDB or Bidder) shall have to be lodged in courts situated in Dehradun and no elsewhere.

29. All the terms & Conditions laid down in General Finance and Accounts Rules of Government of Uttarakhand shall be binding and acceptable to the Bidder.

30. **Bid Submission Date and Address:** The bids complete in all respect shall be submitted by 4:00 pm on 13th May, 2016at the below mentioned address—

The Chief Executive Officer (CEO),
Uttarakhand Tourism Development Board, Pt. Deendayal Upadhaya Paryatan Bhawan
Near ONGC Helipad,Garhi Cantt. Dehradun-248001, Uttarakhand (India)
Phone: 0135- 2559898, Fax: 0135- 2559988

31. All costs incurred by the agency in respect of submission of offer and presentation shall be borne by the agency concerned.

32. UTDB reserves the right to accept or reject any or all bids, or to annul the bidding process without assigning any reasons thereof.

C. Guidelines for Submission of Bids

Interested agencies with requisite experience, may submit required documents in three packets (two-bid system) as per given details below:

- ***Packet-1 (Technical Bid):*** The agency has to submit the Technical bid for implementing the assignment as per the format enclosed as ***Annexure I, II, III, IV, V, VI, VII, VIII & IX*** The agency has to submit all required documents for the above assignments along with the technical expertise, experience, proof for similar assignments handled in the past, CVs of Key Personnel, and other relevant details as a part of Technical bid**.** The envelope of Tender fee and EMD must be submitted in this packet. The envelope containing the Tender Fee and EMD should be placed in this packet and should be superscribed as ***"Tender Fee and EMD for Engagement of Media & Advertising Agency "***. The sealed Technical envelope/packet should be clearly superscribed ***"Technical Proposal for Engagement of Media & Advertising Agency ".*** The envelope should be addressed to the ***CEO, UTDB***.
- ***Packet-2 (Financial Bid):*** The agency has to submit the financial bid for implementing the assignment as per the format enclosed as ***Annexure X.*** The financial proposal should be placed in a sealed envelope superscribed ***"Financial Proposal for Engagement of Media & Advertising Agency ".*** The envelope should be addressed to the ***CEO, UTDB***
- Both the packets should be put in an third envelope/packet sealed and super scribed as ***"Proposal for Engagement of Media & Advertising Agency "*** and the envelope should carry the name, address, telephone no. e-mail address of the Agency. The envelope should be submitted to —
  The Chief Executive Officer (CEO),
  Uttarakhand Tourism Development Board,
  Pt. Deendayal Upadhaya Paryatan Bhawan
  Near ONGC Helipad,Garhi Cantt.
  Dehradun-248001, Uttarakhand (India)
  Phone: 0135- 2559898, Fax: 0135- 2559988

Note: Any proposal without Tender Fee and/or EMD (or) Tender Fee/EMD not in Technical Proposal Envelope (or) Tender Fee/EMD placed in Financial Proposal Envelope; will be summarily rejected.

D. Selection Procedure

A nominated committee will evaluate the technical bids. Technical evaluation will be based on different aspects such as Production, Infrastructure, Past experience, Technical Presentation etc.

Work will be awarded on **Quality and Cost Base System (QCBS)** in which **80% & 20%** weightage will be given for technical and financial evaluation respectively.

A two - stage procedure shall be adopted in evaluating the Proposals:

A. Technical Proposal

- The Evaluation Committee appointed by UTDB shall carry out its evaluation applying the evaluation criteria and point system specified in **Annexure-VII & VIII**. Each responsive Proposal shall be attributed a Technical Score. The agencies should score at least 80 Marks in Technical Proposal evaluation to be considered responsive for financial evaluation.
- Each proposal will be assigned a technical score (St)
- UTDB shall not have any obligation to demonstrate to anybody on the Technical Evaluation process carried out.

B. Financial Proposal

- After the evaluation of Technical Proposals is completed UTDB may notify those agencies whose Proposals were not considered as per conditions of the bid indicating that their Financial Proposal will be returned "unopened" along with the Bid Security.
- The UTDB shall simultaneously notify the technically short-listed agencies indicating the date and time set for opening of the Financial Proposals.
- The Financial Proposals shall be opened in the presence of the representatives of agencies who choose to attend.
- The Evaluation Committee will determine whether the submitted Financial Proposals are complete i.e. whether they have included cost of all items of the corresponding Proposals; if not, then the cost towards such missing items will be considered as NIL, but the Consultant shall, however, be required to carry out such obligations without any additional compensation. In case under such circumstances, if Client feels that the work cannot be carried out within the overall cost as per the submitted financial Proposal, such Proposals shall be considered non responsive.
- All amounts should be quoted in Indian Currency only.
- The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of services and should be stated in INR only.
- The lowest financial proposal (fm) will be given in a financial score (sf) of 100 points. The financial scores (sf) of the other financial proposal will be determined using the following formula:
- Sf = 100 x Fm/F; in which Sf is the financial score, Fm is lowest financial proposals and F is the financial proposal (in INR) under consideration.
- Proposal will be finally be ranked in accordance with their combined technical (St) and Financial (Sf) scores.
- S= St x Tw + Sf x Fw; where S is the combined scores and Tw and Fw are weights assigned to Technical score (80%) and Financial Score (20%). The weightage of technical and financial score would be 80% and 20% respectively.

The Applicant achieving the highest combined technical and financial score will be considered to be the successful Applicant and will be invited for contract signing (the "Successful Applicant").

Annexure-I

A. Technical Bid Cover Letter

(to be submitted on the letter head of the Firm)

From

To,
The CEO,
Uttarakhand Tourism Development Board
Pt. Deen Dayal Upadhaya Paryatan Bhawan,
Near ONGC Helipad, Garhi Cantt.
Dehradun-248001 (Uttarakhand), India
Phone: 0135- 2559898, 2559900
Fax: 0135- 2559988

Subject: Submission of Proposal for Engagement as Advertising & Media Agency.

Dear Sir,

We, the undersigned, are submitting our proposal for Engagement as Advertising & Media Agency, in accordance with your Invitation for Bids.

Our Proposal is binding upon us and we understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signatory*
Name of the firm
Address
*Lead Partner in case of Joint Venture

Annexure-II

B. Pre-Qualification Application Form

1.	Name & Address of the agency, Tel /Fax/email details	:	
2.	Date of Establishment of Agency (enclose copy of registration certificate)	:	
3.	Type of agency: Proprietorship / Partnership or registered under the Companies Act Please give details & enclose copy of Registration Certificate	:	
4.	Nature of Agency whether exclusive Advertising & Media Agency or having a Separate Advertising & Media division. (enclose details)	:	
5.	INS accreditation details (for at least last 5 years)	:	Registration Details: From: To:
6.	Annual turnover in last three financial years (enclose balance sheet and CA's Certificate)	:	2012-13: 2013-14: 2014-15:
7.	Experience of handling at least one similar assignment (Advertising & Media) executed by the agency for the Ministry of Tourism (GOI) and/or other State Tourism Department/Board last three financial years (2012-13, 13-14, and 14-15). *Enclose work orders (mentioning contract value) for the assignment*	:	*Please use format presented at Annexure-*

Annexure-III

C. Technical Bid

1.	Name & Address of the agency, Tel /Fax/email details	:	
2.	Branches (Enclose details with address & telephone no.)	:	
3.	Office in Uttarakhand an contact details, if any	:	
4.	Details of Income Tax Registration; Enclose PAN details, Enclose IT Certificate of Last Financial Year (2014-15)	:	
5.	Service Tax Registration details Enclose copy of service tax clearance certificate of Last Financial Year (2014-15).	:	
6.	Total work experience in the field of Advertising & Media (In years)	:	
7.	Details of similar assignments (Advertising & Media) executed by the agency for the Ministry of Tourism (GOI) and/or other State Tourism Department/Board Enclose work orders (mentioning contract value) for all assignments	:	*Please use format presented at* ***Annexure- V***
8.	CVs of Key Personnel	:	*Details along with their education, experience, expertise, and designation as per the format presented at* **Annexure-VI**
9.	List of present clients & sample of recently done works (enclose details)	:	
10.	Any other information (relevant to assignment)	:	

This is to certify that I/we have read and understood the enclosed brief and other Terms & conditions. I/we have enclosed all the supporting documents required for the bid, and the information given by me/us in the bid is true to the best of my/our knowledge.

Signature of the Bidder with Name, Designation and Seal.

Date:
Place:

Annexure-IV

DECLARATION BY BIDDERS

I/we declare that I am/we are eligible and authorized to provide the goods/services/equipments for which I/we have submitted my/our bid.

We also declare that I/our agency has not been blacklisted by any Government agency anywhere in India and neither is any case registered against us in any Court of India.

If this declaration is found to be incorrect then with prejudice to any other action that may be taken, my/our security deposit may be forfeited in full and the tender to any extent accepted may be cancelled.

Signature of the Bidder with
Name, Designation and Seal.

Date:

Place:

Annexure-V

Format for Presenting the Experience of the Firm

Sl.	Particular	Details
1	Name of assignment	
2	Client	
3	Value of the assignment	
4	Sector (Tourism or other)	
5	Duration of the Assignment From: To:	
6	Brief narrative of the assignment	
7	Details of the research done/put through for the assignment	

Note:

1. The Agency should provide all the aforesaid details for all the projects they wish to be considered for evaluation; failing which the assignment will not be considered for evaluation.
2. Only those projects, for which clients certificates from the concerned authorities (Work Orders/Agreements/Completion Certificates indicating the activity undertaken and the value of the assignment) are enclosed with the Proposal, will be considered for evaluation.

Signature of the Bidder with
Name, Designation and Seal.

Date:

Place:

Annexure-VI

Format for Presenting the CVs of Key Personnel

Proposed Position: …….

Name of Agency.....

Name of Staff .....

Profession.....

Date of Birth:

Years with Agency: .....

Nationality: .....

Membership of Professional Societies .....

Education:

[Summaries college/university and other specialized education of staff member, giving their names, year of passing out, and degrees obtained. Use about one quarter of a page]

Detailed Tasks Assigned .....

Key Qualifications:
[Give an outline of staff member's experience and training most pertinent to tasks on assignment. Describe degree of responsibility held by staff member on relevant previous assignments and give dates and locations. Use about half a page.]

Employment Record:

A. Total Years of Experience
B. [Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, name of employing organizations, titles of positions held, and locations of assignments. For experience in last ten years, also give types of activities performed and client references, where appropriate.]

Experience of Working in Uttarakhand:
[please mention specific assignments undertaken by the person in Uttarakhand, if any]

Languages Known:
[For English and Hindi languages indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing]

Certification by the Candidate

I, the undersigned, (Name and Address) certify that I have not left any assignment with the consultants engaged by UTDB/ contracting firm (firm to be supervised now) for any continuing work of GOUK / UTDB without completing my assignment. I will be available for the entire duration of the proposed project. If I leave this assignment in the middle of the completion of the work, UTDB would be at liberty to debar me from taking any assignment in any of the UTDB works for an appropriate period of time to be decided by UTDB. I have no objection if my services are extended by UTDB for this work in future. I certify that all information presented in the CV are true to the best of my knowledge.

Name & Address…….. Date: (Day/Month/Year)

[Signature of staff member]

Certification by the firm

The undersigned on behalf of ----------(name of consulting firm) certify that Mr./Ms. ------(name of the proposed personnel) to the best of our knowledge has not left his assignment with any other consulting firm engaged by UTDB/ Contracting firm (firm to be supervised now) for the ongoing projects. We understand that if the information about leaving the past assignment is known to UTDB, UTDB would be at liberty to remove the personnel from the present assignment and debar him for an appropriate period to be decided by UTDB.

Date: (Day/Month/Year)

[Signature of staff member or authorized representative of the Firm]

Note:

a) Personnel are to affix his recent photograph on first page of CV.
b) Complete address and phone number of the Personnel is to be provided.
c) Document for proof of qualification is to be enclosed.
d) CVs without signature of staff member and/or authorized representative of the firm; and/or without documentary evidence in support of Point b and c above; and/or photograph of the person; will not be considered for evaluation

Annexure-VII

EVALUATION SHEET FOR PROPOSALS

Name of Firm:_____

Sl	EVALUATION CRITERIA	Max.Points
1	Past Experience **A) Turn over in Crore** — **10 Marks maximum** 10 Cr. — 05 Above 10 cr. upto 15 Cr. — 07 15 Cr and Above — 10 **B) Experience in media advertising** — **10 Marks Maximum** Above 5 yr. upto 7 yr. — 05 Above 7 yr. upto 10 yr. — 07 Above 10 yr. — 10 **C) Current Empanelment with Tourism dept./Board** — **05 Marks Maximum**	25 points
2	Quality of past works **A) Print and Electronic media** — **Marks** Print creative published = 10 (Please attach hard copies of display creatives) — 05 TVC prepared and aired 30/60 sec (Please attach soft copy) — 05 Radio Jingle /spot aired 10/20 sec (Please attach soft copy) — 05	15 points
3	Experience in Uttarakhand	05 points
4	Proposal presentation on Approach & Methodology, (Documentation, Photographs, Film/sound clips, Model etc.)	25 points
5	Manpower (Attached CVs will be evaluated for Qualifications, Relevant Experience, Regional Experience and Employment Status) CVs will be authenticated by employer. **Creative team: 20 Marks** Creative Team — Number of persons with qualification and relevant experience — Marks Design Section — Master in fine Arts with complete knowledge of latest designing software like coral, adobe, Photoshop, Illustrator etc. with relevant experience of minimum 4-5 years for designing advertising brochures, poster, banners etc. — 08 Editorial Section — Graduate/Master in English literature/Mass comm. With relevant experience of minimum 4-5 years on copy writing, editing proof, reading etc. with a reputed agency/publication house. — 08 Editing/Production Section — Graduate with diploma in computer application with command over latest editing software like final cut, adobe premium, FCP etc. — 04	20 points
6	Recipient of Award from various apex professional bodies	05 points
7	Current Empanelment with Corporations of State or Central Government. Other than Tourism Department.	05 points
	TOTAL	**100 POINTS**

Evaluation date: _____ Signature:_____

Annexure-VIII

Desired Qualification and Experience of Key Personnel

Sl	Parameter	Percentage of marks
1	Educational qualification	30%
2	Overall Experience (years)	20%
3	Experience of working on similar assignments (at least three) • 5 or more similar assignments –100% • 3-4 similar assignments –75% • 1-2 similar assignments –50%	30%
4	Experience of working in Uttarakhand	10%
5	Association with the firm (in which currently employed) • More than 3 years—10% • 1-3 years—50% • <1 year—0%	10%
	Total	**100%**

Annexure-IX

FORMAT OF BANK GUARANTEE TOWARDS BID SECURITY/EMD

(To be issued by a Scheduled/Nationalized Bank in India and having at least one branch office/local clearing arrangement in Dehradun)
(To be stamped in accordance with the Stamp Act.)

To,
The Chief Executive Officer (CEO),
Uttarakhand Tourism Development Board
Pt. Deen Dayal Upadhayay Prayatan Bhawan,
Near ONGC Helipad, Garhi Cantt. Dehradun.

Bank Guarantee No._____ Date:_____

Whereas
M/s…… (hereinafter called "the Bidder") has submitted his bid for "Engagement of Advertising & Media Agency with UTDB" (hereinafter called "the Bid").

Know All Men by these presents that
We…….……. (Branch Name) of…… (Bank Name) having our registered office at …… (hereinafter called "the BANK") are bound unto Uttarakhand Tourism Development Board (UTDB) in the sum of **Rs. 2,00,000/-(Rupees Two Lacs only)** for which payment well and truly to be made to the said Uttarakhand Tourism Development Board (UTDB) , the BANK binds itself, its successors and assigns by these presents.

Sealed with the Common Seal of the said BANK this……day of ……2016.

The Conditions of this obligation are:
(1). If the Bidder withdraws their Bid during the period of Bid validity specified by them on the Bid letter form
(2). If Bidder does not respond to requests for clarification of their Bid
(3). If Bidder fails to co-operate in the Bid evaluation process, and
(4). In case of a successful Bidder, if the said Bidder fails or refuses:
  (a) to sign the Contract Agreement in time; or
  (b) to furnish Performance Bank Guarantee.

We undertake to pay the Uttarakhand Tourism Development Board (UTDB) up to the above amount upon receipt of its first written demand, without the Uttarakhand Tourism Development Board (UTDB) having to substantiate its demand, provided that in its demand the Uttarakhand Tourism Development Board (UTDB) will note that the amount claimed by it is due to it owing to the occurrence of any one or more of the above conditions specifying the occurred condition or conditions.

This Guarantee will remain in force up to and including ….. date…….(12 months from the last date of proposal submission) and any demand in respect thereof should reach the BANK not later than the above date.

(Signature of the BANK with Stamp)
Name of Witness (Signature of the Witness)
Address of Witness Date:

Annexure-X

Format for Financial Bid

From

To,
CEO
Uttarakhand Tourism Development Board
Pt. Deen Dayal Upadhaya Paryatan Bhawan,
Near ONGC Helipad, Garhi Cantt.
Dehradun-248001 (Uttarakhand), India
Phone: 0135- 2559898, 2559900
Fax: 0135- 2559988

Subject: Financial Proposal for engagement as Advertising & Media Agency.

Sir/Madam

We, the undersigned, offer to provide the
services for the above assignment in accordance with your Invitation of Bids.
Our attached financial Proposal is as under :

Sl.	**Particular**	**No. of Units**	**Per Unit Rate (Rs.)**	**Total Amount (Rs.)**
1	**Professional retainer fee per month**			
2	Creatives	10		
3	TVCs 30/60 Sec.	05		
Sub Total				
4	Taxes (please indicate the name of tax and rate)			
Grand Total				

Our financial Proposal shall be binding upon us up to 12 months after the last date of proposal submission.

We understand and hereby confirm that you are not bound to accept any Proposal you receive for the above.

Authorized Signatory*
Name of the firm
Address
*Lead Partner in case of Joint Venture

Note:

- *Financial proposal to be submitted on the Letterhead of the Agency/ Lead Member and to be signed by the Agency.*