



**U.P. nahi dekha,
toh India nahi dekha.**

**UTTAR PRADESH STATE TOURISM DEVELOPMENT
CORPORATION LIMITED**



EOI DOCUMENT

FOR

**SELECTION OF AN AGENCY FOR ADVERTISEMENT OF VARIOUS
ACTIVITIES AT KUMBH-2019, PRAYAGRAJ (ALLAHABAD)**

S.No.	Description	Date	Time
2	Proposal Submission Start Date	23-10-2018	-
3	Proposal Submission Closing Date	29-10-2018	Upto 13:00 Hrs
4	Opening of Technical Proposal	29-10-2018	13:30 Hrs
5	Technical Presentation	To be announced	

Place of Opening of Proposals & Presentation

Paryatan Bhawan
3rd floor, C-13, Vipin Khand Gomti Nagar
Lucknow-226010, Uttar Pradesh
E-mail: upstdc@up-tourism.com
Website: www.uptourism.gov.in

Introduction

Background

Uttar Pradesh is one of the most favoured state for tourists in India, with its strong and diverse culture is home to many events and festivals. The upcoming Kumbh 2019 will be held at the Sangam of Ganga and Yamuna rivers in Prayagraj (Allahabad) from 15th January 2019 to 4th March, 2019. It is expected that approximately 12 Crore Pilgrims / Tourists will visit from over 75 nationalities. With an endeavor to provide exciting activities for tourists to engage in, the Department of Tourism, Government of Uttar Pradesh through Uttar Pradesh State Tourism Development Corporation Ltd (UPSTDC) intends to undertake “Development of Water Sports and Adventure Activities, Tent City, Tent Colony, Food Court, Helicopter- Joyrides etc. at Kumbh in Prayagraj (Allahabad). UPSTDC has decided to carry out the selection of advertising agency/firm for Advertising campaign for above activities all over India.

1. The Proposal shall remain valid for a period not less than 180 days from the proposal due Date (Proposal Validity Period). The UPSTDC Ltd. reserves the right to reject any Proposal, which does not meet this requirement.
2. ***Earnest Money Deposit.***
 - a) An Earnest Money Deposit for an amount of Rs. 2,00,000/- (Two Lakh Only) in the form of a Demand Draft/Bank Guarantee in favor of UPSTDC Ltd. payable at Lucknow has to be submitted with the proposal. The proposal must be hand delivered to the office of the UPSTDC Ltd. Upto 13:00 Hrs on or before 29th October, 2018.
 - b) EMD shall be returned to the unsuccessful agency/firm with a period of 15 days from the date issue of Work Order to the Successful agency/firm. EMD submitted by the successful agency/firm shall be returned with satisfactory work after Kumbh Mela-2019.
 - c) EMD shall be forfeited in the following cases.
 - If any information or document furnished by the agency/firm turns out to be misleading or untrue.

Each Proposal shall comprise the following:

- a. Original DD/BG for Earnest Money Deposit,
- b. Proposal on agency Letter Pad.
- c. Agency/firm has to declare the self-attested Company profile such as Memorandum & article of Association of the Company Act. (Not mandatory/ if any).

- d. Self-attested copy of Registration.
- e. Self-attested copy of PAN card.
- f. Self-attested copy of the GSTIN Number.
- g. Self-attested copy of INS accreditation.
- h. Self-attested copy of company profile along with the list of prominent clients.
- i. Self-attested copy of Balance sheets certified by Chartered Accountant net annual turnover for the last three years (2015-16, 2016-17 & 2017-18).
- j. Power of attorney for authorizing the signatory of the Proposal to commit agency/firm.
- k. Self-attested declaration stating non debarment from any state/Central Government.

Submission of forged documents will also result in summary rejection of the proposal and forfeiting of Earnest Money.

3. Technical Evaluation

- a) Technical submission of the Proposal would first be checked for responsiveness with the requirements of the EOI Document.
- b) In case the proposal is found to be responsive the Technical Proposal would be evaluated in two Stages
Stage 1 Qualification stage
Stage 2 Presentation Stage
- c) During **Stage 1** Evaluation the Technical Proposal would be evaluated on the various aspects. The scoring will be done out of 70 marks in this stage as per the scoring criteria set in clause 4 Table 1 of this section. The marks scored in this Stage would be the “Benchmark Score” only the agency/firm scoring a Benchmark Score of min. 45 marks or more out of 70 would be allowed to participate in stage 2 and will be allowed to give a presentation to showcase their Approach & Methodology.
- d) **Stage 2** evaluation would involve presentations to be made by the shortlisted agency/firm in front of the Proposal Evaluation Committee constituted by the client. The scoring criteria for the presentation have been set out in clause 4 Table 2 of this section.
- e) UPSTDC Ltd have right to award work order to one or more than one agency/firm who have been shortlisted after qualifying Stage 1 and Stage 2 of Technical Evaluation.
- f) Agency must have INS accreditation certificate.
- g) Agency have to mention company details i.e. Company Profile, Address, Contact No., Email id, Contact Person Name etc.

4 Scoring Methodology Technical Proposal

The total maximum points for evaluation of Technical Proposal are 100 marks This Score shall be based on an assessment of the Technical Proposal of the Agency/firm. The Technical Proposal for each Proposal submitted by the

Agency/firm would be assessed through rating of various parameters set out in the table below. Stage 1 evaluation is for 70 marks and Stage 2 evaluation is for 30 marks.

STAGE 1 (QUALIFICATION STAGE)		
1.	The Agency should have a work experience of minimum 10 years as an advertising agency. <i>Please attach a copy of Certificate of Incorporation</i>	10
2.	The Agency should have annual turnover from creative work/Advertising work equivalent to INR 05 crore or above per annum for the last three financial years (2015-16, 2016-17 & 2017-18).- 5 Marks In addition <i>Please attach copy of</i> atleast one creative assignment in any field with campaign fees in 5 years.- 5 Marks <i>Please attach CA certificate (2015-16, 2016-17 & 2017-18)</i> <i>Please note:</i> <ul style="list-style-type: none"> • The turnover quoted must be for the EoI respondent and not its parent company or sister concern. • Chartered Accountant's certificate is mandatory. Providing balance sheet or financial statements in not sufficient for this requirement. 	10
3.	The Agency should have delivered atleast 2 media campaigns with famous taglines for large business houses, conglomerates, Government departments etc.- 20 Marks Out of which atleast 1 brand campaign must be for clients within the travel & hospitality sector- 5 Marks <i>Please attach work orders and copies of creative assets delivered for mentioned experience (Only completed projects will be considered)</i>	25
4.	The Agency should have experience of working with State/Central Government Tourism Departments. <i>Please attach work orders and copies of creative assets delivered for mentioned experience (Only completed projects will be considered)</i>	15
5.	The Agency should have delivered at least two award winning campaigns of State/ central Government in the last five years.	05

	<i>Please attach copies of Award Certificate/image of the trophy as evidence will be accepted, subject to verification by the Department.</i>	
6.	The Agency should have in-house production of creative/design capabilities. <i>Please attach a copy of Certificate on company letterhead stating the same</i>	05
	STAGE 1 MARKS	70
STAGE 2 (Presentation Stage)		
	<ul style="list-style-type: none"> • A brief on vision for Kumbh-2019 • A brief on media plan • Four print creative's (Print Media) • Design of Hording Campaigns • Concept & script for radio FM spot of 20-30 sec for domestic. • Other Media Campaign Options 	(6) (5) (1+1+1+1=4) (5) (5) (5)
	STAGE 2 MARKS	30
	TOTAL MARKS	100

Financial Capacity:

- i. The agency/firm should have achieved a **Minimum Annual Average Financial Turnover of Rs. 05 Crore per year (Rupees Five Hundred Lakhs)** during the last Three financial years (*2015-16, 2016-17 & 2017-18*)
- ii. The agency/firm shall have a **Minimum Net-worth of Rs. 50.00 Lakh** (Rupees Fifty Lakhs) as on March, 2018.
- iii. Financial capacity shall be supported by audited financial statement (Balance sheet and Profit & Loss Account) attested by Chartered Accountant's.

Note:

1. *UPSTDC Ltd. reserves right to reject any or all the proposal(s) before and even qualifying in Stage 1 & Stage 2 without assigning any reasons thereof.*
2. *All the media campaign rates on basis of DAVP rates and basis on rates of Department of Information, Uttar Pradesh.*
3. *For any queries please contact Mobile No. 9415609464/9415609450*