



**DIRECTORATE OF TOURISM**  
**(GOVERNMENT OF JHARKHAND)**

**REQUEST FOR PROPOSAL**  
**FOR**  
**SELECTION OF AN AGENCY FOR DESIGNING & PRINTING OF**  
**JHARKHAND TOURISM BROCHURE, DOCKET FOLDER & BAG**

**Dated : 09/10/2019**  
Ref No. Tou./Dir./Plan-23/2018.-1379

**Directorate of Tourism**  
Government of Jharkhand  
MDI Building, 2<sup>nd</sup> Floor, HEC Campus, Dhurwa, Ranchi, Jharkhand  
TEL NO: +91 651 2400493, Fax No: +91 651 2400492  
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## 1. SECTION 1:- INTRODUCTION

### 1.1 Background

1.1.1 With an endeavor for promotion of tourism and culture of Jharkhand State, Directorate of Tourism intends to issue this Request for Proposals (RFP) to select an Agency for Designing & Printing of Jharkhand Tourism Brochure, Docket Folder & Bag.

### 1.2 Schedule of Selection Process

DOT shall endeavour to adhere to the following schedule:

SI No	Description	Date
1	Pre-Bid Queries Submission	<b>16/10/2019 by 17:00 Hours</b>
2	Pre-Bid Conference	<b>17/10/2019 by 15:00 Hours at DoT Office</b>
3	Bid Due Date	<b>25/10/2019 by 14:00 Hours</b>
4	Technical and Financial Bid opening Conference	<b>25/10/2019 15:00 Hrs at</b> Directorate of Tourism Government of Jharkhand MDI Building, 2nd Floor, HEC Campus, Dhurwa, Ranchi, Jharkhand TEL NO: +91 651 2400493, Fax No: +91 651 2400492 E-MAIL: dirjharkhandtourism@gmail.com Visit us on <a href="http://www.jharkhandtourism.gov.in">www.jharkhandtourism.gov.in</a>
5	Bid Validity period	180 days from the Bid Due Date
6	Earnest Money Deposit	20,000/- (Twenty Thousand Only)

## 2. SECTION 2:- INSTRUCTIONS TO BIDDERS

### 2.1 Eligible Bidders

2.1.1 In order to participate in the Selection Process, the Bidder's should be a single business entity (the "**Single Business Entity**"). The term Bidder used herein would apply to a Single Business Entity.

A Single Business Entity shall mean a company incorporated under Companies Act, 1956/2013 or a sole proprietorship firm registered under the Proprietorship Act, 1908 or a partnership firm registered under the Indian Partnership Act, 1932 or a Limited Liability Partnership Firm registered under Limited Liability Partnership Act, 2008.

Note:

1. No Consortium or Joint Venture is allowed to participate in the Selection Process
2. If the Bidder is:
  - i. A company should furnish copy of the certificate of incorporation and memorandum of association as a proof of identity.
  - ii. A sole proprietorship firm, and a Limited Liability Partnership firm should furnish copy of the registration certificate, GST/PAN and IT returns for the last three financial years preceding the Proposal Due Date as a proof of identity.
  - iii. A registered partnership firm, it should furnish a copy of the IT returns for the last three financial years preceding the Proposal Due Date copy of the registration certificate under the registrar of firms and a copy of the partnership deed executed between the partners as a proof of identity

2.1.2 A Bidder is required to fulfill the criteria specified below. Any Bidder who does not meet the criteria set out below shall be disqualified.

- a) The Bidder must have achieved an average **Annual Turnover of Rs. 5 Lakhs (Five Lakhs Only) during the preceding 3 (three) years**. To calculate the average turnover, the total turnover achieved by the Bidder during last 3 years shall be divided by 3. i.e.(2016-17, 2017-18 & 2018-19). Copy of supporting documents to be submitted.
- b) In last three financial year the Agency / Firm should have experience **in minimum 1 similar work** in India for any government department/organizations/PSU/Private organization or any business entity. i.e.( 2016-17, 2017-18 & 2018-19) till bid publication date. Copy of work order to be submitted.
- c) The Bidder must be registered in India. (supporting documents must be furnished) Should have **GST/PAN Registration**.
- d) The bidder should have **own printing press or authorization certificate from printing press**. (Supporting documents must be furnished).

2.1.3 Each Bidder shall submit only one (1) Proposal, in response to this RFP

2.1.4 DOT reserves the Right to Accept any Proposal and to Reject any or all Proposals

## 2.2 Payment Schedule

Payment will be made to the Agency after completion of the work and ascertainment by DOT that work was carried out satisfactorily and in accordance with the terms and conditions of the RFP and Work Order issued to the Agency.

### 3. PREPARATION AND SUBMISSION OF PROPOSAL

3.1.1 The Proposal and all related correspondence and documents shall be written in english language.

3.1.2 The Proposal shall be valid for a period of not less than 180 (One Eighty and Twenty) days from the Proposal Due Date ("**Proposal Validity Period**"), in the format set out in **Appendix-I**. DOT reserves the right to reject any Proposal that does not meet this requirement.

#### 3.2 Earnest Money Deposit

3.2.1 The Bidder shall furnish an Earnest Money Deposit of Rs.20,000/- (Twenty Thousand Only) (the "Earnest Money Deposit" or "EMD") (90 days validity) in the form of a Demand Draft issued by a Nationalized Bank or a Scheduled Bank in India, drawn in favour of "**The Director, Directorate of Tourism, Jharkhand**" payable at "**Ranchi**" along with bid documents.

3.2.2 The EMD shall be returned to the unsuccessful Bidders after selection of the Selected Bidder. The EMD submitted by the Selected Bidder shall be retained as **Performance Security**.

#### 3.3 Submission of Proposals

3.3.1 The Agency shall be required to submit a Technical & Financial Bid in separate sealed envelopes put in a bigger sealed envelopes super scribed as "**SELECTION OF AN AGENCY FOR DESIGNING & PRINTING OF JHARKHAND TOURISM BROCHURE, DOCKET FOLDER & BAG**".

##### A. "Technical Proposal", consisting of the following: (Envelope-1)

- a. Letter of Proposal in the prescribed format at **Appendix - I**;
- b. All document as per RFP

##### B. "Financial Proposal:- (Envelope-2)

- a. The Financial Proposal in the prescribed format at **Appendix – II** on the letter head of the Bidder and signed by the authorised signatory.

#### 3.4 Proposal Due Date

3.4.1 Proposals should be submitted in hard copy to be delivered by Courier/Registered Post/Speed Post/Hand delivery at Directorate of Tourism office **upto 25/10/2019 14:00 hrs** on the Proposal Due Date as indicated, in the manner and form as detailed

in this RFP Document. Proposals submitted by either facsimile transmission or telex or e-mail will not be accepted.

3.4.2 The Applicants will not allow Modifications/ Substitution/ Withdrawal of Applications after submission of application.

#### **4. SECTION 3: EVALUATION OF PROPOSALS**

##### **4.1 Opening and Evaluation of Proposal**

4.1.1 DOT shall open the Proposals on the date specified, in the presence of the Bidders who choose to attend.

##### **4.2 Tests of Responsiveness**

4.2.1 Prior to evaluation of Proposals, DOT will determine whether each Proposal is responsive to the requirements of the RFP.

4.2.2 DOT reserves the right to reject any Proposal which is non-responsive and no request for alteration, modification, substitution or withdrawal shall be entertained by DOT in respect of such Proposal.

##### **4.3 Evaluation of Technical Bid of the Bidder**

4.3.1 The Proposals/Bids received will be scrutinized to assess their eligibility based on the qualifying criteria. Those Proposals/Bids which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.

##### **4.4 Evaluation of Financial Proposals**

4.4.1 The Financial Proposals of only the qualified Bidders as per **clause 4.5** shall be opened in the presence of the Bidder's representatives who choose to attend on the date and time intimated to the qualified Bidders. The name of the Bidder and the proposed financial offer shall be read aloud and recorded.

4.4.2 Rate of each brochure will be quote on per **(5000) unit basis. Rate of each brochure will be valid for 2 years from LOA issued. DOT may increase or decrease printing quantity based on requirement on quoted rate.**

##### **4.5 Selection of Bidder**

4.5.1 The Bidder quoted the **Lowest Service Fee** shall be declared as Selected Agency.

##### **4.6 Letter of Award (LOA) / Work Order**

After selection, a Letter of Award (the “LOA”) / Work Order shall be issued, in duplicate, by DOT to the Selected Bidder(s) and the Selected Bidder(s) shall, within 7 (seven) days of the receipt of the LOA, sign and return the duplicate copy of the LOA in acknowledgement thereof.

**ANNEXURE-1:- Scope of Work**

**Scope of work for selected agency :-**

1. The agency shall be responsible for designing and printing (English language).The brochure will be of very high quality content and would focus on Jharkhand Tourism.
  - a. Brochure,
  - b. Docket Folder &
  - c. Bag
2. The agency shall be responsible for content writing (English language), photography, editing and creative designing and Printing. Brochure, Docket Folder & Bag will be of very high quality.
3. All related activities will be done by the agency i.e. content writing, photography, editing, creative's etc. All the Typing, Designing and Printing will be finalize with the consultation of DoT. Copy write of all creative's of brochure will be with DoT.
4. The selected agency will be responsible to arrangement of Map, photographs, Information, Creative's, Content and Design, shall be finalized with consultation with DoT. Selected agency will coordinate with the required agencies for collection of map, photographs, Information etc and cost associate with this.
5. **Printing of types of Brochure, Docket Folder & Bag for Jharkhand Tourism. Sample will be available with DoT for reference.**
6. Printing of below mentioned types of Brochures on Jharkhand Tourism and shall deliver the same at DoT office. The selected agency is required to give expert advice on specifications on print size & paper quality and provide creative as per requirement as and when required. Agency may visit DoT office for sample copy of each brochure.

**Specification**

Sl. No.	Particulars	Paper Specification	
1	Hidden Jewels Brochure	As per the Dummy	<b>Agency may visit DoT office for sample copy of each Brochure, Docket Folder &amp; Bag.</b>
2	Docket Folder	As per the Dummy	
3	Bag	As per the Dummy	

7. **The actual figures will be provided in multiple of five thousand (5000) and as per requirement of the DoT.** The number of creative's/ printed brochures required are only indicative and may increase or decrease according to the actual.

8. **Rate of each brochure will be quote on per (5000 ) unit basis. Rate of each brochure will be valid for 2 years from LOA issued. DOT may increase or decrease printing quantity based on requirement on quoted rate.**
9. Agency will provide all printed, raw and edited copies to DoT after completion of work as per RFP.



**5. SECTION 4:- FORMATS FOR SUBMISSION OF PROPOSAL**

**5.1 Appendix – I – Letter of Proposal**

*(On the letterhead of the Bidder)*

Dated:

To  
The Director  
Directorate of Tourism  
Government of Jharkhand  
MDI Building, 2nd Floor, HEC Campus,  
Dhurwa, Ranchi, Jharkhand

Dear Sir,

**Sub: Proposal for “SELECTION OF AN AGENCY FOR DESIGNING & PRINTING OF JHARKHAND TOURISM BROCHURE, DOCKET FOLDER & BAG”**

- 1 With reference to your RFP document dated\_\_\_\_/\_\_\_\_/\_\_\_\_\_, I/We, having examined the Bidding Documents and understood their contents, hereby submit my/our Proposal for the aforesaid Service. The Proposal is unconditional and unqualified.
- 2 All information provided in the Proposal and in the Appendices is true and correct.
- 3 I/We shall make available to DOT any additional information it may find necessary or require to supplement or authenticate the Bid.
- 4 I/We acknowledge the right of DOT to reject our Proposal without assigning any reason or otherwise and hereby waive my/our right to challenge the same on any account whatsoever.
- 5 I/We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to invite the Bidders to bid for the Services, without incurring any liability to the Bidders.
- 6 I/We hereby irrevocably waive any right which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by DOT in connection with the selection of the Bidder, or in connection with the Selection Process itself, in respect of the above mentioned activities and the terms and implementation thereof.
- 7 I/We offer a EMD of Rs.20,000/- (Twenty Thousand Only) to DOT in accordance with the RFP Document.
- 8 I/We agree and understand that the Proposal is subject to the provisions of the Bidding Documents. In no case, I/We shall have any claim or right of whatsoever nature if the activities/ Right is not awarded to me/us or our Proposal is not opened.
- 9 I/We agree to keep this offer valid for 180 (One Hundred and Eighty) days from the Proposal Due Date specified in the RFP.
- 10 I/We agree and undertake that the authorised signatory shall represent the company in all

matters pertaining to the Selection Process. No third person, consultant, agency shall represent the company in all matters pertaining to the Selection Process.

11 I/We agree and undertake to abide by all the terms and conditions of the Bidding Document.

In witness thereof, I/we submit this Proposal under and in accordance with the terms of the RFP document.

Yours faithfully,

Date:

(Signature of the Authorised signatory)

Place:

(Name and designation of the of the Authorised signatory)

Name and seal of Bidder

**5.2 Appendix- II- Format for Financial Proposal**  
*(On the Letter head of the Bidder)*

Date:

To  
The Director  
Directorate of Tourism  
Government of Jharkhand  
MDI Building, 2nd Floor, HEC Campus,  
Dhurwa, Ranchi, Jharkhand

Dear Sir,

**Sub: Proposal for “SELECTION OF AN AGENCY FOR DESIGNING & PRINTING OF  
JHARKHAND TOURISM BROCHURE, DOCKET FOLDER & BAG”**

1. We are pleased to quote our rate for 5000 unit of all below mention specification and undertaking the above mentioned Assignment. Our quote is inclusive of all costs associated with providing the services specified in Schedule A of the RFP Document. The Service Fee is exclusive of GST and all other applicable taxes.

Sl. No.	Particulars	Design and Specification	Rate (5000) Unit (In Rs.)
1	Hidden Jewels Brochure	As per the Dummy	
2	Docket Folder	As per the Dummy	
3	Bag	As per the Dummy	
	Total		

*Note: Total cost will be calculate for financial evaluation (Service fee/rate). Rate will be valid for 2 years from LoA Issued.*

2. I/ We confirm and agree that we have reviewed all the terms and conditions of the Request for Bid including the Draft Contract and conform that we would abide by all the terms and conditions. We hereby declare that there shall be no deviations from the stated terms in the RFP Document.
3. I/ we agree that my/our Financial Bid shall remain valid for a period of 60 (sixty) days from the Bid Due Date prescribed for submission of Bid.
4. I / we confirm that our Financial Bid is unconditional and that we accept all terms and conditions specified in the RFP Document.

5. I / we agree to be bound by this offer if we are the Selected Agency for the said Assignment.
6. We further certify that we shall follow the Scope of Services, without any deviations, enumerated in this RFP Document, if the Assignment is awarded to us.
7. Rate of each brochure will be quote on per (5000 ) unit basis. **Rate of each Brochure, Docket Folder & Bag will be valid for 2 years from LOA issued. DOT may increase or decrease printing quantity based on requirement on quoted rate.**

Sincerely,

Name of the Bidder

.....

Signature of the Authorised Person

.....

Name of the Authorized Person