TENDER DOCUMENT FOR APPOINTMENT OF PR AGENCY

Jammu & Kashmir Tourism wishes to engage the services of eligible agency for complete media co-ordination and PR related solution for 02 years (2014-15, 2015-16). The agency will have to undertake specific media and PR related activities on mutually agreed terms and conditions for three years from the date of signing the agreement.

Sealed technical (creative) and financial quotations are invited from interested, eligible and experienced firms for following work as under:-

I. **Type of work:-** Appointment of PR Agency for Department of Tourism, Jammu & Kashmir for three years.

II. **Last date for submission of queries:** - 12/02/2014 till 04:00 pm (by e-mail at dtk@jktourism.org)

III. **Last date for submission of tender:** - 17/02/2014by 4:00 pm

IV. **Scope of the work:-**

1) Press releases on major initiatives / achievements of the Tourism Department to media, trade as per requirement of the Department. The mailers can also be used as press releases when there is no immediate news or activity to be highlighted.

2) Submit monthly business review consisting of international/national trends, competitors’ activities, airlines/aviation development crisis, trade publicity, politics development and also articles published on Jammu & Kashmir Tourism.
3) Writing/Arranging articles for advertorials in magazines & newspapers through print publications & travel writers. The agency will send the articles to all the magazines/ portals specified by this Department every month. The agency shall diligently follow up for its publication.

4) Providing the coverage detail on Jammu & Kashmir Tourism products for the month supported by clippings of newspapers /magazines.

5) Organizing FAM Tours to Fairs & Festival for the media/travel agents/ other dignitaries’ to different parts of the state in consultation with the Department. The hotels/transportation/etc for the FAM tours will be organized by Department. The agency’s responsibility is to get the best media/trade/etc as per the requirements of the Department.

6) Organizing interviews of Ministers of Tourism and higher officials with editors of top newspapers / magazines /TV Channels/FMs as and when required.

7) Damage Control exercise is a necessary scope of the work .It is expected that the PR agency will help to counter any adverse publicity related to Tourism in Jammu & Kashmir. In cases where there is negative press for the Department, rejoinders/damage control exercise has to be under taken immediately.

8) Any other work on mutually agreed terms.

V. **Eligibility Criteria**

1. Annual Turn Over in the last two years (enclose balance Sheet, Income tax Return certificate, CA’s Certificate) (Atleast Rs.100.00 lacs per annum for the last two years)
2. The agency must have a fully established office in New Delhi.
3. Proven track record at of least three references on official letter head from authorized signatories of at least three clients.

VI. Information, Terms and conditions:-

1) Keeping in view the above scope, it would be imperative for the agency to depute able and experienced persons who are based in New Delhi with a functional office and other logistic support system to cater to the needs of the Department. The agency has to assign dedicated senior functionary, who would be the nodal point of contact for the Department.
2) Details of past relevant experience in media coordination and PR activities, awards of excellence won, if any, should be submitted with the tender.

3) The company should be able to create solutions for effective media coordination and PR exercise for Jammu & Kashmir Tourism at the same time understanding the overall needs of the Department.

4) The bids shall be submitted in separate envelopes, one envelop having the creative and technical details as technical bid and the other as price bid. Both the envelopes are to be put in a one big envelope, onto which the address and purpose is to be mentioned. The envelope shall be super scribed as **Tender Document for Appointment of Media and PR Agency.** The name, address, contact details and email of the bidder should be clearly mention don’t he sealed envelope.

5) Technical bids will be opened first. Before opening the financial bids, the firms’ will be asked to make power point presentations before the designated committee of the Jammu & Kashmir Tourism Department. Date and time to eligible firms for this presentation would be intimated separately.

6) The financial bids will be opened of only those bidders who are Power Point Presentations are found to be suitable for the job. The presentation would be considered as technical part of the bidding process.

7) Presentation would comprise of the following points:

   i. A brief on how you plan to carry out the PR campaign for Jammu & Kashmir Tourism for three years.
   ii. PR activities done with tourism boards/travel companies in India One Case study of how you have handled an adverse publicity for your client. What damage control exercise you had carried out.
   iii. Proof of your networking skills/contacts with the local press.

8) Technical bid/Presentation will have 70% weight age and Financial Bid will have 30% weight age.

9) Selected firm will have to sign an agreement with Jammu & Kashmir Tourism Department.

10) Demand Draft /Bankers cheque of **Rs. 2,00,000/- (Rupees Two lacs only)** as EMD in favour of Accounts Officer, Directorate of Tourism, Kashmir, payable at Srinagar, has to be enclosed with technical bid form.
11) Tenders received after the due date and time will not be considered.

12) Director Tourism, Kashmir reserves the right to accept or reject any tender.

13) For any query or clarification the interested agencies may mail their queries at dtk@jktourism.org before submitting the tenders.

14) If the agency is asked to organize a FAM Trip or any special activity, then an estimate prior to activity will have to be submitted by the agency and as per the approval accorded on this estimate, work will be executed by the agency.

Sd/-
Director Tourism
Kashmir.

TECHNICALBID
Annexure-A

1. Name & Address of the firm, Tel/Fax/Email Details
2. Date of Establishment of Company (enclose evidence)
3. Total work experience (In years)
4. Office in New Delhi. Details if any
5. Annual Turn Over in the last year (enclose balance Sheet, Income Return certificate, CA's Certificate) (At least Rs. 100.00 lac per annum for last two years)
6. Is your firm a Proprietorship / Partnership or Registered under the Companies Act. Please give details & enclose Certificate
7. Branches (Enclose details with address & Telephone No.)
9. Service Tax Registration Details and enclose copy of latest service tax clearance certificate
10. Professional set up (Completed details of staff, Designers & other) Enclose list (separate sheet for technically qualified staff)
11. Nature of Company whether exclusive Company or Separate Division (enclose details)
12. List of present clients (enclose details)
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<td><strong>13. Concept Plan/Copy of PP Presentation enclosed (Y/N)</strong></td>
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<td><strong>14 Details of Tender fees enclosed.</strong></td>
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<td><strong>15 Any other information</strong></td>
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**Signature of the Tenderer**  
(with seal)

**Date:**

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**FINANCIALBID**

**Annexure-B**

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<tr>
<td><strong>Per month cost for PR activities for Jammu &amp; Kashmir Tourism</strong></td>
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<td><strong>Applicable taxes</strong></td>
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**Date:**