J&K TOURISM DEPARTMENT
GOVERNMENT OF JAMMU & KASHMIR
dtkashmir@yahoo.com; www.jktourism.org
Tele-Fax: 0194-2479548

Notice for Empanelment of Advertising Agencies for Jammu & Kashmir Tourism Department

J&K Tourism Department invites offers for empanelment of advertising agencies accredited with INS (Indian Newspaper Society) for a period of 3-years. The agencies must be able to handle print, audio, video, internet, digital & social media advertisements and outdoor activities and also undertake printing jobs of the department. The agencies must be able to frame comprehensive strategy through excellent creatives, media planning and astute media buying across various media.

1. SCOPE OF WORK:

i. To conceptualize and implement a customized promotional campaign for the Jammu, Kashmir and Ladakh regions in the Domestic/International Markets which would remove apprehensions in the minds of potential tourists and target both consumer and travel trade which would include print, audio (radio), video (TV), digital & social media advertisements and outdoor activities and also undertake printing jobs of the department; the job is particularly challenging as the State has three distinct regions of Jammu, Kashmir & Ladakh – each with their own unique attractions and tourism potential.

ii. The agency will have to absorb costs for research and production of creatives etc; only the creative for television will finalized by the department from the lowest quoted production house.

iii. Regarding printing of calendars, posters, brochures etc, quotations from three MOT approved printers will have to be submitted for selection.

iv. To conceptualize the display panels and to design them in ready to print manner for various exhibitions/fairs/events.
v. To conceptualize and design the print/electronic media advertisements in ready to print sizes for release through DAVP or autonomous /associated public sector organizations/channels.

vi. Conceptualization and implementation of outdoor activities like Hoardings at Airports etc.

vii. Any other suitable work where services of such agencies may be required to be utilized by Tourism Department.

2. SUBMISSION OF PROPOSALS:

Proposals have to be submitted as follows:

i. Cover – 1 : Superscripted “Profile, Track Record & EMD”

ii. Cover – 2 : Superscripted “Technical Proposal”


The above three covers are to be sealed and put in a single envelope superscripted “Proposal for Empanelment of Advertising Agency for J&K Tourism Department”.

3. Cover – 1 : Superscripted “Profile, Track Record & EMD”

This cover MUST contain information/documentation as shown in the below table:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Name of the Agency &amp; Brief Profile plus Date of Incorporation.</td>
</tr>
<tr>
<td>2</td>
<td>Registered Office address Telephone Number Fax Number/e-mail/Website</td>
</tr>
<tr>
<td>3</td>
<td>Correspondence/contact address</td>
</tr>
<tr>
<td>4</td>
<td>Details of Contact person (Name, designation, Telephone Number, Fax Number, email) with authorization to sign the documents.</td>
</tr>
<tr>
<td>5</td>
<td>Proof of INS (Indian Newspaper Society accreditation) for 3 years and valid currently.</td>
</tr>
<tr>
<td>6</td>
<td>Proof of having at least 05 years experience in advertising in both electronic and print media.</td>
</tr>
<tr>
<td>7</td>
<td>Proof of having handled account of Ministry of Tourism (GOI) or State Tourism Departments/Corporations.</td>
</tr>
<tr>
<td>8</td>
<td>Proof of valid Service Tax Registration.</td>
</tr>
<tr>
<td>10</td>
<td>EMD. (for Rs. 2.00 lacs)</td>
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</tbody>
</table>
Cover – 2 of only those agencies shall be opened which submit all information as in the above table and also meet the minimum stipulations as set therein; Draft for Rs. 2.00 lacs in favour of Accounts Officer, Directorate of Tourism, Kashmir is also to be enclosed. Cover 2 and Cover 3 of Agencies not meeting these criteria shall be returned to them.


. The Technical proposal shall contain the following information:

i. A concise, complete and logical description of how (approach & methodology, organization & staffing) the agency’s team will carry out the services to meet all requirements of the works/services and to project Jammu & Kashmir as an all-the-year-round destination.

ii. A paper on the creative route recommended to be adopted and sample creatives - A set of print creatives in English – five each pertaining to Jammu, Kashmir & Ladakh and design for 8 fold brochure in English.

iii. Profit & Loss Account/Balance sheet signed by a statutory auditor for the last three years and annual turn-over for previous 3 years viz 2010-11, 2011-12 & 2012-13.

iv. Full details of past experience, current empanelment/clients and infrastructure available in-house.

v. An organizational chart of the Team to be involved in the assignment with particular reference to the creative team - the name, age, background employment record and professional experience of each nominated expert, with particular reference to the type of experience required should be presented.

vi. Samples of creatives of advertisements already handled particularly for tourism clients – at least 10.

vii. DVD containing Radio and TV advertisements already handled particularly for tourism clients.

viii. Awards won, if any.

ix. Letters from clients conveying appreciation etc.

The Technical Proposals will be evaluated and awarded scores against a maximum score of 80 points as per below Evaluation Sheet and financial bids of only those agencies will be opened which score at least 75% points in this evaluation i.e 60 points and above.

**EVALUATION SHEET**

<table>
<thead>
<tr>
<th>S. No</th>
<th>Evaluation Criteria</th>
<th>Maximum Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Past Experience and Capacity</td>
<td>20</td>
</tr>
<tr>
<td>No</td>
<td>Description</td>
<td>Points</td>
</tr>
<tr>
<td>----</td>
<td>-----------------------------------------------------------------------------</td>
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<tr>
<td>02</td>
<td>Quality of past works in print and electronic media.</td>
<td>10</td>
</tr>
<tr>
<td>03</td>
<td>Approach and Methodology, Organization and Staffing.</td>
<td>10</td>
</tr>
<tr>
<td>04</td>
<td>Manpower (CVs will be evaluated for Qualifications, Relevant Experience, Regional Experience and Employment Status) for creative team.</td>
<td>10</td>
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<tr>
<td>05</td>
<td>Sample Creatives of J&amp;K</td>
<td>10</td>
</tr>
<tr>
<td>06</td>
<td>Awards from various apex professional bodies</td>
<td>10</td>
</tr>
<tr>
<td>07</td>
<td>Current Empanelment with Tourism Department/Corporations of State or Central government or Corporate of Repute.</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>80 Points</strong></td>
</tr>
</tbody>
</table>

5. **Cover – 3 : Superscripted “Financial Proposal”**

i. For TVCs, rates to be quoted indicating prime time slots segment wise, i.e 8.00 pm to 8.30 pm, 9.00 pm to 9.30 pm, besides other adequately viewed slots. Frequency of TV commercials should also be indicated. Television channels selected for TVC commercials should have sizeable viewership and better rating, which may be indicated specifically.

ii. For advertisements in leading magazines with sizeable readership, rates should be quoted as follows:
   a. Front page - Full page
   b. Back page - Full/half page
   c. Inside front & back page - Full/Half/Qtr. Page
   d. Inside magazine page - Full/Half/Qtr. Page

iii. Quote for printing of broachers with the following specifications:

   - Quantity : 30000/50000/100000
   - Size : 10.5” x 17” (open) 5.25” x 8.5” (closed)
   - Colour : 4 + 4
   - Paper : 130 GSM Imp Art Paper
   - Fabrication : Cut to size with 2 fold

iv. Quote for printing of calendar with the following specifications:

   - Quantity : 12000/25000/50000
   - Size : 17” x 22” (Finish)
   - Sheets : 6 Main Leaf + 1 Fly Leaf
   - Paper : 170 GSM Imp Magno Art (Matt) paper for main leaf 120
GSM Map Litho for fly Leaf

Colour : 4 + 4 Main Leafs and 4 + 0 Fly Leaf.
Binding : 22“ Side Wiro (Imported)
Envelope : PVC Envelope self adhesive.

20 POINTS SHALL BE ASSIGNED TO THE FINANCIAL PROBABLE AND THE FINAL SELECTION SHALL BE BASED ON THE AGGREGATE OF TECHNICAL AND FINANCIAL ASSESSEMENTS.

Other important Information

a) The tenders shall be submitted in English language only.

b) The Tourism Department will empanel not more than three (03) agencies at a time and will utilize the services of the empanelled agencies as per their expertise, quantum and quality of work.

c) Any queries regarding the bids will be replied to by email; the queries may be forwarded to email ID dtkashmir@yahoo.com up to 4.00 pm on 20th January, 2014.

d) The Department is not bound to accept the lowest tender and the Department reserves its right to reject any or all tenders without assigning any reason thereof.

e) Consortium of Agencies/Sub-contract of work is not allowed

f) The date of contract with the empaneled agencies shall be reckoned from the date of signing of MOU with them.

g) Arbitration: Venue of Arbitration will be Jammu & Kashmir.
Interested agencies may submit proposals as stated under guidelines to the Director Tourism, Kashmir, J&K Government, Srinagar by 4:00 pm on 25th January, 2014 at the following address, either by registered post or by hand-delivery:

Directorate of Tourism, Kashmir,
Tourist Reception Centre,
Near Radio Kashmir,
Srinagar,
Jammu & Kashmir
Pin: 190001

Sd/-
Director Tourism,
Kashmir

NO: Pub/379-III /DTK/9208    Dated: 04-01-2014