

**Government of Jammu & Kashmir**  
**Tourism Department**

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No; TSM/PLN/104/07

Dated: 11<sup>th</sup> March 2008

**Invitation for Appointment of Advertising Agency for  
Promotional Campaign for the entire State of Jammu & Kashmir**

**Due on 31<sup>st</sup> March 2008, 1500 hrs.**

Department of Tourism, Government of Jammu & Kashmir is interested in appointment of an Advertising Agency for launching a campaign for promotion of all the regions of Jammu & Kashmir in the Domestic Market for **a period of 1<sup>st</sup> April 2008 to 31<sup>st</sup> March 2010**. All leading media houses and professionally accredited advertising agencies with previous experience in domestic advertising can apply.

**1. Scope of Work:**

To conceptualize and implement a customised promotional campaign for the Jammu & Kashmir State in the Domestic Markets which would target both consumer and travel trade.

**2. Nature of the Program:**

The campaign should create awareness and motivate inbound, domestic and national tourists to visit and benefit from the myriad tourist attractions of all the regions of the State on offer. The Advertising/publicity job/campaign will be confined to print, television and Internet media. The following are the goals of the campaign:

- To increase awareness of the tourism potential of the Jammu & Kashmir State.
- To project destinations within the Jammu & Kashmir State as desirable holiday/vacation options to potential tourists.
- To remove apprehensions in the minds of potential travelers to the State.

- To motivate the travel trade to offer packages aimed at the Jammu & Kashmir State to their customers at all levels.

### 3. Specifications:

The following are the key specifications:

- The advertising & publicity activities/campaign will be from 1<sup>st</sup> April 2008 to 31<sup>st</sup> March 2010.
  - The cost of the advertising & publicity/campaign shall be inclusive of all charges.
  - The agency will have to absorb costs for research, production of creatives etc.
  - The creatives for television will be supplied by Department of Tourism from the lowest quoted production firm. All other creatives have to be generated by the agency.
  - Designing and printing of calendars, posters, banners, booklets, leaflets etc. along with cost details of designing & printing separately along with quotations from 3 MoT approved printers to be submitted for selection.
- a) **A Promotional Strategy** paper detailing a suggested strategy to attain the goals of the advertising & publicity campaign.
- b) **A detailed Media Plan.** The Media Plan may be submitted as two documents:-
- I). A document giving details of the publications/channels proposed to be used, their frequency, schedules, target markets, value additions etc., but without the financial indications.
  - II). A detailed Media Plan, giving full details, unit costs, savings, including the financials.

While preparing the media plan, the distribution of outlay between print and television, given above, may be adhered to. The plan should clearly bring out the strengths that the agency has brought in to the campaign in terms of better media buying expertise and savings to the Department. It may be noted that the ceiling in outlay indicated above is only indicative. Media plans will be

evaluated based on optimal use of resources and penetration in target markets.

- c). A paper on the creative route recommended to be adopted and sample creatives which are intended to be used for the Campaign.

#### **4. Guidelines for submission of proposals:**

Proposals have to be submitted as follows:

##### **Cover-1: Superscripted "Profile & Track Record".**

Documents pertaining to the following:-

##### 1. Track Record:

- a) Profile of the Agency.
- b) Details of technical manpower available in-house.
- c) Track Record - Details of previous jobs of similar nature.
- d) Current jobs and orders in hand.

##### 2. Financial Documentation:

- a) Power of Attorney holder/ authorization with the seal of the firm authorizing his / her representative signing the proposal document.
- b) Profit & Loss Account / Balance Sheet signed by a statutory auditor for the last three years.
- c) Latest Income Tax Clearance Certificate / copy of returns submitted & PAN.
- d) EMD in the form of Demand Draft for Rs. 1,00,000/- in favour of Accounts Officer Directorate of Tourism Kashmir, Payable at Srinagar.

- e) Demand Draft of Rs. 500/- towards the cost of tender notice (which can be downloaded from the website: [www.jktourism.org](http://www.jktourism.org)) drawn in favour of Accounts Officer Directorate of Tourism Kashmir, Payable at Srinagar may be enclosed towards application money.

**Cover - 2 : Superscripted " Technical Proposal" .**

1. Promotional Strategy Paper (Para 3-a above).
2. Media Plan (without the financial details, as in Para 3-b-I above).
3. Paper on creative route and sample creatives (Para 3-c above).

**Cover - 3: Superscripted "Financial Proposal"**

This cover should contain the detailed Media Plan, with full financial details, as given in Para 3-b-II above.

The outer sealed cover containing the above 3 sealed covers to be superscripted "Proposal for Promotional Campaign for Jammu & Kashmir States", Due on 31st March 2008 at 15 hrs." and should have full Name, Postal Address, Fax, Email, Tel. No. of the tenderers on the bottom left corner.

**5. Assessment of Proposals:**

The Proposals will be assessed through a 3 level procedure, adopting the Quality and Cost Based System (QCBS), while evaluation, the weightage for technical quality will be 80% and the weightage for cost will be 20%. For the purpose of evaluation " Cost" will exclude local taxes but include all other costs involved in performing the services.

**Level I:** A Committee will examine the materials submitted in Cover 1 above, to assess the following:

- Whether the agency has a track record of having undertaken similar campaigns.
- Whether the agency has in house resources to undertake the

campaign.

- Whether the agency fulfils the financial requirements like EMD, income tax clearance, PAN etc

**Level 2** : The agencies qualified to be considered for technical evaluation by the assessment in Level 1 will be evaluated on the documentation submitted by them in Cover 2. A Committee will examine the technical proposals based on the following parameters:

- Promotional strategy recommended
- Recommended Media Plan
- Coverage of target markets
- Creative route and sample creatives

The Committee may, if necessary, invite agencies to make a presentation as part of the assessment.

**Level 3** : The financial proposals (cover 3) of all the agencies scoring at least 75% in the technical evaluation will be assessed by a Committee. The final selection will be an aggregate of the technical and financial assessments.

The selected agency will be invited for further discussions to fine tune the campaign, after which a detailed work order will be issued.

## **6. Terms of Payment:**

No advance payment shall ordinarily be considered. The payment terms for press and TV releases will be 30 days from the day of bills received and 30 days for any print job or BTL activities.

## **7. Delivery Period:**

The successful agency will be required to submit the final negotiated plan for approval of the Department of Tourism within seven working days of assigning work to the agency.

## **8. Other important Information:**

- a) At the end of the campaign, a review will be done to assess the impact of the campaign.
- b) Period of validity is 60 days from the closing date of the proposals.
- c) Successful agency will execute a Bond / Performance Guarantee from a scheduled bank for 5% of the total contract value valid up to 31st March 2010.
- d) The tender shall be submitted in English language only.
- e) The Department is not bound to accept the lowest or any tender or to assign any reason for non-acceptance. The Department reserves its right to accept the tender either in full or part.
- f) The Department reserves its right to summarily reject offers received from any agency on National Security consideration, with out any intimation to the bidder.
- g) Consortium of Agencies / Sub-contract of work is not allowed without prior permission of the Department of Tourism.
- h) Arbitration: Venue of Arbitration will be Jammu & Kashmir.
- i) Jurisdiction: The contract shall be governed by laws of Jammu & Kashmir and all Government rules on purchase matter issued from time to time and are in force for the time being are applicable to this contract tender.

Interested media houses/advertising agencies can purchase tender document from our below mentioned offices against a cost of Rs 500/ each up to 2 PM of 27<sup>th</sup> March 2008 and may submit their proposals latest by 1500 hrs on 31stMarch, 2008 at

our following offices:

1. The Director Tourism Kashmir, TRC Complex Srinagar (J&K) 190001
2. The Director Tourism Jammu, TRC Complex, Residency Road, Jammu (J&K) 180001
3. Jammu & Kashmir Tourist Office, 512-512 A, Tolstoy House, Tolstoy Marg. New Delhi.

The tenders shall be opened by a committee, on 5<sup>th</sup> April 2008 at 3 PM in the office of Director Tourism Kashmir, TRC Complex Srinagar Kashmir, in presence of the tenderers who choose to attend the opening of tenders.

(T.C.Bavouria)  
Under Secretary to Government  
Tourism Department