

## Department of Tourism Government of Rajasthan

'Paryatan Bhawan', Opp. Vidhayakpuri Police Station, Sanjay Marg, M.I. Road, Jaipur  
www.tourism.rajabsthan.gov.in, email – [mktg-dot@rajasthan.gov.in](mailto:mktg-dot@rajasthan.gov.in)  
0141-2822807/838

No.F.3( )Advt./Creative Agency/DT/2021/ 15049

Dated: 22/12/2021

EOI No.160/22-12-2021

### Expression of Interest

Creative Agencies working in the field of advertising film making/ production of  
TV commercials and advertisement creatives

Department of Tourism, Government of Rajasthan invites Expression of Interest (EOI) for Creative Agencies working in the field of advertising film making/ production of TV commercials and advertisement creatives with proven experience and credentials.

Name of Work	Estimated cost of work (in Rs.)	E-Bid invited from	Bid Security	Time and last date for submission of bid	Time and date for opening of technical bid
Production of TV commercial and advertisement creatives	11.00 Crore	22/12/2021	As per FD Circular एफ. 2(1)वित्त/जीएण्डटी – एसपीएफसी/ 2017 दिनांक 23.12.2020	18/01/2022 at 12.00 Noon	18/01/2022 At 3.00 PM

(Note: Estimated cost of work is tentative and actual work orders and the time schedule for the same will be given as per availability of budget and need of the department)

The EOI can be downloaded from [www.eproc.rajabsthan.gov.in](http://www.eproc.rajabsthan.gov.in), [www.sppp.rajabsthan.gov.in](http://www.sppp.rajabsthan.gov.in) (e-procurement portal of the State Government) and [www.tourism.rajabsthan.gov.in](http://www.tourism.rajabsthan.gov.in). Duly filled bids can be submitted online latest by 18/01/2022 by 12.00 Noon. E-Bid processing fee of Rs. 1000/- (non-refundable) in favour of MD, RISL, Jaipur and Bid document fee of Rs. 1000/- (non-refundable) in favour of Director, Department of Tourism, Rajasthan, Jaipur will have to be deposited through e-



GRAS portal and submitted physically along with bid security declaration to the Department before last date and time of submission of EOI.

Interested bidders eligible as per eligibility criteria may submit their response to the EOI by 18/01/2022 till 12:00 Noon. Time and date for opening of technical bid is 18/01/2022 at 3:00 pm. The detailed EOI document can be download from [www.eproc.rajasthan.gov.in](http://www.eproc.rajasthan.gov.in) and [www.tourism.rajasthan.gov.in](http://www.tourism.rajasthan.gov.in) from date 22/12/2021. For any other information contact on +91-141-2822838 or email - [mktg-dot@rajasthan.gov.in](mailto:mktg-dot@rajasthan.gov.in).

UBN No.....



(Sumita Saroch)  
Joint Director (Marketing)

## **Expression of Interest for Creative Agencies working in the field of advertising film making/ production of TV commercials**

### **DISCLAIMER**

The information contained in this EOI or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Department of Tourism, Government of Rajasthan or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this EOI and such other terms and conditions subject to which such information is provided.

This EOI is not an agreement or an offer by the Department of Tourism, Government of Rajasthan to the prospective Applicants or any other person. The purpose of this EOI is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this EOI. This EOI includes statements, which reflect various assumptions and assessments arrived at by the Department of Tourism, Government of Rajasthan in relation to the Agency. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This EOI may not be appropriate for all persons, and it is not possible for the Department of Tourism, Government of Rajasthan, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this EOI. The assumptions, assessments, statements and information contained in this EOI, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this EOI and obtain independent advice from appropriate sources.

Information provided in this EOI to the Applicants may be on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Department of Tourism, Government of Rajasthan accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Department of Tourism, Government of Rajasthan, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this EOI or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the EOI and any assessment, assumption, statement or information contained therein or deemed to form part of this EOI or arising in any way in this Selection Process.

The Department of Tourism, Government of Rajasthan also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon the statements contained in this EOI.



The Department of Tourism, Government of Rajasthan may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this EOI.

The issue of this EOI does not imply that the Department of Tourism, Government of Rajasthan is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the Agency and the Department of Tourism, Government of Rajasthan reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever and cancel the entire process.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Department of Tourism, Government of Rajasthan or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and the Department of Tourism, Government of Rajasthan shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation for submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

**Expression of Interest for Creative Agencies working in the field of  
advertising film making/ production of TV commercials**

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## Expression of Interest for Creative Agencies working in the field of advertising film making/ production of TV commercials

### Schedule of Events

S.No.	Event Description	Scheduled date
1.	Release of EOI	22/12/2021
2.	Last date of receiving queries	04/01/2022
3.	Pre-bid conference	05/01/2022
4.	Department's response to queries	07/01/2022
5.	Last date of submission of bid	18/01/2022 at 12.00 Noon
6.	Date and Time for opening of Technical Bids	18/01/2022
7.	Date of Presentation	To be apprised later
8.	Bid Document Fee (non-refundable) <i>(Rs. 1000/- as bid document fee in favour of Director, Department of Tourism, Government of Rajasthan, Jaipur will have to be deposited online through e-GRAS portal)</i>	Copy of E-challan is attached
9.	E- Bid Processing Fee (non-refundable) <i>(Rs. 1000/- as e- bid processing fee will have to be deposited in favour of MD, RISL, Jaipur will have to be deposited online through e-GRAS portal)</i>	Copy of E-challan is attached
10.	Bid Security (As per FD Circular एफ.2(1)वित्त/जीएण्डटी – एसपीएफसी/ 2017 दिनांक 23.12.2020)	Declaration attached on Stamp Paper of R. 50/- through e-GRAS as per circular  Copy attached.

Disclaimer: The above schedule generally be adhered to. Any change will be communicated.

  
(Sumita Saroch)  
Joint Director (Marketing)

# Expression of Interest for Creative Agencies working in the field of advertising film making/ production of TV commercials

## Chapter I – Letter to Invitation (LOI)

### 1. Background

The Department of Tourism, Government of Rajasthan annually undertakes various promotional and advertising activities. The objective of these activities is to generate awareness about the varied tourism products /destinations and to promote Rajasthan as a preferred tourist destination in the source markets of domestic and overseas. The endeavour of the Department of Tourism is to promote domestic tourism within the country and to target important and potential source markets overseas.

In this context, the Department is seeking the services of the reputed creative agencies working in the field of production of advertising films, TVCs and other such new age promotional material to assist it in further amplifying the message and strengthen Brand Rajasthan through films/ creatives/ jingles on ‘USPs of Rajasthan’ for display in print/online/digital/OOH on national and international TV channels and in other media.

The Department of Tourism, Government of Rajasthan proposes to appoint a Creative Agency for production of high quality promotional film materials such as TVCs/Ad films, documentaries/ short films etc. and for designing and production of required creative and publicity material and other related work. The Creatives would, at times, be required at very short notice.

### 2. Scope of Work

- (A) Production of 6 (six) television commercials (duration of 60-120 seconds) in 4K/HD/SD.
- (B) Designing and production of 30 print creatives for news-papers /outdoor/ other print publications/digital media.
- (C) 50 High resolution images.
- (D) Production of 6 (six) Radio Spots / Jingles of 25 - 60 seconds
- (E) Branding

### 3. Estimated cost of the work:

Name of Work	Estimated cost of work (in Rs.)
Production of TVCs, Print Creatives, Radio Jingle, Videos on turnkey basis as per scope of work	11.00 Crore

(Note: Estimated cost of work is tentative and actual work orders and the time schedule for the same will be given as per availability of budget and need of the department)

#### 4. Eligibility criteria

The agencies submitting the EOIs should fulfil the below given **Minimum Eligibility Criteria** to qualify for making the technical presentation:

- a. The Prospective Bidder should be an Indian firm registered under Companies Act (Public/ Private Limited) / Partnership/ LLP / Proprietorship firms registered under relevant laws of India. (Registration details to be attached)
- b. The Prospective Bidder must be in possession of a valid GST no. (Document to be attached)
- c. The Prospective Bidder must have a valid PAN Number (Document to be attached).
- d. The Prospective Bidder must have an average annual turnover for three years (2017-18, 2018-19, 2019-20) equivalent to Rs. 11.00 crore or above. (CA certificate to be enclosed).
- e. The Prospective Bidder must have been in operation for a minimum period of 7 years as on 1<sup>st</sup> April, 2021 and working in the field of creatives/TVC film productions work / services. (Proof for the same to be attached)
- f. The Prospective Bidder should have experience in providing creative/ TVC film production work/ services to any Govt. of India/ State Govt. Department / Govt. undertaking/Board/ Corporation) for at least one client with one work order of minimum Rs. 50.00 Lakh in the five financial years (2015-16, 2016-17, 2017-18, 2018-19 and 2019-20). – Work order and Client certificate to be enclosed.
- g. The Prospective Bidder should enclose copy of one work order of minimum value of Rs. 2.00 crore issued by a single client for the works related to creative / TVC film production work / services during the financial years 2015-16, 2016-17, 2017-18, 2018-19, 2019-20. Work order to be enclosed.
- h. The Prospective Bidder must have its own permanent staff, skill sets and tie ups required for production work. At least 5 creative personnel having experience in TVC production and creative designing should be on the pay roll of the firm. - Agency profile with relevant personnel (like Client Servicing Head, Creative Director and Art Director etc.) details to be enclosed.
- i. The bidder should not have been blacklisted by any Central/State Government/ Public Sector Undertaking.

#### 5. Expected expertise/ inputs

- a. Suggest branding and marketing strategy
- b. Suggest campaign themes and creatives
- c. Understanding of the scope of work.
- d. Agency's strategic understanding of Rajasthan, creative strategy for films and approach and ideas for films.
- e. Specific experience in each of the area relevant to scope of work.
- f. Adequate in-house capacity to meet the requirements of scope of work.



## 6. Pre-bid conference:

- i. A pre-bid meeting will be held for the interested bidders in the Conference Room, Department of Tourism, Government of Rajasthan, Paryatan Bhawan, Opposite Vidhayakpuri Police Station, Sanjay Marg, M.I. Road, Jaipur -302001 at **3.00 pm on 05/01/2022**, for clarifications required on any aspect pertaining to the bid document. Any change in the pre-bid meeting schedule will be notified on the Department of Tourism's website [www.tourism.rajasthan.gov.in](http://www.tourism.rajasthan.gov.in). The pre-bid queries could be sent to the Department of Tourism till 04/01/2022 as per the following format: -

S. No.	Bid/EOI No.	Clause No.	Page No.	Queries requirement	Clarification required

- ii. The queries shall be sent to:-

Joint Director (Marketing), Department of Tourism, Government of Rajasthan, Paryatan Bhawan, Opposite Vidhayakpuri Police Station, Sanjay Marg, M.I. Road, Jaipur - 302001. Email – [mktg-dot@rajasthan.gov.in](mailto:mktg-dot@rajasthan.gov.in)

- iii. Based on discussions held during the pre-bid meeting, amendments / clarifications in the Bid/EOI Document will be hosted on the websites of the Department of Tourism [www.tourism.rajasthan.gov.in](http://www.tourism.rajasthan.gov.in) and on e-procure website of the Government of Rajasthan by **07/01/2022**.

## 7. Submission details

EOIs should include the details mentioned in the format which may be downloaded from the website [www.tourism.rajasthan.gov.in](http://www.tourism.rajasthan.gov.in) and [eproc.rajasthan.gov.in](http://eproc.rajasthan.gov.in)

Eligible agencies are invited to upload their EOIs online on [www.eproc.rajasthan.gov.in](http://www.eproc.rajasthan.gov.in) with work of advertising film making, production of TV commercials and publicity material and other related work before 12:00 Noon of 18/01/2022.

Office address:

Joint Director,  
Department of Tourism  
Opp. Vidhayakpuri Police Station,  
Sanjay Marg, M.I. Road, Jaipur  
[www.tourism.rajasthan.gov.in](http://www.tourism.rajasthan.gov.in)  
Email: [mktg-dot@rajasthan.gov.in](mailto:mktg-dot@rajasthan.gov.in)

# **Expression of Interest for Creative Agencies working in the field of advertising film making/ production of TV commercials**

## **Chapter II – Instruction to Bidders (ITB)**

### **A. Standard Information**

All communication including the submission of EOI through online should be addressed to “Joint Director, Department of Tourism, Rajasthan, Jaipur, Opp. Vidhayakpuri Police Station, Sanjay Marg, M.I. Road, Jaipur.

EOIs shall remain valid for a period of 90 days from the last date of submission of online EOIs. The eligible firms shall respond to invitation of the EOI by submitting their technical capacity and all the required documents.

Required EOI format – The EOI must contain the following:

1. A covering letter (Appendix-I)
2. Eligibility and Technical particulars (Appendix – II)
3. Other supporting documents to substantiate the statements of the Bidder wherever necessary

During technical evaluation of the EOIs, Department of Tourism may, as its discretion, ask Respondents for clarification on their EOI. The Respondents are required to respond within the time frame prescribed by Department of Tourism, Rajasthan, Jaipur.

The Department of Tourism, Government of Rajasthan reserves the rights to reject any or all the EOI for the proposed scope of work without assigning any reason whatsoever.

The Department of Tourism, Government of Rajasthan also reserves the right to reject any EOI if:

- 1) It is not in the given format
- 2) At any time, a material misrepresentation is made or uncovered, or
- 3) The agency/ firm/ entity does not respond promptly and thoroughly to request for supplemental information required for the evaluation of the EOI.

The selection of the Creative Agency shall be governed by the ‘Expression of Interest (EOI)’ by the terms and conditions mentioned in the EOI.



## Expression of Interest for Creative Agencies working in the field of advertising film making/ production of TV commercials

### Chapter III– Evaluation of EOI

#### 1. Evaluation of the response to EOIs:

S.No.	Criteria / Parameters	Maximum Marks / Marks allotted
1	<p>Agency's average annual turnover for three financial years (2017-18, 2018-19, 2019-20) (Audited Balance Sheet/ CA Certificate to be attached)</p> <p>11 to less than 20 Crores: 6 marks, 20 to less than 40 Crores: 8 marks, 40 Crores or above: 10 marks</p>	10
2	<p>Work orders for creative / TVC film production work/ services done during the five financial years (2015-16, 2016-17, 2017-18, 2018-19 and 2019-20): (work orders to be enclosed).</p> <p>-Value of work order of minimum 2 Crore - 3 Marks -Value of work order more than Rs. 2 up to 5 Crore – 6 Marks -Value of work order more than Rs. 5 Crore and above – 10 Marks</p>	10
3	<p>Man Power/ Permanent Staff experience in TVC production on the pay roll of the firm with one Client Servicing Head, one Creative Head, one Art Director (Employment record to be enclosed):</p> <p>5 to 10 Creative/Advertising Professionals (Permanent Staff) - 6 Marks 11 to 15 Creative/Advertising Professionals (Permanent Staff) – 8 Marks More than 15 Creative/Advertising Professionals (Permanent Staff) – 10 Marks</p>	10
4	<p>Awards received in the five financial years (2015-16, 2016-17, 2017-18, 2018-19 and 2019-20) for creative/ creative campaigns/ TVCs (Enclose relevant proof):</p> <p>- For one International award– 3-Marks -For one National award– 2 Marks</p>	5
5	<p>Creative / TVC Film production works/ services to a various Tourism Departments (MOT GOI/ State Tourism Departments/ Board/ Corporation or Tourism Department/ Board/Corporation of any Country) in the 5 financial years (2015-16, 2016-17, 2017-18, 2018-19 and 2019-20). Work order to be attached.</p> <p>For 1 client: 5 Marks (for each additional client 5 mark each)</p>	15

S.No.	Criteria / Parameters	Maximum Marks / Marks allotted																					
6	Presentation <table border="1" data-bbox="191 441 1181 1113"> <thead> <tr> <th data-bbox="191 441 295 514">S. No.</th> <th data-bbox="295 441 1013 514">Topic/Point</th> <th data-bbox="1013 441 1181 514">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="191 514 295 630">1.</td> <td data-bbox="295 514 1013 630">Agency's strategic understanding of Rajasthan, understanding of new brand positioning of Rajasthan Tourism. Creative strategy for films and approach.</td> <td data-bbox="1013 514 1181 630">10</td> </tr> <tr> <td data-bbox="191 630 295 667">2.</td> <td data-bbox="295 630 1013 667">Ideas about new films, creatives, tagline.</td> <td data-bbox="1013 630 1181 667">10</td> </tr> <tr> <td data-bbox="191 667 295 745">3.</td> <td data-bbox="295 667 1013 745">Case studies of earlier work of similar nature undertaken</td> <td data-bbox="1013 667 1181 745">5</td> </tr> <tr> <td data-bbox="191 745 295 892">4.</td> <td data-bbox="295 745 1013 892">Brief on the profile and the track record of the agency indicating strength and credentials of the agency, details of specialist, partners, associates, in-house abilities, list of important Clients handle</td> <td data-bbox="1013 745 1181 892">10</td> </tr> <tr> <td data-bbox="191 892 295 966">5.</td> <td data-bbox="295 892 1013 966">Sample creative on experiential tourism - Print creative, Jingle on Monsoon in Rajasthan</td> <td data-bbox="1013 892 1181 966">5</td> </tr> <tr> <td data-bbox="191 966 295 1113">6.</td> <td data-bbox="295 966 1013 1113">Ideas about conceptualizing and producing Creatives for a Tourism Destination to overcome a big crisis (Financial Meltdown, Natural Disaster, Epidemic/Pandemic)</td> <td data-bbox="1013 966 1181 1113">10</td> </tr> </tbody> </table>	S. No.	Topic/Point	Marks	1.	Agency's strategic understanding of Rajasthan, understanding of new brand positioning of Rajasthan Tourism. Creative strategy for films and approach.	10	2.	Ideas about new films, creatives, tagline.	10	3.	Case studies of earlier work of similar nature undertaken	5	4.	Brief on the profile and the track record of the agency indicating strength and credentials of the agency, details of specialist, partners, associates, in-house abilities, list of important Clients handle	10	5.	Sample creative on experiential tourism - Print creative, Jingle on Monsoon in Rajasthan	5	6.	Ideas about conceptualizing and producing Creatives for a Tourism Destination to overcome a big crisis (Financial Meltdown, Natural Disaster, Epidemic/Pandemic)	10	50
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	Total-	100																					

Note:

1. The qualifying agencies as per minimum eligibility criteria would be eligible for Presentation.
2. Those firm securing 70 marks out of 100 in the evaluation will be invited to participate in the RFP.

# Expression of Interest for Creative Agencies working in the field of advertising film making/ production of TV commercials

## Chapter IV– General Terms and Conditions

### 1. General Terms:

Bidder should read these terms & conditions carefully and comply strictly while submitting their bids. If a bidder has any doubt regarding the terms & conditions mentioned in the bid, he/she should refer these to the Department of Tourism, Government of Rajasthan, Jaipur before submitting bids and obtain clarifications. The decision of the Department of Tourism, Government of Rajasthan, Jaipur shall be final and binding on the bidder. The clauses of terms & conditions are as follows: -

- 1.1 E-bid /EOI shall be submitted up to 12.00 Noon on dated 18/01/2022 as per schedule to The Director, Department of Tourism, Rajasthan, Jaipur for the supply of services/production as per scope of work through rate contract. At any time prior to the date of submission of bid, bid Inviting Authority may, for any reason, whether on his own initiative or in response to a clarification requested by a prospective bidder, modify the condition in bid document by an amendment. In order to provide reasonable time to take the amendment into account in preparing their bid, bid Inviting Authority may at his discretion, extend the date and time for submission of bid. Interested eligible bidders may obtain further information in this regard from the office of the Bid Inviting Authority.
- 1.2 The bidder should have average turnover as mentioned in the Eligibility criteria, for the three financial (2017-18, 2018-19 and 2019-20) years to be eligible to participate in the bid (signed by the bidder, duly verified by the CA).
- 1.3 Bid/EOI shall be submitted to The Director, Department of Tourism, Rajasthan, Jaipur through <https://eproc.rajasthan.gov.in>.
- 1.4 The bidder shall submit following certificates/documents along with the bid:
  - (i) The cost of bid/EOI document, RISL processing fee and bid/EOI securing declaration shall be deposited physically in the office of The Director, Department of Tourism, Rajasthan, Jaipur before the last date and time of bid submission and are non-refundable.
  - (ii) Copies of annual accounts (Balance Sheet & Profit & Loss statements) certified by the auditors for the three financial years (2017-18, 2018-19 and 2019-20) may also be asked.
  - (iii) Bid should not be submitted for the quoted item(s) for which the bidder has been blacklisted/banned/debarred either by bid inviting authority or Govt. of Rajasthan or by any other state/central Govt. and its agencies. This also applies to the bidder for its sister/ allied firm(s)/ unit(s).
  - (iv) The declaration from the bidder regarding qualifications.

The following documents are mandatory and shall be uploaded on e-procurement portal along with Technical bid Submission Checklist. If the following

documents/certificates/requirements are not uploaded on portal/ fully filled, the bid will liable to be declared non responsive: -

- i. Bid document fee, RISL processing fee and bid Securing declaration;
- ii. Copy of the registration with Central Excise Department/ exemption from registration, if applicable, as per provisions of Central Excise Act. & GST Registration Certificate shall be submitted.
- iii. The average turnover of the bidder shall be as per the eligibility criteria for three years (2017-18, 2018-19 and 2019-20).
- iv. Declaration by the bidder regarding qualifications
- v. Duly signed scanned copy as acceptance of terms & conditions.

1.5 The required amounts towards cost of bid document fee and processing fee payable to RISL shall be deposited through prescribed challans through e-GRAS portal as per the procedure prescribed. Bid securing declaration and copy of the challan for bid document fee and RISL fee may be submitted physically in the required format in the office of Director, Department of Tourism, Rajasthan, Jaipur on or before the last date and time of bid submission.

All bids received will be opened in the presence of bidders, who choose to be present. Financial bid will be opened only for those bidders, who satisfy the eligibility criteria laid down by the department and are qualified to do so on the details furnished by the bidder in technical bid in compliance of terms & conditions of the bid

1.6

- (i) In case of the bid/EOI being submitted by a proprietary firm, the bid / EOI must be signed by the sole proprietor. In case of a partnership firm, bid must be signed on behalf of the firm by a person authorized, holding a power of attorney in his favour to do so; and in the case of a company, the bid must be signed by an authorized signatory, in the manner laid down in the Articles of Association of the bidder company.
- (ii) Any change in the constitution of the firm/ company shall be notified forthwith by the bidder/contractor in writing to the Director, Department of Tourism, Rajasthan, Jaipur and such change shall not relieve any former member of the firm/ company from the liability under the conditions of the bid/contract. No new partner / partners shall be accepted in the firm by the bidder/contractor in respect of the bid/contract unless he/ they agree to abide by all its terms and conditions and submit a written agreement to this effect with the Director, Department of Tourism Rajasthan, Jaipur. The bidder's receipt for acknowledgement or date of any new partner subsequently inducted, as above, shall bind all of them and will be a sufficient discharge for any of the purposes of the contract. Any change in the constitution of the firm/ company shall be notified forthwith by the bidder/contractor in writing to the Director, Department of Tourism Rajasthan, Jaipur and such change shall not relieve any former member of the firm/ company from the liability under the conditions of the bid/contract. No new partner / partners shall be accepted in the firm by the bidder/contractor in respect of the bid/contract unless he/ they agree to abide by all its terms and conditions and submit a written agreement to this effect with the Director, Department of Tourism Rajasthan, Jaipur. The bidder's receipt for acknowledgement or date of any new partner



subsequently inducted, as above, shall bind all of them and will be a sufficient discharge for any of the purposes of the contract.

- 1.7 The hard copy of bid/EOI documents shall be filled with ink or typed. The bidder shall sign the bid / EOI form at each page and at the end in token of acceptance of all the terms and conditions of the bid/EOI and then scanned copy be uploaded on the e-portal <https://eproc.rajasthan.gov.in>,
- (A) No part of the bid document should be detached/deleted.
- (B) The bidder shall sign with seal on every page of the bid form and terms & conditions in token of his acceptance of all the terms & conditions of the bid and upload the same along with bid documents. He should also sign at the bottom of each page of the original bid items, non receipt of terms and conditions duly signed with the bid shall render the bid to be rejected.

Any change or insertion of any other condition or stipulation in the above terms of supplies are not allowed and if so found, this shall render the bid to be rejected without notice

## 2. Bid Security:

- (i) Bid shall be accompanied with a bid securing declaration on Non-Judicial stamp paper of Rs. 50 as per FD circular 23.12.2020, Bids submitted without bid securing declaration will be summarily rejected.
- (ii) A bid securing declaration shall be submitted in the Procuring Entity's office within prescribed time as stated in the bid/EOI, without which technical bid shall not be opened.
- (iii) Photocopy of the bid securing declaration shall necessarily accompany the technical bid.
- (iv) The bid securing declaration shall expire if,
- The bidder declares non responsive
  - After submission of performance securing
  - Thirty days after expiration of the bid validity.
  - The cancellation of the procurement process, or
  - The withdrawal of bid prior to the deadline for presenting bids, unless the bidding documents stipulate that no such withdrawal is permitted.
- (v) The bidder required to pay the bid Security amount specified in the Terms and Condition of the bid, in the following cases, namely:-
- when the bidder withdraws or modifies its bid after opening of bids;
  - when the bidder does not execute the agreement, if any, after placement of supply/work order within the specified period;
  - when the bidder fails to commence the supply of the goods or service or execute work as per supply/work order within the time specified;
  - when the bidder does not deposit the performance securing within specified period after the supply/work order is placed; and
  - If the bidder breaches any provision of code of integrity, prescribed for bidders,

- specified in the bid document.
- vi. Notice will be given to the bidder with reasonable time before bid securing deposited is forfeited.
  - vii. No interest shall be payable on the bid security.
- (vi) In case of the successful bidder, the amount of bid security may be adjusted in arriving at the amount of the performance security, or refunded if the successful bidder furnishes the full amount of performance security

In case any document submitted by the bidder or by his authorized representative is found to be forged, false or fabricated, the bid shall be rejected and necessary action as per RTPP Act 2012 and Rules 2013 will be taken. Bidder/his representative may also be banned/debarred. Report with police station may also be filed against such bidder/his representative.

### **3. Forfeiture of bid Security:**

The bid Securing will be forfeited if:

- (i) The bidder withdraws or modifies the offer after opening of financial bid, but before acceptance of bid,
- (ii) The bidder does not execute the agreement, if any, prescribed within the specified time or extended time by competent authority (on the request of the bidder),
- (iii) The bidder does not deposit the 'performance security' after the confirmation order is placed/requested for signing the agreement,
- (iv) Departments/boards of any State Government or Central Government or Government Company or Company owned or controlled, directly or indirectly, by the Central Government, or by any State Government or Governments, or partly by the Central Government and partly by one and more State Government which is subject to audit by the Auditor appointed by the Comptroller and Auditor-General of India under sub section(5) or (7) of Section 139 of the Companies Act, 2013 or Autonomous bodies, Registered Societies which are owned or controlled or managed by any State Government or Central Government, which produces or manufactures the subject matter of procurement or provides specialised services need not furnish any amount of bid Securing. However, bid securing declaration shall be necessary.
- (v) The bidder fails to commence the execution of the work as per work order within the time prescribed,
- (vi) The bidder fails to submit samples/demonstration of quoted item on demand,  
The bidder violates any of the terms & conditions of the bid document

### **4. Procuring entity's right to vary quantity:**

- (i) The quantity of work/services originally indicated in the bidding document may vary without any change in the unit prices and other terms and conditions of the bid and the conditions of contract.
- (ii) If the department procures less than the quantity indicated in the bidding documents the bidder shall not be entitled for any claim or compensation except otherwise provided in the conditions of contract.

- (iii) Orders for additional quantities may be placed on the rates and condition given in the contract. Delivery or completion period may also be proportionately increased. The limits of orders for additional quantities shall be 50% of the value goods or services of the original contract.
- (iv) If the Bidder fails to supply the department shall be free to arrange/procure the items and the extra cost incurred shall be recovered from the Supplier.

## **5. Validity of Bid/EOI**

Bids shall be valid for a period of 90 days from the date of opening of technical bid. Prior to the expiry of the period of validity of bid, the procuring entity, may request the bidders to extend the bid validity period for an additional specified period of time. A bidder may refuse the request and such refusal shall be treated as withdrawal of the bid but in such circumstances bid Securing shall not be forfeited.

## **6. Breach of Contract**

- a) In case the supplier fails or neglects or refuses to faithfully perform any of the covenants on his part herein contained, it will be lawful for the Department to forfeit the amount deposited by the supplier as Performance Securing deposit and cancel the contract without one month's notice.
- b) The Department reserves the right to terminate without assigning any reasons there for the contract/agreement, either wholly or partly, by giving one month's notice to the rate contracted firm(s). The Firm will not be entitled for any compensation whatsoever in respect of such termination of the contract/ agreement by the department.

## **7. Grievance redressal during procurement process:**

- (i) The Designation and address of the First Appellate Authority is Principal Secretary, Department of Tourism, Govt of Rajasthan or as decided by the Govt. of Rajasthan.
- (ii) The Designation and address of the Second Appellate Authority is Secretary, Finance(Budget) department, Govt. of Rajasthan, or as decided by the Govt. of Rajasthan.
- (iii) **Filing an appeal**

If any Bidder or prospective bidder is aggrieved that any decision, action or omission of the Procuring Entity is in contravention to the provisions of the Act or the Rules of the Guidelines issued there under, he may file an appeal to First Appellate Authority, as specified in the Bid Document within a period of ten days from the date of such decision or action, omission, as the case may be, clearly giving the specific ground or ground on which he feels aggrieved:

Provided that after the declaration of a Bidder as successful the appeal may be filed only by a Bidder who has participated in procurement proceedings:

Provided further that in case a procuring entity evaluates the technical bids before the opening of the financial bids, an appeal related to the matter of financial bids may be filed only by a bidder whose technical bid is found to be acceptable.

The Officer to whom an appeal is filed under Para (1) shall deal with the appeal as expeditiously as possible and shall endeavour to dispose it of within thirty days from the date of the appeal.

- (iv) If the officer designated under Para (1) fails to dispose of the appeal filed within the period specified in Para (2), or if the bidder or prospective bidder or the procuring entity is aggrieved by the order passed by the first appellate authority, the bidder or prospective bidder or the procuring entity, as the case may be, may file a second appeal to second appellate authority specified in the bidding document in this behalf within fifteen days from the expiry of the period specified in Para (2) or of the date of receipt of the order passed by the first appellate authority, as the case may be.
- (v) **Appeal not to lie in certain cases**  
 No appeal shall lie against any decision of the procuring entity relating to the following matters, namely: -
- (a) Determination of need of procurement;
  - (b) Provision limiting participation of Bidders in the Bid process;
  - (c) The decision of whether or not to enter into negotiations;
  - (d) Cancellation of a procurement process;
  - (e) Applicability of the provisions of confidentiality.
- (vi) **Form of Appeal**
- (a) An appeal under Para (1) or (3) above shall be in the Form along with as many copies as there are respondents in the appeal.
  - (b) Every appeal shall be accompanied by an order appealed against, if any, affidavit verifying the facts stated in the appeal and proof of payment of fee.
  - (c) Every appeal may be presented to first appellate authority or second appellate authority, as the case may be, in person or through registered post or authorized representative.
- (vii) **Fee for filling appeal**
- (a) Fee for first appeal shall be rupees two thousand five hundred and for second appeal shall be rupees ten thousand, which shall be non-refundable.
  - (b) The fee shall be paid in the form of bank demand draft or banker's cheque of a scheduled bank in India payable in the name of appellate authority concerned.
- (viii) **Procedure for disposal of appeal**
- (a) The first appellate authority or second appellate authority, as the case may be, upon filling of appeal, shall issue notice accompanied by copy of appeal, affidavit and documents, if any, to the respondents and fix date of hearing.
  - (b) On the date fixed for hearing, the first appellate authority or second appellate authority, as the case may be, shall,-
    - (i) Hear all the parties to appeal present before him; and
    - (ii) Peruse or inspect documents, relevant records or copies thereof relating to the matter.
  - (c) After hearing the parties, perusal or inspection of documents and relevant records or copies thereof relating to the matter, the appellate authority concerned shall pass an order in writing and provide the copy of order to the parties free of cost.
  - (d) The order passed under sub-clause (c) above shall be placed on the State Public Procurement Portal.
  - (e) The first appellate authority will be Principal Secretary/Secretary Tourism and the second authority will be Finance Department., GoR

## **8. Saving Clause**

No suit, prosecution or any other legal proceedings will lie against the Bid inviting authority i.e. Director, Department of Tourism, Government of Rajasthan, Jaipur.

## **9. Complaint**

No action on the letter head of the Bidder /firm regarding any complaints against the Director, Department of Tourism, Government of Rajasthan, Jaipur will be considered unless the letter head bears the signature of the Bidder or the authority higher than the bid signatory of the firm.

## **10. False documents**

- (i) If any certificate/documents/information submitted by the Bidder found to be false/forged/fabricated/vexatious or frivolous or malicious appeals or complaints etc. than bidder shall be liable for the appropriate legal action as per provisions of the RTPP Act 2012 and rules made therein along with disqualification, banning, suspension etc. for limited or unlimited period.
- (ii) Bidders are required to submit wanted information (if any) based on the facts. If the furnished information by the firm found to misleading or not based on facts disciplinary action against the firm may be taken as to banning concerned item/items for certain or uncertain period.
- (iii) In case any document submitted by the bidder or by his authorized representative is found to be forged, false or fabricated, the bid shall be rejected and necessary action as per RTPP Act 2012 and Rules 2013 will be taken. Bidder/his representative may also be banned/debarred. Report with police station may also be filed against such bidder/his representative.

## **11. Right to Accept Bid/EOI**

The department reserves the right to accept any bid not necessarily the lowest. Department may reject any bid without assigning any reasons and accept bid for all or anyone or more of the articles for which Bidder has been given or distribute items of stores to more than one firm/service provider.

## **12. Right of Rejection**

The Procurement Committee will have the right of rejection of all or any of the quotations without giving any reason for the same. The right to conclude parallel rate contracts with another firm for the work of Production of TVCs, Print Creatives, Radio Jingle, documentary/ short films and Publicity Collaterals etc. is also reserved by the Director, Department of Tourism, Government of Rajasthan, Jaipur.

## **13. Conditions**

- i. Extra stipulation or any other condition contrary to the above bid conditions are not acceptable and may render the bid liable to rejection.

- ii. The Department of Tourism is not bound to accept any bid or assign any reason for non-acceptance. The Director, Department of Tourism reserves its right to accept the bid either in full or in part. Conditional, erroneous and incomplete Bids will be rejected outright.

#### **14. Signature of Bidder**

The Bidder must sign all the pages of bid document at the below of terms & conditions agreeing to abide by all conditions of the bid and accept them in to. The Signing of the requisite form(s) shall be treated as acceptance all the terms and conditions of the bid document.

#### **15. Amendment in Special Conditions and General Conditions of contract:**

The Procurement Committee of Director, Department of Tourism, Government of Rajasthan, Jaipur may relax or change/ modify terms and conditions in the exigency excluding fundamental changes.

#### **16. Force Majeure:**

- I. Neither party will be liable in respect of failure to fulfil its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder. Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.
- II. A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

#### **17. Dispute settlement mechanism:**

If any dispute arises out of the contract / agreement with regard to the interpretation, meaning and breach of the terms of the contract/ agreement, the matter shall be referred by the Parties to the Principal Secretary, Tourism, whose decision shall be final

#### **18. Jurisdiction:**

All actions, legal proceedings and suits arising from or connected to this bid that may be instituted by any of the parties (Director, Department of Tourism, Government of Rajasthan, Jaipur or the Rate contracted firm(s)), if necessary, shall be subject to the exclusive jurisdiction of courts in Jaipur, Rajasthan only and not elsewhere.

All correspondence in any connection for this bid/contract should be addressed to the Director, Department of Tourism, Government of Rajasthan, Opposite Vidhayakpuri Police Station, Sanjay Marg, M.I. Road, Jaipur. Technical questions should be referred to the Director, Department of Tourism, Government of Rajasthan, Jaipur direct by correspondence or by personal contact.

## **19. Compliance with the Code of Integrity:**

Any person participating in a procurement process shall –

- I. not offer any bribe, reward or gift or any material benefit either directly or indirectly in exchange for an unfair advantage in procurement process or to otherwise influence the procurement process;
- II. not misrepresent or omit that misleads or attempts to mislead so as to obtain a financial or other benefit or avoid an obligation;
- III. not indulge in any collusion, bid rigging or anti-competitive behaviour to impair the transparency, fairness and progress of the procurement process;
- IV. not misuse any information shared between the procuring Entity and the Bidders with an intent to gain unfair advantage in the procurement process;
- V. not indulge in any coercion including impairing or harming or threatening to do the same, directly or indirectly, to any party or to its property to influence the procurement process;
- VI. not obstruct any investigation or audit of a procurement process;
- VII. disclose conflict of interest, if any; and
- VIII. disclose any previous transgressions with any Entity in India or any other country during the last three years or any debarment by any other procuring entity.

## **20. Conflict of interest:**

The Bidder participating in a bidding process must not have a Conflict of Interest.

A Conflict of Interest is considered to be a situation in which a party has interests that could improperly influence that party's performance of official duties or responsibilities, contractual obligations, or compliance with applicable laws and regulations.

A Bidder may be considered to be in Conflict of Interest with one or more parties in a bidding process if, including but not limited to:

- I. have controlling partners/ shareholders in common; or
- II. receive or have received any direct or indirect subsidy from any of them; or
- III. have the same legal representative for purposes of the Bid; or
- IV. have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the Bid of another Bidder, or influence the decisions of the Procuring Entity regarding the bidding process; or
- V. the Bidder participates in more than one Bid in a bidding process. Participation by a Bidder in more than one Bid will result in the disqualification of all Bids in which the

Bidder is involved. However, this does not limit the inclusion of the same subcontractor, not otherwise participating as a Bidder, in more than one Bid; or

VI. the Bidder or any of its affiliates participated as a consultant in the preparation of the design or technical specifications of the Goods, Works or Services that are the subject of the Bid; or

VII. Bidder or any of its affiliates has been hired (or is proposed to be hired) by the Procuring Entity as engineer-in-charge/consultant for the contract.

21. The bid document shall be signed by authorized signatory of the submitting firm with date and seal
22. Bids received after the due date and time will not be considered.
23. Wherever specific terms and conditioned have not been spelt out in bid document, General Finance and Accounts Rules & RTPP Act, 2012 RTPP Rules 2013 of the state government shall apply
24. For any clarification, the interested agencies may meet the undersigned or queries can be sent through mail at [mktg-dot@rajasthan.gov.in](mailto:mktg-dot@rajasthan.gov.in) addressed to Joint Director (Marketing).

**Expression of Interest for Creative Agencies working in the field of  
advertising film making/ production of TV commercials**

**Appendix-I**

**Covering Letter**

To be provided on 'Company letter head'

Joint Director (Marketing),  
Department of Tourism,  
Government of Rajasthan,  
Paryatan Bhawan, Opposite Vidhayakpuri Police Station,  
Sanjay Marg, M.I. Road, Jaipur - 302001.  
Email – mktg-dot@rajasthan.gov.in

**Subject :- Letter of EOI Submission.**

Madam / Sir,

This has reference to the Department of Tourism, Government of Rajasthan EOI no. ... dated ..... for Creative Agencies working in the field of advertising film making/ production of TV commercials. In this context, please find enclosed documents as desired in respect of EOI submitted above.

I/We as the authorized representative(s) of the agency hereby declare that all the information and statements made in this EOI are true and accept that any misinterpretation contained in it may lead to our disqualification. We agree to abide by all the terms and conditions of the bid document.

We understand that the Department of Tourism is not bound to accept any Proposal received by it.

Thanking you,

Name of the Bidder: .....

Authorised Signatory:.....

Name:

Seal:

Date:

Place:

**Expression of Interest for Creative Agencies working in the field of  
advertising film making/ production of TV commercials**

**Appendix-II**

**Eligibility and Technical particulars**

<b>S.No.</b>	<b>Requirements</b>	<b>Page No.</b>
1.	Bid/EOI Document Fee of Rs. 1000/- in favour of Director, Department of Tourism, Government of Rajasthan, Jaipur through e-GRAS portal (copy of challan enclosed)	
2.	Bid/EOI Processing Fee of Rs. 1000/- in favour of MD, RISL, Jaipur through e-GRAS portal (copy of challan enclosed)	
3.	Certificate for Registration (Registered under companies Act / private limited / partnership/ LLP / proprietorship / relevant laws of India)	
4.	GST No.	
5.	PAN No.	
6.	CA certificate for average turnover equivalent to Rs. 11.00 crore or above in the three financial years 2017-18, 2018-19, 2019-20	
7.	Proof of experience in operation for a minimum period of 7 years as on 1 <sup>st</sup> April, 2021 and working in the field of creative/film productions work / services	
8.	The Prospective Bidder should have experience in providing creative/ TVC film production work/ services to any Govt. of India/ State Govt. Department / Govt. undertaking/Board/ Corporation) for at least one client with one work order of minimum Rs. 50.00 Lakh in the five financial years (2015-16, 2016-17, 2017-18, 2018-19 and 2019-20). – Work order and Client certificate to be enclosed.	
9.	Copy of one work order of minimum value of Rs. 2.00 crore issued by a single client for the works related to creative / TVC film production work / services during the financial years 2015-16, 2016-17, 2017-18, 2018-19, 2019-20	
10.	Details of permanent staff personnel (like Client Servicing Head, Creative Director and Art Director etc.)	
11.	Declaration of Ineligibility for Corrupt or Fraudulent practices with any Government departments/ agencies/ ministries or PSU's and should not be blacklisted by any government departments/agency/ Ministries or PSUs.	
12.	Undertaking for the assignment in accordance with the Scope of Work	

राजस्थान सरकार  
वित्त (सामान्य वित्तीय एवं लेखा नियम) विभाग

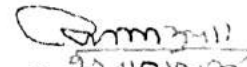
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परिपत्र

वित्त विभाग की अधिसूचना क्रमांक एफ. 2(1)वित्त/जीएण्डटी - एसपीएफसी/2017 दिनांक 18.12.2020 द्वारा आरटीपीपी नियम, 2013 के नियम 42(2) में संशोधन करने हेतु आमंत्रित की जाने वाली आगामी बोलियों के संदर्भ में दिनांक 31.12.2021 तक बिड सिक्यूरिटी राशि प्राप्त नहीं करने एवं इसके स्थान पर बिड सिक्यूरिटी के संबंध में घोषणा पत्र (Declaration) प्राप्त करने का प्रावधान किया गया है।

चूंकि उक्त नियमों में बिड सिक्यूरिटी राशि के स्थान पर बिड सिक्यूरिटी के संबंध में घोषणा पत्र (Declaration) प्राप्त करने का नवीन प्रावधान किया गया है। अतः समस्त उपापन संस्थाओं के उपयोगार्थ बिड सिक्यूरिटी के संबंध में लिए जाने वाले घोषणा पत्र (Declaration) का मानक प्रारूप संलग्न प्रेषित है। राजस्थान स्टाम्प अधिनियम, 1998 के धारा 3 सपटित अनुसूची के अनुच्छेद 4 के अनुसार घोषणा पत्र (Declaration) पर 50/- रूपये स्टाम्प ड्यूटी देय है तथा इस स्टाम्प ड्यूटी की राशि पर नियमानुसार 30 प्रतिशत सरचार्ज देय है। अतः समस्त उपापन संस्थाओं को निर्देशित किया जाता है कि बिड सिक्यूरिटी के संबंध में प्रस्तुत किए जाने वाले घोषणा पत्र (Declaration) पर उक्तानुसार राजस्थान राज्य में स्टाम्प ड्यूटी एवं सरचार्ज का भुगतान सुनिश्चित करावें।

संलग्न- उपरोक्तानुसार

  
(विमल कुमार गुप्ता)  
संयुक्त शासन सचिव

प्रतिलिपि निम्नांकित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित है:-

1. सचिव, राज्यफल/प्रमुख सचिव, मुख्यमंत्री/विशेष सहायक समस्त मंत्रीगण/राज्य मंत्रीगण
2. उप सचिव, मुख्य सचिव/निजी सचिव समस्त अति. मुख्य सचिव/प्रमुख शासन सचिव/ शासन सचिव/विशेष शासन सचिव :
3. सचिव, राजस्थान विधानसभा, राजस्थान, जयपुर ।
4. सचिव, लोकसभा सचिवालय, राजस्थान, जयपुर ।
5. सचिव, राजस्थान लोक सेवा आयोग, अजमेर ।
6. सचिव, राजस्थान उच्च न्यायालय जोधपुर/जयपुर ।
7. सचिव, राजस्थान उच्च न्यायालय जोधपुर/जयपुर ।
8. सचिव, राजस्थान उच्च न्यायालय जोधपुर/जयपुर ।
9. सचिव, राजस्थान उच्च न्यायालय जोधपुर/जयपुर ।
10. सचिव, राजस्थान उच्च न्यायालय जोधपुर/जयपुर ।
11. सचिव, राजस्थान उच्च न्यायालय जोधपुर/जयपुर ।
12. सचिव, राजस्थान उच्च न्यायालय जोधपुर/जयपुर ।
13. सचिव, राजस्थान उच्च न्यायालय जोधपुर/जयपुर ।
14. सचिव, राजस्थान उच्च न्यायालय जोधपुर/जयपुर ।
15. सचिव, राजस्थान उच्च न्यायालय जोधपुर/जयपुर ।
16. सचिव, राजस्थान उच्च न्यायालय जोधपुर/जयपुर ।
17. सचिव, राजस्थान उच्च न्यायालय जोधपुर/जयपुर ।
18. सचिव, राजस्थान उच्च न्यायालय जोधपुर/जयपुर ।
19. सचिव, राजस्थान उच्च न्यायालय जोधपुर/जयपुर ।
20. सचिव, राजस्थान उच्च न्यायालय जोधपुर/जयपुर ।

  
संयुक्त शासन सचिव

