

**India Tourism,
Beijing**

Request for proposal(REF) for appointing a management agency for assisting India Tourism, Beijing in undertaking work relates to promotion and publicity of Indian Tourism in the Chinese market.

Last date of submission of bids 29 October 2019 up to 17:00 hrs (Beijing time)

**India Tourism, Beijing, 709, East Tower, LG Twin Towers, B - 12 Jian Guo Men Wai
Avenue, Chaoyang District, Breijing 100022 China
Tel : 0086-10-65686294**

S. S. 1

Table of Contents

Contents	Page
1. Introduction.....	3
2. Scope of work.....	3-4
3. Eligibility criteria	5-6
4. Submission of bids.....	5-6
5. Instructions for bidder.....	5-6
6. Selection procedure.....	6-7
7. Payments instructions.....	7
8. Special conditions of contract.....	7-8

SUSA

Government of India
Ministry of Tourism
India Tourism – Beijing, China

India Tourism Beijing, China is one of the eight overseas offices of the Ministry of Tourism, Government of India, responsible for promotion of tourism to India in China, Magnolia, Hong Kong and Macau region. With a view to undertake aggressive promotion and marketing of India's rich tourism products in the China region market, India Tourism, Beijing proposes to appoint a Management Agency for assisting the office in undertaking work relates to promotion and publicity of Indian Tourism in the market. In other words, selected agency will function as an extended arm of India Tourism in the Chinese market.

2. India Tourism, Beijing invites proposals from professional agencies having prior experience of representing tourism destinations in China.

3. **Scope of Work: -**

- i. The Management Agency will assist the India Tourism in identifying the Tour Operators/ Travel Agencies and other agencies who have the capacity to sell India as a Tourism Destination. The agency will further contact such agencies to conduct meetings with them and acquaint them about Indian Tourism (destinations, products, itineraries, programmes etc.). This will also include providing adequate information to them about India and motivate them to sell India packages. For this purpose, the Management Agency will conduct meetings/ teleconferencing / interaction with the tour operators as an ongoing process. The agency will conduct regular follow ups with these agencies during their period of contract.
- ii. The Management Agency will help India Tourism in conducting 'Know India Seminars' on regular basis in the Chinese Market. This will include identifying suitable venue, food/snacks/ cocktail arrangements, Audio Visual requirements, sending invites to identified tour operators/ travel agents, consumers etc. and undertaking presentations on India (if required) to enhance the knowledge of the invitees about India. The Management Agency will conduct these Know India Seminars in cities to be identified as an ongoing process and as per the instructions of India Tourism Office.
- iii. The Management Agency will help India Tourism in conducting 'Road Shows' in the **China, Hong Kong, Macou and Mangolian** market. This will require coordinating arrangements for the Road Show(s) as per the requirement of India Tourism which will include identifying suitable venue, food/snacks/ cocktail arrangements, Audio Visual requirement, sending invites to the identified tour operators/ travel agents, registration etc. and undertaking presentations on India (if required) to enhance the knowledge of the invitees about India.

For organizing events such as 'Know India Seminar', 'Road Show' etc, the Management Agency would do the initial recce of the suitable venues under the supervision of India Tourism and would thereafter suggest the most suitable venue to India Tourism. The booking of the venue, food, cocktail arrangements will however be done by India Tourism and the payment on account of these items will also be settled by India Tourism directly.

- iv. The Management Agency under the guidance of India Tourism will send e-mailers / will disseminate information on regular basis to the potential tour operators and other stakeholders in order to provide information about destinations of India as well as different positive developments / happenings in India. In the case of any promotional communication such as news-letter, e-mail blast etc., the content for the same will be prepared by the Management Agency and it will be vetted / approved by **India Tourism Beijing, China**. Information will be required to be disseminated on regular basis.
- v. The Management Agency will assist India Tourism in promoting its publicity programmes (such as joint promotions, joint advertising, hospitality scheme etc.). This will include identifying various avenues of joint promotions / advertising with stakeholders, identifying credentials of hospitality guests etc. This exercise will be an ongoing process.
- vi. The Management Agency will assist India Tourism in identifying the potential tourism fairs/ exhibitions/ marts etc. as well as manning the booth, setting-up the booth, managing and distribution of publicity material etc. as per requirement of India Tourism. This exercise will be an ongoing process and will be required to be performed as per directions and requirement of India Tourism, Beijing.
- vii. The Management Agency will help India Tourism in conducting pro-active marketing of India.
- viii. Any other work, inputs etc. as per the requirement of India Tourism.
- ix. Media liaison with key travel trade, consumer & life style media.
- x. Proactively pitching stories to key media.
- xi. Dissemination of relevant communications to media through press conferences, press briefing, announcement (in local language where required)
- xii. Social media management.
- xiii. Identifying and liaison with Media for individual and group media visits to India and follow up to ensure publicity returns. Similarly exploring and organizing hospitality scheme visits for KOL's, opinion makers, tour operators, travel agents. Photographers and other prominent travel trade stakeholders.
- xiv. Crisis PR
- xv. Database creation and management.
- xvi. Road Shows/ seminars
- xvii. Organising meeting with different stakeholders of travel trade (presentation for small group in the office) on regular basis. May be twice in a month.
- xviii. Conducting food festival, road show in the mall and other places when its required
- xix. Maintaining a details data base of tour operators, Travel Agents, MICE operators including those selling India and other destination in Asia.
- xx. Design and despatch of invites/ e- invites. Following up with invitee and receiving RSVPs.
- xxi. Email blast regarding road show / seminars.
- xxii. Registration at the venue.
- xxiii. Preparing the schedule of meetings between buyers and seller delegates at the Road Show and Know India Seminar in consultation with the India Tourism Office.
- xxiv. Coordination with hotel (venue) for marketing arrangements including the required Audio visual equipments.
- xxv. Coordination with India Tourism for branding at the Event venue and for over all organizing of the event.
- xxvi. After the Road Shows / seminar obtaining feedback from the participants regarding their outcome / effectiveness and follow up with them to selling India in the market.
- xxvii. Sharing of all the information / data with India tourism Office.

- xxviii. Handling social media we chat / Weibo, account.
- xxix. Manage Youku video account, interaction with other social media platform.
- xxx. Providing online training program design (create module + create database + content maintenance)
- xxxi. Create art work for India Tourism when ever it's required for branding.
- xxxii. Making theme based presentation for India Tourism as per the requirement.

4. Minimum Eligibility Criteria

- i. The agency should be a registered company in China.
- ii. The agency should be paying taxes as per rules where it is registered and should not be defaulter on this account.
- iii. The agency should have handled a minimum of **three projects** in the field of Tourism Promotion during the period 1st April 2016 to 31st March, 2019. **The duration of each of these projects should be for a period of six months or more.**
- iv. Minimum Turnover of the bidding agency in the last financial year i.e 2018-19 or calendar year 2018 should be US\$ 3,00,000 or above.
- v. The agency should be able to provide **3 staff members** on regular basis to India Tourism, Beijing to handle the work detailed under the Scope of Work (Para-3 above). The staff members will work in close coordination with India Tourism, Beijing.
- vi. The agency should neither be blacklisted/ debarred by the Chinese Government nor by the Indian Government from doing business on the date of submission of bid.

5. Submission of Proposals: Agencies are informed that Quality –cum- Cost Based assessment System will be followed for selection of Management Agency. For this purpose, Technical as well as financial proposals of agencies will be evaluated. All agencies are therefore required to submit proposals in two sealed packets as per following details:

- a. **Packet – I** – should be sealed and superscribed as '**Technical Bid for Selection of Management Agency**'. Packet – I must contain the following documents:
 - i. An undertaking signed by the authorized signatory of the agency as per the format given at **Annexure I**.
 - ii. Copies of the Work Orders / contracts in the name of the bidding agency for handling a minimum of **three projects** in the field of tourism promotion during the period 1st April 2016 to 31st March, 2019 must be submitted for qualifying. Agencies may note that the **duration of each of these projects should be more than 6 months.**
 - iii. In addition to the Minimum requirements of three projects, agencies may submit additional work orders / contracts for handling projects in the field of tourism promotion issued during 01st April 2016 to 31st March 2019 for scoring marks during technical presentation.

(P.S : In case of the agency having non-disclosure agreement with its client, the bidding agency may submit a certificate from the Statutory Auditor / Chartered Account clearly indicating the total number of project undertaken by the bidding agency in the field of tourism promotion during the period 1st April 2016 to 31st March, 2019 along with the duration of each project).

- iii. A certificate from Statutory Auditor / Chartered Accountant for having an annual turnover of US\$ 3,00,000 or more during the Financial Year 2018-19 or Calendar Year 2018, as the case may be. Submitted as per the format given in **Annexure-II**.

- iv. The bidding agency will submit a presentation on the following:-

- a. Strategy of the agency to handle proposed scope of work of this project.
 - b. Innovative ideas for promotion of tourism which could be implemented.
- b. **Packet – II – should be sealed and superscribed as ‘Financial Bid for Selection of Management Agency’.**
- i. Financial Bid should include financial quote as per the format given in Annexure-III to be submitted in the agency’s letter head duly signed by an authorized representative.
 - ii. The agency will quote total annual fee (exclusive of taxes) for appointment of Management Agency for a period of 12 months in figures as well as in words. Taxes if any over and above quoted cost will be payable as per actual.
 - iii. In case of any discrepancy in the financial quote in figures and in words, quote in words will prevail and will be considered final.
- c. Both the sealed Packets (Packet-I & II) should be put in a bigger packet (Outer packet), which should also be sealed and superscribed as **‘Bids for Appointment of Management Agency’**. The bigger packet / outer packet should be addressed to the Assistant Director, India Tourism, Beijing, 709, East Tower, LG Twin Towers, B 12, Jian Guo Men Wai Avenue, Chaoyang District, Beijing, China. All three packets (Packet I & II and the outer packet) should carry the name of the agency, office address, name of the contact person along with Tel.No, e-mail ID. The Bid should be submitted on or before 29 October 2019 up to 17:00 hrs Beijing time).

6. Selection Process

- i. The bids received on or before the due date will be opened by a committee.
- ii. In the first instance the **Technical Packet** will be opened. Agencies fulfilling the Minimum Eligibility Criteria as at Para-4 above will be considered for technical presentation.
- iii. Eligible agencies will be called for a presentation before a committee which will evaluate technical soundness of the agencies based on presentations made by them. Agencies will be awarded marks against a total of 70 Marks as per break up given below:

Sr. No.	Parameters	Maximum Score (out of 70 Marks)
1.	<p>Experience in handling project in the field of tourism promotion during 01st April 2016 to 31st March 2019. (duration of each project should be more than 6 months)</p> <p>No. of projects handled: (10 mark for 3 projects as per eligibility criteria.</p> <p>2.5 marks for every additional eligible project for maximum of 10 marks)</p> <p><i>(i.e. Beyond the minimum requirement of 3 projects, every additional project will carry weightage of 2.5 Marks for a maximum of 10 Marks)</i></p>	20

• Turnover of the Agency during the Financial Year April 2018- March 2019 or Calendar Year 2018 as the case may be	10
<i>Minimum requirement of US \$ 3,00,000 – 0 Mark</i> <i>Above US \$ 4,00,000 to US \$ 4,50,000 – 2 Marks</i> <i>Above US \$ 4,50,000 to US \$ 5,00,000 – 4 Marks</i> <i>Above US \$ 5,00,000 to US \$ 5,50,000– 6 Marks</i> <i>Above US \$ 5,50,000 to US \$ 6,00,000 - 8 Marks</i> <i>Above US \$ 6,00,000 - 10 Marks</i> (Above US \$ may be treated as equivalent in Chinese RMB)	
• Strategy of the agency to handle proposed scope of work	20
• Innovative idea for tourism promotion which could be implemented.	20
TOTAL	70 Marks.

- iv. Only those agencies scoring 49 Marks and above out of total 70 Marks will be eligible for opening of their financial bids.
- v. While evaluating the Financial Bid of eligible agencies, agency quoting the lowest annual fee will get 30 Marks out of 30.
- vi. The other agencies will be awarded marks out of 30 as per the following formula:

$$(\text{Lowest annual Fee} \div \text{Annual Fee of the agency under consideration}) \times 30$$

- vii. The technical and the financial marks of each of the eligible agency will be added and the agency obtaining the highest aggregate marks will be considered for appointment as Management Agency.

7. Payment Procedure:-

- i. No advance payment will be made to be appointed Management Agency.
- ii. Payment will be made to the Management Agency on Monthly or quarterly basis on submission of detailed monthly / quarterly report with proof of activities carried out, submission of supporting bills / invoices and proof of payment.
- iii. The Annual fee will include all the elements indicated under scope of work.
- iv. Payment will be made only IN RMB in mainland China.
- v. Company should have their own direct name bank account in mainland China.
- vi. Money will be not transferred to outside of China or other agencies.

8. Other information:-

- i. All the data accumulated by the Tourism Management Agency will be regularly handed over / shared with the India Tourism, Beijing.
- ii. The cost of any additional work beyond the Scope of Work that the agency may be asked to do, will be decided prior to commencement of the work and it would be paid on the basis of third party bills.
- iii. The entire bid document should be sent in English only or with an English translation.

- iv. No cost is payable for preparing the bids. All agencies who bid would have to make them available on a pre-designated time for the presentation.
- v. By responding to this bid, the agencies are expressing their willingness to be under the jurisdiction of the relevant Laws and any disputes would be settled accordingly.
- vi. India Tourism, Beijing has the right to reject an offer at any stage of the process, prior to the signing of the contract.
- vii. The 12 month period of selected agency will commence from the date of issue of work order by the India Tourism, Beijing.

9. Termination

India Tourism may terminate the contract of the agency with one month's prior notice if the Management Agency fails to provide the quality services as envisaged under this contract. Reasons for the same will be recorded in writing.

10. Force Majeure

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.

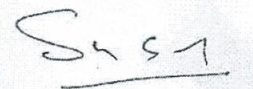
A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

11. Risk- Purchase Clauses: If the agency after submission of bid and acceptance of the same, fails to abide by the terms and Conditions of the RFP or fails to complete the work within the specified time or at any time repudiates the contract, the India Tourism, Beijing will have the right to terminate the contract of the agency by giving on month notice.

11. Jurisdiction:

The contract shall be governed by relevant laws of India.

12. The interested agency(ies) may send their bid by post/courier as per the guidelines stipulated in this RFP documents so as to reach the Assistant Director, 709, East Tower, LG Twin Towers , B 12 Jian Guo Men Wai Avenue, Chaoyang District, Beijing, China 100022 on 29 October 2019 up to 17:00 hrs time (Beijing time)


Assistant Director
India Tourism
Beijing, China

ANNEXURE I


Format for undertaking (to be submitted on the letter head duly signed by an authorized representative of the bidding agency)

I, (name of the person), authorized signatory of (name of the bidding agency), certify the following:-

- i. That (name of the bidding agency) is a registered company in China.
- ii. That (name of the bidding agency) is paying taxes as per rules in China and is not a defaulter on this account.
- iii. That (name of the bidding agency) will be able to provide at least 3 staff members on regular basis to handle the work related to India Tourism Beijing.
- iv. That (name of the bidding agency) is neither blacklisted / debarred by the Chinese Government nor by the Government of India from doing business on the date of submission of this bid.

If the above undertaking, at any point of time, is found incorrect, India Tourism, Beijing or the Ministry of Tourism, Government of India either directly or through Indian Mission can take appropriate legal action against us as per the local law.

Signature of the authorized representative.....
Name of the authorized representative.....
Name of the bidding Agency.....
Address.....
Tel. no.
E-mail id:-
Date:-



ANNEXURE II

Format for Financial Bid submission (to be submitted on the letter head duly signed by an authorized representative of the bidding agency)

To,

The Assistant Director
India Tourism
Beijing

Sir,

Subject :- Quote Details.

Madam / Sir,

This has reference to the RFP of India Tourism, Beijing bearing No. dated for Appointment of Management Agency.

2. In this context, our total quotation (exclusive of taxes) in respect of above RFP is as under:-

Particulars	Total financial quote in US\$/RMB exclusive of taxes
Total Annual Fee cost for appointment of Management Agency for a period of 12 months	US\$ /RMB.....
Cost (in words) in RMB	

3. **IMPORTANT**
The following may be noted while submitting the Financial Quote :

- (i) There should be no mismatch between the annual fee quoted in figures and words. In case of any mismatch in the total annual fee, the cost quoted in words would be considered.
- (ii) The total annual fee quoted (exclusive of taxes) would be considered for evaluation of financial bids.
- (iii) The Annual Fee quoted is exclusive of taxes.
- (iv) Taxes, if any, applicable in India will be as per actual.

Thanking you,

Authorised Signatory:.....

Name of the Signatory:

Seal:

Date:

Place:

ANNEXURE III

Format for Submission of Annual Turnover (to be submitted on the letter head statutory Auditor / Chartered Accountant duly signed)

To,

The Assistant Director
India Tourism
Beijing

Sir,

Subject :- Quote Details.

Madam / Sir,

This has reference to the RFP of India Tourism, Beijing bearing No. dated for Appointment of Management Agency.

2. This is to certify that the Minimum annual turnover of (Name of the bidding agency) during the Financial Year April 2018 - March 2019 (or calendar year 2018 as the case may be) is over US\$ 3,00,000(equivalent in RMB) . The actual turnover of (Name of the bidding agency) during the Financial Year April 2018-March 2019 (or calendar year 2018 as the case may be) is RMB.....

Signature of the Statutory Auditor / Chartered Accountant

Name of the Signatory:

Seal:

Date:

Place:

