

**REQUEST FOR EXPRESSION OF INTEREST (EOI)**  
**FOR SELECTION OF CREATIVE AGENCY/MEDIA PARTNER FOR MANAGING**  
**THE MEDIA, PUBLIC RELATIONS (PR), SOCIAL MEDIA CAMPAIGN & DESIGN**  
**ACTIVITIES FOR UTTARAKHAND WELLNESS SUMMIT 2020**

EOI Reference No.: 3177

Date : 25-10-2019

Directorate of Industries, Department of MSME, Government of Uttarakhand invites expression of interest from reputed Design & Media Agency of national and international repute for supporting the State of Uttarakhand in investment promotion and investor facilitation support.

The document can be downloaded from the website <https://www.doiuk.org>, or <http://uktenders.gov.in> Response to this Request for Expression of Interest (REOI) shall be deemed to have been done after careful study and examination of this document with full understanding of its implications.

The last date of submission of EOI is 12-11-2019, 5.00 pm through online at <http://uktenders.gov.in>

Issuer

Director  
Directorate of Industries,  
Department of MSME  
Government of Uttarakhand,  
Patel Nagar, Dehradun,  
Uttarakhand, India.



## 1. Invitation

The information contained in this request for expression of interest (hereinafter referred to as "REOI" document provided to the bidders, by Directorate of Industries, Department of MSME, Government of Uttarakhand (hereinafter referred to as the "DEPARTMENT"), or any of their employees or advisors, is provided to the Bidder(s) on the terms and conditions set out in this REOI document and all other terms and conditions subject to which such information is provided.

REOI Document availability	26-10-2019
Last date for receiving Queries	04-11-2019
Date of Pre-Bid Meeting	04-11-2019 at 11:00 AM
Response to Queries	04-11-2019
EOI Submission Due Date – Online	12-11-2019 upto 5:00 PM
EOI Opening	13-11-2019 at 11:00 AM
Website for REOI Tender Documents	<a href="http://www.doiuk.org">www.doiuk.org</a> <a href="http://uktenders.gov.in">http://uktenders.gov.in</a>
Contact Details	Directorate of Industries, Department of MSME, Government of Uttarakhand, Patel Nagar, Dehradun, Uttarakhand, India. Ph. No- + 91-1352728227 Fax+ 91-1352728226 Email- <a href="mailto:mpr@doiuk.org">mpr@doiuk.org</a>

### Note:

1. The Department reserves the right to change any schedule of bidding process. Please visit Department website mentioned in the document regularly for the same.
2. Proposals must be received not later than time, date, venue mentioned in the Fact Sheet. Proposals that are received after the deadline WILL NOT be considered in this procurement process.



## 2. Background

### About Uttarakhand

Uttarakhand was formed on 9<sup>th</sup> November 2000 as the 27th State of India, when it was carved out of northern Uttar Pradesh. Located at the foothills of the Himalayan mountain ranges, it is largely a hilly State, having international boundaries with China (Tibet) in the north and Nepal in the east. On its north-west lies Himachal Pradesh, while on the south is Uttar Pradesh. The state is divided into two divisions, Kumaon and Garhwal, with 13 districts. The capital of Uttarakhand is Dehradun, which is also a railhead and the largest city in the region. The State is rich in natural resources especially water and forests with many glaciers, rivers, dense forests and snow-clad mountain peaks. Besides, the State is also gifted with almost all major climatic zones, good rainfall, good rail and road communication, technical educational facilities, research laboratories, management institutes, etc.

With a view to inculcate rapid growth in industrial sector, such industries which aim to utilize natural resources available in Uttarakhand and which can generate employment for local inhabitants are classified as thrust areas. The state has identified focus areas, viz. Food Processing, Horticulture, Herbal & Aromatic, Tourism & Hospitality, **Wellness & AYUSH**, Pharmaceuticals, Automobiles, Sericulture & Natural Fibers, IT, Renewable Energy, Biotechnology, Film Shooting for expediting economic development in the state.

To position Uttarakhand as a preferred Investment Destination, the State organized its maiden global Investors Summit i.e. Destination Uttarakhand in 2018 which was a great success. In its endeavor to sustain the good work done and to promote its focus sectors, sector wise Investment Promotions are being planned. The state intends to leverage its existing competitive advantages and identify new investment opportunities to generate employment.

### Objectives

Directorate of Industries, Department of MSME, Uttarakhand in its endeavour to promote economic activity in the State and establish Uttarakhand as one of the prime investment destinations, has concrete plans to create awareness among existing and prospective entrepreneurs about the potential of the **Wellness & AYUSH** sector in Uttarakhand.

In this backdrop, the state have plans to participate in and organize events, conferences, seminars, road shows, business development meets, G2B meets etc culminating in a Wellness summit which is currently proposed to be held in April 2020.

The summit will be designed, to be a high-level gathering of top industry executives, the invitation-only Summit will bring together decision makers from around the world. The event will have theme-based sessions, live experiences, experiential activities spanning around segments like spa & hospitality, health retreats, traditional healing, alternative medicine & herbs, wellness tourism, healthy eating, nutrition, wellness lifestyle & public health.

As a precursor to the main summit, the state govt. also plans to organize mini conclaves & roadshows in select geographies within & outside the state, aiming to sensitize the outside community with the traditional & rich heritage, cultures & attributes of Wellness that is inherent & with a universal theme.

The state wishes to showcase Uttarakhand as the premier Wellness destination not only of India but of the world by running a media campaign focusing on



- Its rich legacy of being the sought-after place for spiritual & physical wellbeing and its status as the Yoga capital of the world
- As an ideal destination for luxury spa, yoga & meditation retreats
- As a state known for its organic produce and the important role of healthy diet based on natural ingredients
- As a state which is promoting Nutraceuticals based on native herbs & medicinal plants
- As a leader of Aroma sector and the important role of Aroma therapy in Wellness
- As the premier destination for eco-tourism and outdoor activities to cater to the weary urban
- As a State known for promoting the cultivation & use of Natural fibres like Ringaal, Rambass, Hemp fibre, flex etc
- Showcasing its natural beauty & resources like untouched forests, majestic mountains, tranquil valleys, hot water springs, gurgling springs, rich biodiversity etc

**The campaign intends to address**

- Stakeholders of the wellness ecosystem
- Potential investors from India & abroad
- Wellness consumers from India & abroad

**Scope of Work**

The Scope of Work for the proposed engagement will primarily consist of the following modules:

- a) Module 1: Media Strategy & Management
- b) Module 2: Public Relation Activities for the Summit
- c) Module 3: Design & Development of Event Website
- d) Module 4: Design & Development of Promotional Material
- e) Module 5: Social Media Campaign

The detailed scope, team composition and project duration would be defined in the RFP stage.



### 3. Criteria for Shortlisting

The bidder must possess the requisite experience, strength and capability in providing the services necessary to meet the requirements as described in the tender documents. The bidder must also possess the technical know-how and the financial wherewithal that would be required to successfully provide the services for “Managing the Media, Public Relations & Design Activities for Uttarakhand Wellness Summit 2020 to Government of Uttarakhand” and support services sought by the Directorate of Industries, Department of MSME, Uttarakhand, for the entire period of the contract. The invitation to this REOI is open to all bidders who qualify the eligibility criteria as given below:

Criteria	Requirement	Documentary Evidence
Legal Entity	The bidder should be a single Business Entity. (Any kind of consortium is not allowed). For the purpose of this Invitation for RFP document, a Business Entity shall mean a company registered in India under the Companies Act 1956, or a partnership firm registered under the Limited Liability Partnership Act of 2008, and operating for the last 5 years in Design & Media Management & Public Relation as of March 31, 2019.	Certificates of Registration /Incorporation.
Financial Capacity	The bidder should have a minimum annual turnover of INR 2 crore in each of the last 3 financial years (FY 2016-17, 2017-18 & 2018-19) in services related to developing Marketing Strategies, Creative Designing, Advertising, PR Activities etc.	Certificate from statutory auditor /audited financial statements for the three previous Financial years.
Bidder Experience	The bidder should have experience of organizing atleast two major promotional Events for any State- Government /Government of India covering PR Activities, Designing /Production of Creatives /commercials for various media including Print, TV, Radio, Outdoor, social media campaign etc. in the last 5 years	Letter of Award and Completion Certificate.
Consortia/Tie Ups /JVs/ Subcontracting of any kind	Not permitted	Would lead to automatic disqualification.
Blacklisting	The bidder should not have been blacklisted/banned/debarred under investigation by any State/Central Government entity/PSU in last five years	Self certification. Falsification and non disclosure will lead to disqualification from the evaluation process.

**Note:** With reference to the Uttarakhand Procurement (Amendment) Rules, 2017 and as amended in 2019 vide 126/XXVII/(7)32/2007 TC /2019 and Purchase Preference Policy vide 1542/VII/-3-19/143/Udhyog/2003, all startups incorporated in Uttarakhand and recognized by Department of Promotion of Industry and Internal Trade, Government of India or startups recognized by Uttarakhand Startup Council or any Micro and Small Enterprises of Uttarakhand shall be given relaxation subject to meeting of quality and technical specification in accordance with the relevant provisions for procurement.

The Startups, Micro and Small Enterprises participating in the tender shall be given:

1. Free Tender Form
2. Relaxation in Prior Turnover requirement
3. Relaxation in Prior Experience requirement
4. Relaxation in Earnest Money Deposit

If the quotes of the participating startups are higher than the L1 rates and if the quotes of the startups are within 10% range of L1 rates for plain\* area or within 15% range of L1 rates for hilly areas\*, the startups & Micro and Small Enterprises of Uttarakhand shall be given an opportunity to supply minimum 25% of the Total Supply at L1 rates.

\* Areas has been define under MSME policy 2015.

#### **4. Evaluation Process**

- i. The Department will constitute a Proposal Evaluation Committee to evaluate the responses of the bidders.
- ii. The Proposal Evaluation Committee constituted by the Department shall evaluate the responses to the REOI and all supporting documents / documentary evidence. Inability to submit requisite supporting documents / documentary evidence, may lead to rejection.

The decision of the Proposal Evaluation Committee in the evaluation of responses to the REOI shall be final. No correspondence will be entertained outside the process of evaluation with the Committee.

#### **5. Instruction to the Bidders**

##### **Submission of REoI Responses**

EOI shall be submitted online on <http://uktenders.gov.in> with clearly specifying details required as per Annexure – 1 on Criteria for Shortlisting. The evaluation will be done by the Evaluation Committee based on the documents submitted online.

##### **EoI Preparation Costs**

The bidder shall be responsible for all costs incurred in connection with participation in the REoI process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of EoI, in providing any additional information required by the Department to facilitate the evaluation process and other costs related to the bid process. The Department will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.



**Language:**

The Proposal should be filled by the bidders in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the documents, the English translation shall govern.

**Late Submissions:**

- i. Hard copy of EOIs received after the due date and the specified time (including the extended period if any) for any reason whatsoever, will not be entertained and will be returned unopened.
- ii. The EOI submitted by telex/telegram/fax/e-mail etc. shall not be considered. No correspondence will be entertained on this matter.
- iii. The Department reserves the right to modify and amend any of the above-stipulated condition/criterion depending upon project priorities vis-à-vis urgent commitments.

**6. Other Terms:**

- i. The DEPARTMENT, their employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the REOI document.
- ii. The DEPARTMENT will issue the Request for Proposal (RFP) document only to the shortlisted bidders, as would be shortlisted based on this REOI document. The detailed technical evaluation would be specified in the RFP document.
- iii. Right to reject any or all Expressions of Interest - Notwithstanding anything contained in this document, the Authority reserves the right to accept or reject any EOI and to annul the Selection Process and reject all EOIs, at any time without any liability or any obligation for such acceptance, rejection or cancellation.
- iv. The Authority reserves the right to reject any Expression of Interest, if
  - a. At any time, a material misrepresentation is made or uncovered, or
  - b. The agency does not provide, within the time specified by the Authority, the supplemental information sought by the Authority for evaluation of the Expressions of Interest.
- v. At any time before the submission of Expression of Interest, the Authority may, whether at its own initiative or in response to a clarification requested by a potential agencies, amend the EOI by issuing an Addendum/Corrigendum, which shall be uploaded on website [www.uktenders.gov.in](http://www.uktenders.gov.in) & [www.doiuk.org](http://www.doiuk.org) only and also may extend the deadline for submission of Expressions of Interest.



7. Annexure 1: Format of Criteria for Shortlisting

(Use additional sheets, as appropriate, to provide sufficient information about shortlisting criteria)

1.	Name and Address of the Organization					
2.	Telephone No:		Fax No:		Website:	
3.	Contact Person, Contact Details & Email ID					
	Type of Legal Entity:			Company or LLP ?		
4.	Year of Establishment:					
5.	Financial Capacity (as per the audited statements):					
	Year	FY 2016-17		FY 2017-18		FY 2018-19
	Total Turnover					
6.	Details of Projects: Promotional Event in India in last 5 years as Creative & Media Partner for a State Government or Central Government					
7.	Sr. No.	Name of the Engagement	Name of Client & State	Brief Scope	Start & End Date	Fee (Rs. in Lakhs)
8.	Any other details in support of your fulfilling qualification Criteria:					

(Attach the necessary Documentary Evidence, as per para 3 & 4 of this REOI document)

Director  
 Directorate of Industries,  
 Department of MSME  
 Government of Uttarakhand,  
 Patel Nagar, Dehradun,  
 Uttarakhand, India.

