

REQUEST FOR EXPRESSION OF INTEREST (EOI)

FOR SELECTION OF CREATIVE AGENCY/MEDIA PARTNER FOR MANAGING THE MEDIA, PUBLIC RELATIONS (PR) & DESIGN ACTIVITIES FOR UTTARAKHAND INVESTORS' SUMMIT 2018

EOI Reference No.: 713

Date : 17-05-2018

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>, www.uttarainformation.gov.in 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 01-06-2018, 5.00pm through either online at <http://uktenders.gov.in> or offline at the office of Directorate of Industries, Department of MSME, Dehradun.

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	18-05-2018
Last date for receiving Queries	22-05-2018
Date of Pre-Bid Meeting	24-05-2018 at-11.00 AM
Response to Queries	24-05-2018
EOI Submission Due Date – Online/offline	01-06-2018 upto-5.00 PM
EOI Opening	02-06-2018 at-12.00 Noon.
Website for Tender Documents	www.doiuk.org / http://uktenders.gov.in www.uttarainformation.gov.in
Contact Details	Directorate of Industries, Department of MSME, Government of Uttarakhand, Patel Nagar, Dehradun, Uttarakhand, India. ph. No- + 91-1352728227 Fax+ 91-1352728226 Email ifc.uttarakhand@gmail.com.

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

2.1 About Uttarakhand

Uttarakhand was formed on 9th 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 utilities natural resources available in Uttarakhand and which can generate employment for local

inhabitants are being classified as thrust area. The state has identified focus areas, viz. Food Processing, Horticulture, Herbal & Aromatic, Tourism & Hospitality, Wellness & AYUSH, Pharmaceuticals, Automobiles, Sericulture & Natural Fibres, IT, Renewable Energy, Biotechnology, Film Shooting, for expediting industrial development in the state.

2.2 Objectives

Directorate of Industries, Department of MSME, Uttarakhand in its endeavour to promote industrial 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 current incentives and facilities being offered by Government of Uttarakhand for facilitating Investment. In this backdrop, the state has plans to participate in and organize events, conferences, seminars, road shows, business development meets, G2B meets etc.

In addition, the department wants to exploit the investment potential created through recent single window clearance and ease of Doing Business initiatives of State Government into actual investment in the state and management of the existing and proposed projects.

2.3 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 Promotional Material

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 Investors Summit 2018 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	Requirements	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, 2018.	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 2015-16, 2016-17 & 2017-18) 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 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.

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.
- iii. 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

5.1 Submission of REOI Responses

EOI shall be submitted online on <http://uktenders.gov.in> or offline at the office of Directorate of Industries, Department of MSME, Dehradun 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 or offline.

5.2 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.

5.3 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.

5.4 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, www.doiuk.org & www.uttarainformation.gov.in 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 and E-mail ID:					
	Type of Legal Entity:				Company or LLP?	
4.	Year of Establishment:					
5.	Financial Capacity (as per the audited statements):					
	Year	FY 2015-16		FY 2016-17		FY 2017-18
	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.	Name of Investors Meet	Name of Client& State	Brief Scope	Start & End Date	Fee (RsLakhs)
8	Presence in India			Location and address of offices		
9.	Any other details in support of your fulfilling Qualification Criteria:					

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