



India Tourism, Dubai
Ministry of Tourism, Government of India
104, 1st Floor, Nasa Building
Al Maktoum Road
P.O.Box-12856
Deira, Dubai
U.A.E

Request for Proposal (RFP)
File No.: DXB/PUB/IV/TMA/2019 dated 24.10.2019

*"Tender for Inviting Quotations for One **Tourism Marketing Agency**
for South Africa, Mauritius, Tanzania and Kenya"*

Last date of submission of Bids

25th NOV, 2019 (1500 hrs)
(Local time of UAE)

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**Government of India
Ministry of Tourism
India Tourism – Dubai**

File NO:DXB/PUB/IV/TMA/2019

Dated:24/10/2019

India Tourism Dubai is one of the eight overseas offices of the Ministry of Tourism, Government of India, responsible for promotion of tourism to India from Middle East countries, and African countries including Iran. With a view to undertake aggressive promotion and marketing of India's rich tourism products in the **African** market, India Tourism, Dubai proposes to appoint One Tourism Management Agency for assisting the office in undertaking work relates to promotion, publicity and marketing of Indian Tourism in the African market region covering South Africa, Mauritius, Tanzania and Kenya market. In other words, selected agency will function as an extended arm of India Tourism in Dubai.

2. India Tourism, Dubai invites proposals from professional agencies based in South Africa having prior experience of representing tourism destinations in South Africa, Mauritius, Tanzania and Kenya.

3. **Scope of Work: -**

- i. The Tourism Management Agency will assist the India Tourism, Dubai 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 Tourism 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 Tourism Management Agency will help India Tourism, Dubai in conducting 'Know India Seminars' on regular basis in South Africa, Mauritius, Tanzania and Kenya Market. This will include identifying suitable venue, food/snacks/ cocktail arrangements, Audio Visual requirements, sending invites to identified tour operators/ travel agents, consumers, registration and maintenance attendance sheet etc., to assist releasing tourism publicity materials in customs and undertaking presentations on India (if required) to enhance the knowledge of the invites about India. The Tourism 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 ,Dubai.
- iii. The Tourism Management Agency will help India Tourism, Dubai in conducting 'Road Shows' in South Africa, Mauritius, Tanzania and Kenya Market. This will require coordinating arrangements for the Road Show(s) as per the requirement of India Tourism, Dubai which will include identifying suitable venue, food/snacks/ cocktail arrangements, Audio Visual requirement, sending invites to the identified tour operators/ travel agents, registration, maintenance attendance sheet etc., to assist releasing tourism publicity materials in customs and undertaking presentations on India (if required) to enhance the knowledge of the invitees about India.
- iv. For organizing events such as 'Know India Seminar', 'Road Show' etc, the Tourism Management Agency would do the initial recce of the suitable venues under the



supervision of India Tourism, Dubai and would thereafter suggest the most suitable venue to India Tourism, Dubai.

- v. The booking of the venue, food, cocktail arrangements will however be done by India Tourism, Dubai and the payment on account of these items will also be settled by India Tourism, Dubai directly.
- vi. The Tourism Management Agency under the guidance of India Tourism, Dubai 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 case of any promotional communication such as newsletter, e-mail blast etc., the content for the same will be prepared by the Tourism Management Agency and it will be vetted / approved by **India Tourism Dubai**. Information will be required to be disseminated on regular basis.
- vii. The Tourism Management Agency will assist India Tourism, Dubai 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.
- viii. The Tourism Management Agency will assist India Tourism, Dubai in identifying the potential, in identifying the potential tourism fairs / exhibitions/ marts etc. as well as manning the booth, setting-up the booth, managing and releasing publicity materials from customs and distribution of publicity material etc. as per requirement of India Tourism, Dubai. This exercise will be an ongoing process and will be required to be performed as per directions and requirement of India Tourism Dubai.
- ix. The Tourism Management Agency will help India Tourism, Dubai in conducting pro-active marketing of India.
- x. To assist Indiatourism, Dubai, for any other work assigned as per the requirement.

4. **Minimum Eligibility Criteria**

- i. The agency should be a registered company in South Africa and also based on South Africa.
- 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 handle the work detailed under the Scope of Work (Para-3 above). The staff members will work in close coordination with India Tourism, Dubai.
- vi. The agency should neither be blacklisted/debarred by South Africa Government, neither by Indian Government nor any 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 Tourism 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 envelopes as per following details:

- a. **Envelope – I** – should be sealed and super scribed as '**Technical Bid for Selection of Tourism Management Agency 2019**'. **Envelope –(I)** must contain the following documents:

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- 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 for a period of six months or more.**
- 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).

- iv. 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-III.**
- v. The bidding agency will submit a presentation on the following:-
 1. Strategy of the agency to handle proposed scope of work of this project.
 2. Innovative ideas for promotion of tourism which could be implemented

b. *Envelope– II – should be sealed and super scribed as ‘Financial Bid for Selection of Tourism Management Agency 2019’.*

- i. Financial Bid should include financial quote as per the format given in Annexure-II 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 Tourism 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 Envelopes (Envelope-I & II) should be put in a bigger Envelope (Outer Envelope), which should also be sealed and super scribed as ***‘Bids for Appointment of Tourism Management Agency 2019’***. The bigger Envelope / outer Envelope should be addressed to the Assistant Director, India Tourism, Post Box.12856,104, NASA Building, Al Maktoum Road, Deira, Dubai, UAE. All three Envelopes (Envelope I & II and the outer Envelope) 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 15.00hrs on 25.11.2019.

6. Selection Process

- i. The bids received on or before the due date will be opened by a committee.

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- ii. In the first instance the Technical Envelope 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.	Experience in handling project in the field of tourism promotion during 01 st April 2016 to 31 st March 2019. (duration of each project should be for a period of six months or more.) No. of projects handled: (10 marks for 3 projects as per eligibility criteria. 2.5 marks for every additional eligible project for maximum of 10 marks) <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>	20
•	Turnover of the Agency during the Financial Year April 2018- March 2019 or Calendar Year 2018 as the case may be <i>Minimum requirement of US \$ 4,00,000 – 0 Mark Above US \$ 4,00,000 to US \$ 4,50,000 – 2 Marks Above US \$ 4,50,000 to US \$ 5,00,000 – 4 Marks Above US \$ 5,00,000 to US \$ 5,50,000– 6 Marks Above US \$ 5,50,000 to US \$ 6,00,000 - 8 Marks Above US \$ 6,00,000 - 10 Marks</i>	10
•	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:

(Lowest annual Fee ÷ Annual Fee of the agency under consideration) x 30

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- 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 Tourism Management Agency.

7. Payment Procedure:-

- i. No advance payment will be made to the appointed Tourism Management Agency.
- ii. Payment will be made to the Tourism Management Agency on monthly basis while submission of detailed monthly 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. In addition to Annual fee, the agency will be paid travel expenses and lodging expenses as per the following, subject to approval of travel by India Tourism, Dubai:-
 - a. Air Ticket:- Team members who are traveling for official work will be paid air fares for the shortest route and for economy class. This shall be paid for the cheapest convenient available flight. If the journey is made by train or other mode of transport, the actual lowest fare will be paid. For journeys undertaken by road, the charges will be paid as under:-
 - If self owned car is used:- Fuel and parking charges .
 - If Rented Car (Self Driven) - Rent charges of the car including insurance, fuel, toll/taxes and parking etc.
 - The agency must seek prior approval from India Tourism, Dubai before undertake any tour and for mode of transport and for booking accommodation.
 - The above payment will be made on presentation of supporting documents such as proof of travel and proof of payment made etc.
 - b) Accommodation: - Accommodation / Hotel charges will be paid on actual basis on presentation of proof of payment along with a hotel bill. The upper ceiling of accommodation however will be US\$ 100 per person per night. If in exceptional cases, accommodation is not available in the upper ceiling of US\$ 100.00, the agency will inform the same to India Tourism, Dubai before booking and take its approval of the actual tariff for the room is available.

8. Other information:-

- i. All the data accumulated by the Tourism Management Agency will be regularly handed over/shared with the India Tourism, Dubai.
- ii. The cost of any additional work beyond the Scope of Work that the agency may be asked to undertake, will be decided prior to commencement of the work and approval for additional work would be given by India Tourism, Dubai in writing to the agency. Payment for the additional works would be made on the basis of third-party bills (In case any third party involved).
- 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 themselves available on a pre-designated time for the presentation.

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- v. By responding to this bid, the agencies are expressing their willingness to be under the jurisdiction of the Laws of India and any disputes would be settled accordingly.
- vi. India Tourism, Dubai 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 India Tourism, Dubai.

9. Termination

India Tourism, Dubai may terminate the contract of the agency of the appointed Tourism Management agency with one month's prior notice if the Tourism Management Agency fails to provide the quality services as envisaged under this contract. Reasons for 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 clause: if the agency after submission of bid and acceptance of the same, fails to abide by the Terms and conditions of the RFP, fails to complete the work within the specified time or at any time repudiates the contract, the India Tourism Dubai will have the right to terminate the contract of the agency by giving one month notice.

12. Jurisdiction:

The contract shall be governed by laws of India.

13. The interested agencies may submit their bids by post/courier as per the guidelines in this RFP documents so as to reach the Assistant Director, Post Box.12856,104, NASA Building Al Maktoum Road, Deira, Dubai, UAE. India Tourism, **on or before 25.11.2019 at 15.00 hours.** Bids received by email will not be entertained and will be rejected.


(Seetharaman Avany)
Assistant Director
India Tourism, Dubai
Tel:+97142274848

Email:goirto@emirates.net.ae

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 South Africa.
- ii. That(name of the bidding agency) is paying taxes as per rules in South Africa 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 Dubai.
- iv. That(name of the bidding agency) is neither blacklisted / debarred by South Africa Government , either by Government of India or any other Government 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 Dubai 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
Dubai

Sir,

Subject :- Quote Details/Financial Bid.

Madam / Sir,

This has reference to the RFP of India Tourism, Dubai bearing No. dated for Appointment of Tourism 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 Dollar exclusive of taxes
Total Annual Fee cost for appointment of Tourism Management Agency for a period of 12 months	US Dollar
Cost (in words)	

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/GST, 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
Dubai

Sir,

Subject :- Quote Details.

Madam / Sir,

This has reference to the RFP of India Tourism, Dubai bearing No. dated for Appointment of Tourism 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. 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 US\$.....

Signature of the Statutory Auditor / Chartered Accountant

Name of the Signatory:

Seal:

Date:

Place:

