

REQUEST FOR PROPOSAL

for

Selection of Agency for Execution of Outdoor Branding & Advertisement works for Monsoon Festival 2025 in the UT of DNH & DD

**(ONLY FOR CREATIVE BRANDING & ADVERTISEMENT AGENCIES EMPANELLED WITH
SOCIETY FOR PROMOTION OF TOURISM, ART AND CULTURE (SPOTAC), DNH & DD)**

RFP Ref No: DNH/TOUR/E/246/419

Date: 24/07/2025



Issued by:

Society for Promotion of Tourism, Art and Culture (SPOTAC)

Department of Tourism,

UT Administration of Dadra & Nagar Haveli and Daman & Diu

4th Floor, Vidyut Bhawan, Kachigam Nani Daman, Daman – 396 215

Phone: 0260-2250002

Email: dnhddtourism@gmail.com

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CHAPTER 1

TENDER INVITATION NOTICE

NO: DNH/TOUR/E/246/419

Date: 24/07/2025

The Member Secretary (SPOTAC), Tourism Department, DNH & DD invites e-tenders (Online) in two bid system through Online on <https://ddtenders.gov.in> from the interested agencies amongst empanelled creative branding & advertisement agencies with the Society for Promotion of Tourism, Art and Culture (SPOTAC), UT of DNH & DD for the **“Selection of Agency for Execution of Outdoor branding & advertisement works for Monsoon Festival 2025 in the UT of DNH & DD”** to be sent by RPAD/Courier or to be deposited by Hand in Tender Box kept in the Office of the undersigned on or before **bid due date**.

Sr. No.	Description of Item	Qty.
1.	Selection of Agency for Execution of Outdoor branding & advertisement works for Monsoon Festival 2025 in the UT of DNH & DD	As mentioned in tender document

a) Online downloading and uploading starts	24/07/2025
b) Pre bid meeting	28/07/2025, 12:00 PM Onward VC link: meet.google.com/ija-hfqp-bqs
c) Bid Submission Due Date and Time (Physical and Online)	01/08/2025 06:00 PM
e) Opening of Technical Bid	04/08/2025 12:00 PM
f) Presentation	To be communicated later
g) Opening of Financial Bid	To be communicated later
The online Technical Bids received without scanned copies of Mandatory documents shall not be considered for evaluation. List of the mandatory documents are specified in the terms and conditions.	
The bidders have to submit the price bid in Electronic Format only on website till the last date and time for submission. <u>Price bid in physical format shall not be accepted in any case</u> . The price bid shall be opened of those firms/agencies who are qualified in technical bid.	
Bidder can post their queries on E-mail Address: dnhddtourism@gmail.com or can contact on 0260-2250002.	
The Tender Inviting Authority reserves the right to accept / reject any or all tenders without assigning any reason thereof.	
The tender form along with all details including schedules and terms and conditions can be downloaded from the Web Site https://ddtenders.gov.in	
In case, bidder needs any clarification or if training required of participating in online tender, they can contact the NIC, Daman.	

Sd/-
Member Secretary (SPOTAC)/
Director (Tourism),
DNH & DD

CHAPTER 2

TENDER FORM

(For all the terms & conditions of tender document are acceptable to bidder)

To
The Member Secretary (SPOTAC)/Director (Tourism),
Department of Tourism,
4th Floor, Vidyut Bhawan, Kachigam,
Nani Daman, Daman – 396 215
UT Administration of Dadra & Nagar Haveli and Daman & Diu

Ref No. _____ Dated _____

I/We, the undersigned have examined the above mentioned tender document, including amendment/corrigendum no., dated *(if any)*, the receipt of which is hereby confirmed. We now offer to create and submit the *services in* conformity with your above referred document.

If our tender is accepted, we undertake to perform the services as mentioned in tender document with the delivery schedule specified in the “Scope of Work” of tender document.

I/We further confirm that, if purchase order placed with us, we shall provide you with a performance security of required amount in an acceptable form for due performance of the contract.

I/We agree to keep our tender valid for acceptance as required in tender document or for subsequently extended period, if any, agreed to by us.

I/We also accordingly confirm to abide by this tender up to the aforesaid period and this tender may be accepted any time before the expiry of the aforesaid period.

I/We further confirm that, until a formal contract is executed, this tender read with your written acceptance thereof within the aforesaid period shall constitute a binding contract between us.

I/We further understand that you are not bound to accept the lowest or any tender you may receive against your above-referred tender enquiry.

We confirm that we qualify all the eligibility criteria & terms and conditions specified in the RFP of Selection of Agency for Execution of Outdoor branding & advertisement works for Monsoon Festival 2025 in the UT of DNH & DD as on date.

I/We confirm that we fully agree to the terms and conditions specified in above mentioned Tender document, including amendment/ corrigendum etc. if any.

(Signature with Date) (Name and Designation)

To Be Signed by the Proprietor / All Partners of the Firm / Directors of the Company under Its Common Seal.

CHAPTER 3

SCOPE OF WORK

I. The agency shall execute following outdoor branding & advertisement works for the execution of Monsoon Festival 2025 in the UT of DNH & DD:-

Sr. no.	Particulars	Qty	Unit
1	Hoardings (20 x 10 ft) on steel frame 5 in DNH, 30 in Daman and 5 in Diu for 10 days (including backdrop)	40	Nos.
2	Hoardings (40 x 10 ft) on steel frame (Creative Wall)	15	Nos.
3	Box Gates of Road Size (Minimum 35 ft x 25 ft) for all locations	4	Nos.
4	Pole kiosks (6 ft x 4 ft) for Daman on wooden temporary frames	50	Nos.
5	Standees Printing, installation and un-installation on theme of monsoon festival (6 ft x 3 ft)	10	Nos.
6	Directions/ signages for event venue and en-route of Size (3 x 2 ft) on vinyl sticker on foam sheet on MS pole	50	Nos.
7	Standard printed invites card + e-invite with envelope	200	Nos.
8	Designer Selfie point on the theme of Monsoon festival	2	Nos.
9	Flags of 4ft cloth & 12ft height with Monsoon festival and UT logo for various places (flags to be reused at other places as required)	600	Nos.
10	Preparation of creatives newspaper advertisement in nearby major cities in Hindi, Gujarati & English languages	1	Job
11	Social media paid promotions on facebook/ Instagram and twitter in Mumbai & Surat Region & neighbouring cities/ towns covering maximum radius as per the amount allotted for that city.	10	Days

I. The agency shall execute following works for execution of Monsoon Festival at 2025 in the UT of DNH&DD: -

- a. The festival is to be executed in the UT of DNH and DD.
- b. The proposed tentative dates of the festival are 23rd Aug 2025 (Saturday) to 30th Aug 2025 (Saturday).
- c. Any clarity of work as mentioned in the above table shall be communicated with the tourism department officials.
- d. Site visit of the event locations to be done by the agency for proper understanding of the venue and execution of the event including manpower services before submission of the bid.
- e. The successful agency can suggest or provide more creative ideas for the whole event considering the location of each event, timings, inauguration ceremony of the festival/ event to the tender inviting authority.
- f. The agency is requested to do recce of all the sites (compulsory) and then quote the rates accordingly.
- g. The department can change the program and locations as mentioned according to the circumstances.
- h. The agency has to use backdrop of same size of hoardings outside the venue as per event on daily basis.
- i. The hoardings must carry information regarding, venue, timing and various activities of the programme.
- j. All the Outdoor hoardings & banners must be put up latest by 15th August 2025.
- k. The agency should design the creatives with prior approval of the Tender Inviting Authority.
- l. All the designs and creative must be approved by the Tender Inviting Authority before printing.
- m. Average height for the installation of hoardings shall be 5.5 feet from the ground.

- n. The hoardings must be in the languages of Hindi, Gujarati and English after acquiring appropriate approval from the Tender Inviting Authority.
- o. The hoardings must be on Back Black Flex Banners of minimum 280 GSM and with temporary MS frame and stand as required.
- p. The agency should ensure that all the hoardings and pole kiosks are removed within two days after competition of the event.
- q. No digging of road and any structure for branding shall be installed or set up with angular truss and frame.
- r. No use of bamboos for support (If used, it shall not be visible).
- s. The installed hoardings must be stable and firm. If it is found torn/fallen/damaged, the agency will have to replace the same instantly at no additional cost.
- t. The successful bidder shall ensure the content, dimensions, height, positioning of all elements specially Hoardings are accurately visible.
- u. The agency must present new and unique ideas of Box gate designs.
- v. The payment will be done on actual basis.
- w. The agency has to provide all activities information board at the main venue, so that the visitor/ participants arriving at the venue, have a clear information of the event. (for nearby locations scan code with google location link can be pasted on the signages & creative designs).
- x. The agency has to carry all advertisement and publicity related works as mentioned in scope of work and shall also suggest for creatives ideas to the tender inviting authority, if any. The directions signages, pole kiosks and hoardings shall be properly installed at a visible height and should be firm, if the hoardings are found fallen, not properly installed, total payment of hoardings shall be deducted from the final billing. Agency to make sure that all signages hoardings are not placed at such place where it can be easily torn by anyone and shall be placed at prominent and visible locations/ area. A list for such locations can be availed from the department.
- y. Creative designs and name of the event to be suggested by the agency during presentation.
- z. The agency has to provide minimum manpower/ staff for the management of the event as mentioned in scope of work.
- aa. The agency must ensure their scope of work and that during any natural calamity/ mishap, the UT administration will not be responsible for the respective point/ subject.
- bb. Any work related to digging/ levelling shall be informed to department on prior basis.
- cc. The agency has to finalize the creatives of the invitation card and print and provide to the department as to distribute the invitation cards as much as earlier to the invitees.
- dd. The tentative date of the festival would be 23-08-2025 to 30-08-2025 as per this RFP, subject to modifications. Certain items will be required in functioning condition as mentioned herein like A/V equipment & PA system should be working and tested before the event. Bidder's plans / presentations / nos. are always subject to modification by the Authority keeping in mind the changing needs of the event. Upon successful reviews the tender inviting authority may increase the period of time for a few more days, and the agency will have to keep the entire setup as per the scope of work.
- ee. Manpower and other related conditions: -
 - i. Adequate manpower for all the areas as advised by the Authority to be deployed. Successful bidder is required to provide a detailed a list of manpower after their field visit, that will be deployed for the operations of the complete event.
 - ii. Manpower Deployment Plan including Maintenance Team, Project Team including Engineers, Designers, Technical & Event Consultants, Housekeepers, F&B team, security, etc. as applicable which will be dedicated to this Project. This also includes supply, control and management of the temporary manpower required to discharge various project related works.
- ff. The bidders are advised to visit the site for inspection before presenting the concept of event execution / submission of bid.
- gg. The agency has to confirm with the department, the exact locations of all hoardings & publicity materials before installation.

- hh. The transportation installation & dismantling of materials, frames, hoardings would be done by the Event Management Agency.
- ii. The agency shall ensure the solid and liquid waste management at all venues in the UT. Also, during and post event cleaning shall be done by the event management agency
- jj. The agency shall remove all the pandal, hoardings, pole kiosks, etc. within 2 days after completion of the event.
- kk. Maintenance, Safety and Security, Environment Compliance Plan.
- ll. The Scope of Services specified in this Clause are not exhaustive and the Agency shall undertake such other tasks as may be necessary to successfully implement the event, which are not included in the RFP.

CHAPTER 4

BID EVALUATION PROCESS AND CRITERIA

1. TECHNICAL EVALUATION CRITERIA:

Sr. No.	Qualification criteria	Maximum marks
A.	TECHNICAL BID EVALUATION	100
	PRESENTATION SCORE: <ul style="list-style-type: none"> • Approach and methodology • Innovative ideas and suggestions • Concept, Layout, creative ideas & designs on theme of Monsoon Festival 2025 • Detailed project plan for execution of branding works for Monsoon festival 2025 event 	100

2. BID EVALUATION PROCESS (QCBS)

- a. A tender evaluation committee will evaluate the technical as well as financial bids after the last date of bid submission and the below evaluation process shall be carried for the said RFP. The technical bids of all Tenderers will be opened first.

- b. The following evaluation criteria shall be used:

The technical evaluation will carry a weightage of total 100 marks which will include the presentation of the bidder for the work of Execution of Outdoor branding & advertisement works of Monsoon festival 2025 in the UT with minimum marks to be qualified be 60 marks. After analysis of Technical Bids and presentation, the financial bids of only qualified bidders scoring minimum 60 marks will be opened.

The financial score will be calculated as per the formula mentioned below:

$$\text{Financial Score} = (\text{LFB}/\text{F}) \times 100$$

Where LFB = Lowest Financial Bid and F = Quoted Amount

Combined Technical and Financial Score (CTFS) with Weightage 70:30 will be calculated.

$$\text{CTFS} = \text{Technical Score} \times (70/100) + \text{Financial Score} \times (30/100)$$

- c. The agency which scores the highest aggregate marks on the basis of cumulative marks obtained in technical bid and financial bids (after adding the scores from the technical presentation and financial evaluation) will be awarded the work for selection of Agency for Execution of Outdoor branding & advertisement works for MONSOON FESTIVAL 2025 in the UT of DNH & DD.

CHAPTER 5

GENERAL INSTRUCTIONS AND TERMS & CONDITIONS

- a. The rate(s) quoted should be strictly as per arrangements required and operative for supply orders issued by the society/department.
- b. The amount quoted will be inclusive of all labour, transportation, logistics, installation, uninstallations charges, etc.
- c. The rates quoted will be inclusive of all taxes.
- d. Bid Submission
 - a. The mandatory documents as specified below shall be submitted before the prescribed dates physically in the office of the Authority at the following address:
The Member Secretary (SPOTAC), Department of Tourism, 4th Floor,
Vidyut Bhavan, Kachigam, Nani Daman, Daman – 396 215
Mandatory documents: Duly signed and stamped Tender document
 - b. The bidder shall submit the tender documents in a sealed envelope superscribed as “RFP for Selection of agency for execution of Outdoor branding & advertisement works of Monsoon Festival 2025 in the UT of DNH & DD”
 - c. Tender Contents
The Tenders are to be submitted offline at the office of the Member Secretary SPOTAC, DNH & DD and online on ddtenders.gov.in respectively in 2-part bid system:
 - I. Technical Proposal (duly signed and stamped Tender document)
 - II. Financial Proposal (Note that the bidder shall submit the BOQ in online only).
 - The Agency has to submit the financial bid for implementing the assignment as per the format enclosed. The financial bid should contain all expenses involved in the assignment like transportation, accommodation, out of pocket expense, etc. (Note that the bidder shall submit the BOQ in the online financial bid only).
- e. **Payment shall be done on actuals and** submission of proof to be made along with the invoice.
- f. All other Taxes/duties/royalties charges payable on the sale/ transport etc. within and/or outside the State, the supplier shall be responsible for the same.
- g. Extra Work: Should it be found after the completion of the works that some extra work has been carried out on due instruction from the Tender Inviting Authority, the price for such extra work will be ascertained on mutually negotiated terms. If the work is mentioned in the rate quoted by the agency or the extra work mentioned in the scope of work, the payment shall be made on the basis of rate quoted by the agency. Similarly, if some work is not executed then the payment shall be deducted on this basis only.
- h. No extra charge towards insurance will be paid on the rates quoted.
- i. The rates should be quoted only for the items specified in list of requirements and should be for the items of given specifications confirming to the standard(s) requirements of the given specification.
- j. The online tender must include mandatory documents as in eligibility criteria along with the tender document fully signed and stamped. The hard copy of the bid should be sealed in envelope and superscribed as “RFP for Selection of agency for execution for execution of Outdoor branding & advertisement works of Monsoon Festival 2025 in the UT of DNH & DD” which is to be submitted in the office of the Tender Inviting Authority.

- k. The decision of the Tender Inviting Officer for acceptance or rejection of any item mention including the decision for equivalent specification, standard and quality etc. of articles shall be final.
- l. The execution of Outdoor branding & advertisement works of Monsoon Festival 2025 in the UT of DNH & DD as per tender document if found of inferior quality/ standard or of different specifications after then that ordered/ specified and / or incompletes or torn articles will not be accepted. The work will have to replace the same at his own cost and risk. However, if no communication the Tender inviting officer will not be responsible for any damage, loss etc. of such rejected articles.
- m. In case of failure to replace the accepted and rejected work from tenderer made, as mentioned in the conditions, the loss undergone by the Govt. will be recovered from the tenderer from security deposit/ earnest money or payment due of any bill (s) to the extend required.
- n. In case of failure to do the execution of Outdoor branding & advertisement works of Monsoon Festival 2025 in the UT of DNH & DD ordered for as per conditions and within the stipulated time limit, the same articles will be obtained if required from the tenderer who offered next higher rates or from any other sources, as may be decided by the Tender Inviting Officer and the loss to the Govt. on account of such purchases sale be recovered from the former supplier from security deposit/ earnest money deposit or bill (s) payable.
- o. The tenderer shall have no any right to dispute with such procedure. If any time after the order, execution of Outdoor branding & advertisement works of Monsoon Festival 2025 in the UT of DNH & DD, the tender Inviting Officer shall for any reason what so ever not required the whole or part of the quantity as per specification in the order the Tender Inviting Officer shall give notice inwriting to the supplier who shall have no claim to any payment of compensation whatsoever on account of any profit or advantage which the supplier might have deprived from the supply of article in full quantity of articles not having been purchased not shall have any claim for compensation by reason of any alteration having been done in the original instructions which shall involve any curtailment of the supply original contemplated.
- p. The right to accept or reject without assignment any reason any or all tenders in part or whole is reserved with the Tender Inviting Officer and his decision(s) on all matters relating to acceptance or rejection of the tenders as a whole or in part will be final and binding to all.

q. Force Majeure

Neither party will be liable in respect of failure to fulfill 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 as soon as possible.

r. Arbitration

Hon'ble Courts of Daman shall have the jurisdiction and the venue of arbitration shall be Daman and will be governed by provisions of the Indian Arbitration & Reconciliation Act.

s. Damage to Persons and Property

The Successful Bidder shall indemnify and keep indemnified the Tender Inviting Authority against all losses and claims for injuries or damages to any person or property whatsoever which may arise out of or in consequence of the construction and maintenance of works and against all claims, demands, proceedings, damages, costs, charges, expenses, whatsoever in respect thereof in relation thereto.

In addition to the liquidated damages not amounting to penalty, as specified in the RFP, warning may be issued to the Bidder for minor deficiencies on its part. In the case of significant deficiencies in Services causing adverse effect on the Event or on the reputation of the tender inviting authority, civil, criminal and other penal actions including debarring for a specified period may also be initiated as per policy of the tender inviting authority and blacklist the Bidder for all future projects.

t. Penalty conditions

- A. Penalty of 1% to 5 % of total value of contract shall be imposed if any glitch found in services for said scope of work.
- B. In case of delay in completion of Services, lack of quality measure and safety measure, non-satisfactory performance for any particular item, penalty upto 50% of amount quoted for that particular item shall be imposed.
- C. If particular ITEM is not executed by the end of the bidder, the payment of that particular ITEM shall not be released and penalty of 10% of quoted amount for that ITEM shall be imposed.
- D. However, in case of delay due to reasons beyond the control of the Bidder, suitable extension of time shall be granted.
- E. In case of any item is cancelled by the authority, payment of that item shall not be released.

Sd/-
Member Secretary
(SPOTAC)/Director (Tourism),
DNH & DD

CHAPTER 6
FINANCIAL BID

To be submitted online only on ddtenders.gov.in

Sr. no.	Particulars	Qty	Unit	Unit Rate	Total Amount
BRANDING WORKS					
1	Hoardings (20 x 10 ft) on steel frame 5 in DNH, 40 in Daman and 5 in Diu for 10 days (including backdrop)	40	Nos.		
2	Hoardings (40 x 10 ft) on steel frame (Creative Wall)	15	Nos.		
3	Box Gates of Road Size (Minimum 35 ft x 25 ft) for all locations	4	Nos.		
4	Pole kiosks (6 ft x 4 ft) for Daman on wooden temporary frames	50	Nos.		
5	Standees Printing, installation and un-installation on theme of monsoon festival (6 ft x 3 ft)	10	Nos.		
6	Directions/ signages for event venue and en-route of Size (3 x 2 ft) on vinyl sticker on foam sheet on MS pole	50	Nos.		
7	Standard printed invites card + e-invite with envelope	200	Nos.		
8	Designer Selfie point on the theme of Monsoon festival	2	Nos.		
9	Flags of 4ft cloth & 12ft height with Monsoon festival and UT logo for various places (flags to be reused at other places as required)	600	Nos.		
10	Preparation of creatives newspaper advertisement in nearby major cities in Hindi, Gujarati & English languages	1	Job		
11	Social media paid promotions on facebook/ Instagram and twitter in Mumbai & Surat Region & neighbouring cities/ towns covering maximum radius as per the amount allotted for that city.	10	Days		
	GRAND TOTAL (INCLUSIVE OF ALL APPLICABLE TAXES)				

Note: Do not submit the financial bid along with technical bid document.

ANNEXURE-I

TENTATIVE SCHEDULE FOR MONSOON FESTIVAL IN DNH AND DD (23rd to 30th AUGUST 2025)

SI No	ACTIVITIES	LOCATION	23/08	24/08	25/08	26/08	27/08	28/08	29/08	30/08
1.	Cultural Parade	DAMAN	✓							
2.	Bollywood Musical Live Night	DAMAN								✓
3.	Renowned National Level Dance Acts (India's Got Talent)	DAMAN	✓					✓		
4.	Renowned Artist's Live Band Performance	DAMAN	✓	✓			✓			
5.	Magic & Illusion Show	DAMAN							✓	
6.	Fireworks	DAMAN	✓							
7.	Handicraft Stalls Including Food Stalls & Kid Zone	DAMAN	✓	✓	✓	✓	✓	✓	✓	✓