



Madhya Pradesh Tourism Board

Corporate Identification Number (CIN):

U75302MP2017NPL043078

6th Floor, Lily Trade Wing, Jahangirabad Bhopal

Madhya Pradesh, India. Pincode – 462008

Website: www.tourism.mp.gov.in

Expression of Interest for Empanelment of Media Planning Agencies

No. **1045**/MPTB/Publicity/2019
Tender Reference No. **1045**

Bhopal, Dated: 08/03/2019

Madhya Pradesh Tourism Board invites **Expression of Interest (EOI)**
for Empanelment of Media Planning Agencies.

The detailed EOI document will be available to download from
the date **20/03/2019** on the websites:- www.mptenders.gov.in or
www.tourism.mp.gov.in

Interested Bidders eligible as per qualification criteria may submit
their response to the EOI through M.P e-procurement portal
www.mptenders.gov.in

For any other information, contact **+91-8989792839** or email on
deepika@mptourism.com. For any technical issues related to tender
process contact, M.P. Government E- Procurement Toll free number –
0120-4001 002 or email at: support-eproc@nic.in

Managing Director

**Expression of Interest
for
Empanelment of Media Planning Agencies**

**Tender Reference No. 1045
Tender ID: 2019_MPTB_24314
Bhopal, Dated: 08/03/2019**



The heart of
Incredible India

Madhya Pradesh Tourism Board
Bhopal, India

DISCLAIMER

The information contained in this Expression of Interest document ("**EOI**") or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this EOI and such other terms and conditions subject to which such information is provided.

This EOI is not an agreement or an offer by the Authority to the prospective Applicants or any other person. The purpose of this EOI is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this EOI. This EOI includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Agency. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This EOI may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this EOI. The assumptions, assessments, statements and information contained in this EOI, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this EOI and obtain independent advice from appropriate sources.

Information provided in this EOI to the Applicants may be on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Authority, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this EOI or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the EOI and any assessment, assumption, statement or information contained therein or deemed to form part of this EOI or arising in any way in this Selection Process.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon the statements contained in this EOI.

The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this EOI.

The issue of this EOI does not imply that the Authority is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the Agency and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever and cancel the entire bidding process.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation for submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

Data Sheet

S. No.	Key Information	Details
EOI Details		
1.	EOI refers	Expression of Interest
2.	MPTB refers	Madhya Pradesh Tourism Board
3.	MPSTDC refers	Madhya Pradesh State Tourism Dev. Corp. Ltd.
4.	EMD	Earnest Money Deposit
5.	Publish Date	08/03/2019
6.	Document Download/Sale Start Date and Time	20/03/2019 Time: 1300hrs
7.	Pre bid Meeting	30/03/2019 Time: 1300hrs
8.	EOI/Bid Submission Start Date and Time	01/04/2019 Time: 1500hrs
9.	EOI/Bid Submission End Date and Time	16/04/2019 Time: 1500hrs
10.	EOI/Bid Opening Date	18/04/2019 Time: 1500hrs
11.	Presentation Date and Time	Will be informed to the successful bidders.

Expression of Interest (EOI) for Empanelment of Media Planning Agencies

I. INTRODUCTION

Madhya Pradesh Tourism Board also referred to as the "MPTB" or "Authority", established in 2017 with an objective to promote the tourism in the State of Madhya Pradesh to develop tourism with public, private partnership in sustainable manner. Investor facilitation, Skill- development, Publicity/promotion of tourist destinations nationally & internationally, identification and development of tourism infrastructure will be the core objective of the Board.

Madhya Pradesh Tourism Board invites **Expression of Interest (EOI) for Empanelment of Media Planning Agencies**. Agencies from reputed Media companies / agencies with at least five years experience of major national / international media campaigns and with a proven work experience with large business houses or Tourism Boards can apply for empanelment in order to take forward the Madhya Pradesh Tourism campaigns with renewed focus.

MPTB would like to utilize the services of a professional Media Planning Agency for complete seamless 360° solutions through well thought about strategy, innovative campaigns across all media for MPTB through astute research based Strategic as well as Tactical Media Planning Strategy and Formulation, including digital media strategy and for cost effective media Buying (Buying media space/slots across various platforms) and release (placement of advertisement/ branding etc.) during the period of contract for media campaigns of Madhya Pradesh Tourism from time to time.

II. ELIGIBILITY / QUALIFYING CRITERIA FOR AGENCIES

The Agencies meeting the following minimum qualifying criteria are eligible to apply:-

1. The Agency turnover for last 3 years (2015-16, 2016-17, 2017-18) shall be minimum Rs. 100 Crore (Hundred Crore) for each year. (CA Certificate to be submitted).
2. The agency should have experience in media buying for minimum 10 years in India engaged in Media Planning, Buying and Release. (Proof of experience to be submitted).
3. The agency should have released atleast one international campaign of media buying released in international print/ radio/ tv / digital platform. (Campaign related work order covering these media to be submitted).
4. The Media Planning Agency should have undertaken the work of Media Buying for a single client for a value of Rs. 10 Crore or above in last 3 financial years (Proof copy of work order etc. to be submitted).
5. The Agency should have valid INS accreditation. (Copy to be enclosed).
6. The Agency shall have a pan-India presence with the required infrastructure for handling such assignment. Further, the Bidder shall have minimum staff strength of 30 with suitable experience in this field. (Details of offices and staff to be submitted)
7. The Agency should not have been be blacklisted by any Central/ State Government/ Public Sector Undertakings and shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required. (An undertaking will have to be given as provided in Annexure 3).

Note:- All necessary relevant Certificates / Documents in support of qualification claim / fulfilment of eligibility criteria must be submitted.

III. SCOPE OF WORK

The scope of work for the assignment for MPTB & MPSTDC shall include one or more of but not limited to, the following:

A. Planning:-

1. Understanding the requirements of MPTB in terms of effective media campaign - Long Term and Short Term Goals, Generic campaigns & Theme/Event centric short campaigns.
2. Based on a comprehensive understanding of the target audience in the different source markets, the Media Planning Agency will develop a detailed, focussed, cost effective & Innovative Media Planning for key markets based on fresh market research or previous studies & surveys and suggesting ideal media such as TV, Print, Radio, Outdoors, Digital etc.
3. The Media Planning Agency will advise the Madhya Pradesh Tourism on various aspects relating to Media Planning including:
 - (i) An overview of the existing situation and an effective plan on the way forward for Madhya Pradesh Tourism Campaigns, based on available market research analysis.
 - (ii) Identification of target priority markets, segments and audiences, rationale, approach, etc.
 - (iii) Selection and finalization of Media Vehicles for the different markets and segments, based on available media research on reach and impact.
 - (iv) Allocation of available budget to the different Media Vehicles in the different target markets based on available market research findings.
 - (v) Most appropriate schedules for release of campaigns in different markets.
 - (vi) Most effective use of digital media platform for content creation partnership.

B. Buying:-

1. Allocation of available budget to the different Media Vehicles in the different target markets based on available market research findings.
2. Selection and finalization of television channels, radio channels, print publications, websites & portals, outdoor sites, other innovative media, etc. in the identified target markets, for inclusion in the Media Plans for MPT Campaigns.
3. Buy space/time/slots on most competitive rates from Vendors- such as Publishers/Channels/Stations etc. for Print, Electronic, Outdoor, Internet & Social Media, and other innovative media/platforms on cost effective rates.

C. Releasing:-

1. Releasing various creatives such as TVCs/ advertisements/ ad Creatives /Jingles/ Banners/ Posters etc .provided by the creative agency in various media for execution as per Media campaign approved by MPTB.
2. Most appropriate scheduling for release of campaigns in different markets and media vehicles.
3. Conversion/adaptation of creatives in different formats for the usage different media vehicles.
4. Obtaining /assisting for necessary NOC, permissions other clearances from different departments/authorities for different media vehicles.
5. Exploring Media partnership, comprehensive deals with leading TV/Print/Outdoor/Internet/Radio Channels/Digital Media etc. as value additions with no or minimal cost implications.

D. Ancillary Services:-

1. The Media Planning Agency will liaise with MPTB's National Level Advertising Agency(ies), Digital Media Management Agency (ies), Event Management Agency(ies), National/ International PR agency(ies) etc., for effective merging of the media and creative strategies for MPT Campaigns.
2. The Media Planning Agency will submit all relevant research and impact studies which have formed the basis of the Media Planning for the different media vehicles included in the Media Plan. These will be submitted along with the Media Plans each year.
3. The Media Buying Agency will submit a campaign evaluation report to assess the reach and impact of the campaign and to ascertain if the objectives of the Media campaign have been achieved. This report will be submitted by the agency within a period of 2 months of completion of the Campaign.
4. The Media Planning Agency will have regular interactions with MPTB & MPSTDC, which at times may be at short notice.

Any other marketing and publicity activities and media campaigns conceived by Madhya Pradesh Tourism on mutually agreed terms. All the above works may be assigned simultaneously or separately as per the requirements.

IV. DETAILS OF EOI

The EOI documents along with Tender Fees and E.M.D. must be submitted online only through Madhya Pradesh Government e-Procurement System (www.mptenders.gov.in) only. Proposals in Hardcopy will not be considered.

Interested Bidders eligible as per qualification criteria may submit their response to the EOI latest by **16/04/2019 till 1500hrs.**

Pre bid meeting for the same is scheduled on 30/03/2019 at 1300hrs.

Pre bid meeting Venue-

Madhya Pradesh Tourism Board,
6th Floor, Lily Trade Wing, Jahangirabad Bhopal
Madhya Pradesh, India. Pincode . 462008

The EOI submitted by interested parties should consist of the following:

1. Tender Document Fees of Rs. 1,180/- (Rupees One Thousand one hundred eighty including GST) towards non-refundable EOI Document Fees and fee levied by MP Govt. e-Procurement portal towards non-refundable e-procurement processing fees through online payment at <http://mptenders.gov.in>.
2. EMD of INR 2,00,000/- (Rupees Two Lakhs) must be paid online at e-procurement portal: <http://www.mptenders.gov.in> (EMD of the agency not empanelled will be refunded. EMD of the successful agencies will be transformed into performance security. EMD of the agencies empanelled will be refunded on successful completion of the works and after the empanelment period. No interest will be paid on any EMD submitted.)
3. Covering Letter (please refer to annexure 1)
4. Details of the company (please refer to annexure 2)
5. Format for Declaration regarding clean track record (please refer to annexure 3)
6. Check List for submission of EOI and copy of relevant proof documents (please refer to annexure 4)
7. Self Assessment for Technical Marks (please refer to annexure 5)
8. Statement with documentary proof as applicable against each item mentioned in II. Eligibility/Qualification Criteria above.
9. Credentials regarding major work done so far
10. Remarks against clause III. Scope of Work above duly mentioning about the capability and credentials against each.
11. Sample Media campaigns/Case study of various kinds should be included. (Agency's Past work along with proposed campaigns for MPT)

V. PROCEDURE FOR SELECTION/EMPANELMENT

1. The proposals should be complete in all criteria as mentioned in this document. Incomplete proposals may be liable for summary rejection.
2. MPTB reserves the right to reject any or all the proposals without assigning any reason whatsoever. Any form of canvassing, shall invite immediate disqualification.
3. All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.
4. Agencies fulfilling the eligibility criteria (shortlisted agencies) will be called for a presentation before the committee. The final empanelment will be based on a presentation. During the evaluation MPTB will have a right to ask any clarification. Presentation shall be marked on a scale of 1 to 100. Then the total marks shall become scores.

Evaluation parameters for presentation shall be based on the following:-

S.	Parameters	Marks allotted
a)	The Agency turnover for last 3 years (2015-16, 2016-17, 2017-18) shall be minimum Rs. 100 Crore (Hundred Crore) for each year. Marks:- (Marking on total average turnover of above mentioned 3 years) 100 to 200 Crores: 4 marks, 200 to 300 Crores: 6 marks, 300 Crores or above: 10 marks	10
b)	The agency should have experience in media buying for minimum 10 years in India engaged in Media Planning, Buying and Release. Marks:- 10 years: 4 marks, 11 to 15 years: 6 marks, 16 or above: 10 marks	10
c)	The agency should have released atleast one international campaign of media buying released in international print/ radio/ tv / digital platform. Marks:- 1 to 3 international Campaigns: 4 marks, 4 to 6 international Campaigns: 6 marks, 7 or above international Campaigns: : 10 marks	10
d)	The Media Planning Agency should have undertaken the work of Media Buying for a single client for a value of Rs. 10 Crore or above in last 3 financial years. Marks:- (Marking on maximum nos. of clients though which agency received work order value of Rs. 10 Crore or above) Work orders from 1 to 5 nos. of clients = 4 marks Work orders from 6 to 10 nos. of clients = 6 marks Work orders from 11 to 15 nos. of clients or above= 10 marks	10

e)	The Media Planning Agency handling media buying campaigns of no. of state/ national/International tourism departments in last three financial years with a min. value of work order of Rs. 5 Crore or above in last 3 financial years. (Proof work orders to be submitted) Marks:- (Marking on maximum nos. of state/ national/International tourism departments in last three financial years with a min. value of work order of Rs. 5 Crore or above) Work orders from 1 to 2 nos. of tourism departments =4 marks, Work orders from 3 to 5 nos. of tourism departments= 6 marks, Work orders from 6 to 10 nos. of clients or above= 10 marks	10
f)	Understanding the requirements of MPTB in terms of Media Planning- Target Market, Target Audience, Long Term and Short Term Goals, Tourism Communication	10
g)	Most effective and successful Media Plans formulated by the Agency for a client(s) during the last three years, with an independent / third party evaluation of the impact of the campaign.	10
h)	(i) Sample Media Plan (yearly) for brand reinforcement for MPT (ii) Sample Media Plan for promotion of an MP Tourism event	15
i)	Out of the Box/ Innovative Ideas related to Media Planning, Buying and Releasing.	15
Total		100

5. Agencies scoring **minimum 70 marks** will be empanelled. In case more than 3 agencies secure 70 marks or above, top three agencies securing highest marks will be empanelled.
6. After empanelment, MPTB & MPSTDC will award the work based on requirements following a due procedure.
7. Empanelment does not guarantee any award of work.
8. MPTB however reserves its right to get any work done from an agency outside the panel under special circumstances.

VI. PERIOD OF EMPANELMENT:

The duration of engagement of the agencies shall be for a period of three years, extendable for a further period of up to two years based on the performance. MPTB reserves the right to terminate the empanelment of any agency/ agencies at any time in case of change in the Department/Government Policy/procedures, or unsatisfactory performance, or to blacklist it in the event of highly unsatisfactory performance, services and conduct without assigning any reason.

VII. ARBITRATION

1. All matters of dispute arising out of this shall be governed by Indian law and subject to the jurisdiction of Courts at Bhopal.
2. All Disputes between the Parties arising out of or relating to or in connection with this Agreement, including the performance or non-performance of the obligations set out herein shall, so far as is possible, be settled amicably between the Parties within thirty (30) days after written notice of such Dispute has been given by one Party to the other Party. The venue of the amicable settlement proceeding shall be the Head Office of MPTB at Bhopal.
3. If any dispute or difference of any kind whatsoever shall arise in connection with or arising out of this contract or the execution of work or maintenance of the works there under, whether before the commencement or during the progress of works or after the termination, abandonment or breach of contract, and it is not amicably settled within 60 days of the notice being served on the other party , it shall be referred to arbitration before a Sole Arbitrator appointed by mutual consent of both parties and as per the provisions of the Arbitration and Conciliation Act, 1996. The venue of the arbitration proceedings shall be the Head Office of MPTB at Bhopal. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the Arbitrator.

VIII. LEGAL

Any legal dispute shall be subject to the jurisdiction of Bhopal courts only.

IX. APPLICATION FORMAT:

Annexure 1: Covering Letter

(To be submitted on letter head by the applicant)

To,

Dated:

Managing Director
Madhya Pradesh Tourism Board
6th Floor, Lily Trade Wing, Jahagirabad,
Bhopal (M.P.)-462008.

SUB: EOI for Empanelment of Media Planning Agencies

With reference to your EOI no. ----- dated -----, I / We, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as an agency for the subject project. The proposal is unconditional.

2. I/We acknowledge that the MPTB will be relying on the information provided in the Proposal and the documents accompanying the Proposal for selection of the agency, and we certify that all information provided in the Proposal and in the Appendices are true and correct, nothing has been omitted which renders such information misleading; and all documents accompanying such Proposal are true copies of their respective originals.

3. This statement is made for the express purpose of appointment as the agency for the aforesaid Project.

5. I / We shall make available to the MPTB any additional information it may deem necessary or require for supplementing or authenticating the Proposal.

6. I/We declare that:

(a) We have examined and have no reservations to the EOI Documents, including any Addendum issued by the Authority;

(b) I / We (the Team handling MPTB) do not have any conflict of interest as mentioned in the EOI Document;

(c) I / We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in respect of any tender or request for proposal issued by or any agreement entered into with the Authority or any other public sector enterprise or any government, Central or State; and

(d) I/We hereby certify that we have taken steps to ensure that in conformity with the provisions of this EOI, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.

9. I / We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the agency, without incurring any liability to the Applicants in accordance with the EOI document.

10. I / We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted or convicted by any agency of the Government or by a Court of Law for any offence committed by us or by any of our Associates.

11. I/We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority (and/ or the Government of India) in connection with the selection of agency or in connection with the Selection Process itself in respect of the above mentioned Project.

12. I/We agree and understand that the proposal is subject to the provisions of the EOI document. In no case, shall I/we have any claim or right of whatsoever nature if the Consultancy for the Project is not awarded to me/us or our proposal is not opened or rejected.

13. I / We agree to keep this offer valid for 120 days from the proposal due date specified in the EOI.

14. In the event of my/our firm being selected as one of the empanelled agency, I/we agree and undertake to provide the services in accordance with the provisions of the EOI.

15. I/We have studied EOI and all other documents carefully. We understand that we shall have no claim, right or title arising out of any documents or information provided to us by the Authority or in respect of any matter arising out of or concerning or relating to the Selection Process including the award of Consultancy.

16. I/We agree and undertake to abide by all the terms and conditions of the EOI Document. In witness thereof, I/we submit this Proposal under and in accordance with the terms of the EOI Document.

Yours faithfully,

(Signature, name and designation of the authorized signatory)

(Company Name and seal of the Applicant)

Annexure 2: Details of the bidder

S.no.	Particular	Details			Supporting Submitted
1.	Name of the Agency / Firm				
2.	Address				
3.	Name of the Proprietor / Partners / Directors				
4.	Date of Establishment				
5.	PAN No. and GST No.				
6.	Details of Bank and Branch				
7.	No. of years in Media buying business				
8.	No. of branches/offices (if any) & their addresses				
9.	Infrastructure: (_____)				
	Media Strategist (Number)				
	Client Servicing Manager (Number)				
	Other Staff (Number)				
10.	Details of key personnel to be assigned who will work on Madhya Pradesh Tourism project with age, qualification, experience (in years), notable skills and achievements				
11.	Financial Position: 2015 ó 16, 2016 ó 17, 2017 ó 18 Turnover (Rs. in Crore) each year	2015-16	2016-17	2017-18	
12.	List of Tourism Clients serviced in last three years (Proof to be attached): Name of the Client:	2015-16	2016-17	2017-18	
13.	List of enclosures:				

(Authorized Signatory)

Place/Date

Name:
Designation:
Company
Seal

Annexure 3: Format for Declaration regarding clean track record

Dated:

To,
Managing Director
Madhya Pradesh Tourism Board
6th Floor, Lily Trade Wing, Jahagirabad,
Bhopal (M.P.)- 462008.

Ref: EOI for Empanelment of Media Planning Agencies

Dear Sir,

We have carefully gone through the Terms & Conditions contained in the EOI no. regarding Empanelment of Media Planning Agencies.

We hereby declare that my company has not been debarred/black listed by any Central/State Government/Public Sector Undertaking/ Semi Government organizations in India. We further certify that I am competent officer in my company to make this declaration.

In accordance with the above we would like to declare that:

1. We have not been found guilty for offences under criminal laws or under any criminal proceedings in India that may have an impact of affecting or compromising the delivery of services as required under this assignment.
2. We are not blacklisted by any Central/State Government/Public Sector Undertaking/ Semi Government organizations in India.
3. The information provided in the EOI document is true and no false representation has been made.

Yours faithfully,

(Signature of the Bidder)

Name:

Designation:

Company:

Seal

Annexure 4: Check List for submission of EOI

Sl No	Enclosures	Status (Submitted/ Not Submitted)	Comments, if any
1	Covering Letter (Annexure 1)		
2	Details of Bidder (Annexure 2)		
3	Tender Document Fee		
4	Earnest Money Deposit (E.M.D.)		
5	Credentials regarding major work done so far		
6	Remarks against clause III. Scope of Work above duly mentioning about the capability and credentials against each.		
7	Sample Media campaigns/Case study of various kinds should be included. (Agency's Past work along with proposed campaigns for MPT)		
Documents to be submitted as per Eligibility/ Qualification Criteria:-			
8	The Agency turnover for last 3 years (2015-16, 2016-17, 2017-18) shall be minimum Rs. 100 Crore (Hundred Crore) for each year. (CA Certificate to be submitted).		
9	The agency should have experience in media buying for minimum 10 years in India engaged in Media Planning, Buying and Release. (Proof of experience to be submitted)		
10	The agency should have released atleast one international campaign of media buying released in international print/ radio/ tv / digital platform. (Campaign related work order covering these media to be submitted)		
11	The Media Planning Agency should have undertaken the work of Media Buying for a single client for a value of Rs. 10 Crore or above in last three financial years (Proof copy of work order etc. to be submitted).		
12	The Agency should have valid INS accreditation. (Copy to be enclosed).		
13	The Agency shall have a pan-India presence with the required infrastructure for handling such assignment. Further, the Bidder shall have minimum staff strength of 30 with suitable experience in this field. (Details of offices and staff to be submitted)		
14	The Agency shall not have been be blacklisted by any Central/ State Government/ Public Sector Undertakings and shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required. (An undertaking will have to be given as provided in Annexure 3).		

Annexure 5: Self Assessment for Technical Marks

(To be submitted on letterhead of the Bidder)

Dated

To,

Managing Director,
Madhya Pradesh Tourism Board
6th Floor, Lily Trade Wing, Jahangirabad,
Bhopal - 462008.

Subject: Format of the Self Assessment on below parameters:-

S.	Parameters	Marks allotted	Self Assessed Marks
a)	The Agency turnover for last 3 years (2015-16, 2016-17, 2017-18) shall be minimum Rs. 100 Crore (Hundred Crore) for each year. Marks:- (Marking on total average turnover of above mentioned 3 years) 100 to 200 Crores: 4 marks, 200 to 300 Crores: 6 marks, 300 Crores or above: 10 marks	10	
b)	The agency should have experience in media buying for minimum 10 years in India engaged in Media Planning, Buying and Release. Marks:- 10 years: 4 marks, 11 to 15 years: 6 marks, 16 or above: 10 marks	10	
c)	The agency should have released atleast one international campaign of media buying released in international print/ radio/ tv / digital platform. Marks:- 1 to 3 international Campaigns: 4 marks, 4 to 6 international Campaigns: 6 marks, 7 or above international Campaigns: : 10 marks	10	
d)	The Media Planning Agency should have undertaken the work of Media Buying for a single client for a value of Rs. 10 Crore or above in last 3 financial years. Marks:- (Marking on maximum nos. of clients though which agency received work order value of Rs. 10 Crore or above) Work orders from 1 to 5 nos. of clients = 4 marks Work orders from 6 to 10 nos. of clients = 6 marks Work orders from 11 to 15 nos. of clients or above= 10 marks	10	

e)	The Media Planning Agency handling media buying campaigns of no. of state/ national/International tourism departments in last three financial years with a min. value of work order of Rs. 5 Crore or above in last 3 financial years. (Proof work orders to be submitted) Marks:- (Marking on maximum nos. of state/ national/International tourism departments in last three financial years with a min. value of work order of Rs. 5 Crore or above) Work orders from 1 to 2 nos. of tourism departments =4 marks, Work orders from 3 to 5 nos. of tourism departments= 6 marks, Work orders from 6 to 10 nos. of clients or above= 10 marks	10	
Total		50	

- I certify that the information provided in the above format is true and no false representation has been made.
- We understand that if the details given by us are found to be untenable or unverifiable or both our EOI will be rejected without any reference to us.
- We understand that above self assessment chart is only for reference purpose of MPTB and MPTB will give marks on the above parameters/criteria only on the basis of documented evidence/proof supporting which is provided/ uploaded by the bidder/agency on the MP govt. E procurement portal and/or on the discretion of the committee appointed by MPTB.
- We further clearly understand that MPTB is not obliged to inform us of the reasons of rejection of our bid.

Yours faithfully,

(Signature of the Bidder)

Name:

Designation:

Company:

Seal