

**DISTRICT TOURISM PROMOTION COUNCIL, WAYANAD, KERALA**

**Ref. No: T3-880/2017/DTPC**

**Date: 19 /10/2017**

**REQUEST FOR EXPRESSIONS OF INTEREST FOR THE  
PREPARATION OF PROMOTIONAL VIDEO AND DEVELOPING  
OTHER PROMOTIONAL MATERIALS & BRANDING (CONSULTING  
SERVICES – FIRMS SELECTION)**

**The main objectives of the assignment are:**

1. Design an overall tourism marketing, branding and **promotional strategy** for the district
2. Mobile, social media, print and electronic media content development, digital campaign, creative design, out of ooH advertisement.
3. Preparation of detailed Tourism brochure and Palm lets
4. Developing a new promotional video of Wayanad Tourism (length- 2 minutes and covering different tourism potentials of the district and its unique tradition, History, cuisine, tribes, wildlife, spices, agriculture etc
5. Preparation of a common Logo for the district for promoting tourism in the district
6. Preparation of detailed tourism broacher
7. Supplement Wayanad DTPC's ongoing and planned marketing and promotion efforts, related to raising awareness about Wayanad tourism destinations,
8. Improve the tourism competitiveness and market positioning.
9. To help in arrange press meet and preparing press releases for DTPC.

**QUALIFICATION**

- i) Professional experience of 02 **years** in digital marketing and branding, which includes, Web System Design, Website Design, Search Engine Marketing, Social Media Marketing, Digital Campaign, Online Advertisement, Mobile App, Photography, Video Documentary and digital outreach by promotion.
- ii) Graduate and Computer Certification in Networking and Social Media.

The DTPC Wayanad invites eligible consulting firms ("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. Expression of interest should cover years in business, experience relevant to the project **Similar experience within the last 5 years**. Namely, **activities, key staff resources, and core business**.

A Consultant will be selected in accordance with the Quality and Cost Based Selection method . Expressions of interest must be delivered in English in a written form to the address below **(in person, or by mail, or by fax, or by e-mail)** by -----  
-----DTPC, WAYANAD, Kalpetta North Post, Kerala.

Pin: 673122

Email id: [info@dtpcwayanad.com](mailto:info@dtpcwayanad.com)

Last Date of receipt of proposal (EOI) -----

Date of opening -----

Date of meeting of short listed clients -----

### **EVALUATION CRITERIA AND SELECTION PROCESS**

The Authority has adopted a weightage selection process (collectively the "Selection Process") in evaluating the Proposals comprising Technical and Financial proposals to be submitted in **sealed envelope. The proposal should be submitted in Annexure.** In the first stage, a technical evaluation will be carried out as specified below. •The Authority shall open the Proposal at 4pm on the Proposal Due Date, at the Office of Secretary, DTPC Wayanad and in the presence of the Applicants who choose to attend. •All the proposals will be scrutinized and candidates shortlisted. The Applicants will be evaluated based on appropriate marking system. The categories for marking and their respective marks are as under:

- |  |    |
|--|----|
| 1. Educational Qualification of Marketing Co ordinator | 10 |
| 2. Work Experience in travel and tourism               |    |
| a) Work Experience in kerala                           | }  |
| b) Other state   |    |
|  | 40 |

c) Experience

3. Sample Works & Presentation

Strategy	20	} 50
Creativity	20	
Innovation	10	
<b>Total Marks</b>	<b>100</b>	

In the first stage, the Technical Proposal will be evaluated on the basis of Applicant's CV, Work experience and Statement of Interest. Only those Applicants whose Technical Proposals get a score of **70 marks or more out of 100 will only be considered for financial evaluation.**

**RIGHT TO REJECT ANY OR ALL PROPOSALS**

Not with standing anything contained in this Document, the Authority reserves the right to accept or reject any Proposal and to annul the Selection Process and reject all Proposals, at any time without any liability or any obligation for such acceptance rejection or cancellation, and • The Authority reserves the right to reject any Proposal if: • At anytime, a material misrepresentation is made or uncovered, or • The Applicant does not provide, within the time specified by the Authority, the supplemental information sought by the Authority for evaluation of the Proposal.

The selected bidder should execute an Agreement with the DTPC by depositing security deposit at 5% of the contract price. If the bidder fails to execute and complete the assignment as per the Agreement, or fails to maintain progress as scheduled, the Agreement will be terminated at their risk and cost and loss if any caused to the DTPC on re arrangement of the assignment will be realised from the bidder by forfeiting the EMD\ SD deposited and by resorting to Revenue Recovery proceedings.

The offer will open for a period of 2 months from the last date of receipt of offer.

## **CONTRACT PERIOD**

The selected bidder should complete all the assignment as per the agreement within six months from the date of EOI

## **Special Condition**

The selected agency should appoint a full time marketing co coordinator (Conditions apply) for the purpose of Wayanad Tourism Branding. Thus person should be work as part of DTPC for a period of 2 years. Detail as follows

Post	Age as on date of Notification	Salary per month	Qualification
Marketing Coordinator	18 to 40 Years	35000/- will be met by DTPC	1. Must be MBA(Marketing) 2. Expert in Tourism /Hospitality industry shall be given additional weightege

**ANNEXURE**

**A (Technical Proposal)**

Name of Expert :

Sex (Male/ Female) :

Date of Birth & Age :

PAN Number :

Address for Communication :

Qualification / Certification (Attach valid proof)

Total Experience (Attach valid proof)

Experience with Government organizations (Attach valid proof.)

Weather worked with Kerala Tourism (Attach valid proof )

Please attach a sample work/ hard copy of presentation Statement of some of the major Clients

Date

Name

Signature

## **B. Financial Proposal**

To, .....Dated: .....

Sir,

1. I the undersigned, offer to provide the services for the above in accordance with your Request for Proposal dated ..... and my Proposal (Financial Proposals).

2. My Financial Proposal is given below:

S No	Item	Amount of consideration in INR
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The Fees payable are including of GST and other taxes as applicable from time to time. TDS as applicable will be deducted from all payment \*fees quoted shall be taken into account for financial evaluation

3. My financial Proposal shall be binding upon me subject to the modifications resulting from contract negotiations, if any.

4. No fees, gratuities, rebates, gifts, commissions or other payments have been given or received in connection with this Proposal

5. I understand you are not bound to accept any Proposal you receive.

Yours faithfully,

Date:

Place

(Signature and name of the Applicant)