

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

REQUEST FOR PROPOSAL (RFP)

For

**Appointment of a
Social Media Management Agency**

File No: 6-IT(1)/2019

Date: 16th April 2019

Pre-bid Meeting : 25th April 2019 at 1100 hrs.

Last date for submission of Bids : 08th May 2019 at 1500 hrs.

Incredible India

1. Introduction

1.1 The Ministry of Tourism, Government of India is the nodal agency for the formulation of national policies and programmes and for the co-ordination of activities of various Central Government Agencies, State Governments/UTs and the Private Sector for the development and promotion of tourism in the country. The Ministry of Tourism through its twenty field offices in India and eight offices overseas undertakes publicity and promotion of India through an integrated marketing and promotional strategy and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions. The specific elements of promotional efforts undertaken overseas include advertising in print, electronic, outdoor and online media, participation in international travel fairs and exhibitions, organizing road shows, India seminars, etc.

1.2 Promotion of India is also undertaken by the Ministry through its flagship website www.incredibleindia.org. Traffic to the website is generated through advertising campaigns and other promotional measures. A State of the Art Incredible India website compatible to all digital platforms and latest features has recently been launched.

1.3 In order to build a strong audience community and to aggressively promote and market India both in the domestic and overseas markets, the Ministry of Tourism proposes to enhance its presence in all leading social media platforms. The Ministry of Tourism, at present, has its official accounts on major social media handles including Facebook, Twitter, Instagram, YouTube, LinkedIn, Vimeo, Pinterest and Periscope.

2. Objectives

2.1 The objectives of the Ministry of Tourism under social media activities include:

- ✓ To reach out to the ever growing population of netizens worldwide to create awareness about India.
- ✓ Drive traffic to the Incredible India Portal and eventually increase tourist traffic to India.
- ✓ To create a strong audience community
- ✓ To increase visibility of India in the global tourism markets.
- ✓ To create a simple and user-friendly system for exchanging ideas and feedback.

2.2 Towards achieving the above objectives, the Ministry of Tourism proposes to commission a professional agency for Social Media Management for a period of three years, subject to yearly review and with the provision that services of the agency may be dispensed with at any time, giving three month notice, in the event of nonperformance, under performance or any other reason which would be specified.

3. Eligibility Criteria

Sr. No.	Criteria	Documentary Evidence to be produced
3.1	The bidding agency should be a registered company.	Certificate of Incorporation / Registration.
3.2	The bidding agency must have a valid PAN and GST Number.	Photo copy of the PAN Card and GST Registration Certificate.
3.3	The Firm / Agency must have been in operation for a minimum period of 5 years as on 01 st April 2018 with at least 2 years experience in providing service in Social Media Management.	A Certificate from Chartered Accountant certifying that the bidding agency is in operation for a minimum period of 5 years as on 01 st April 2018 with at least 2 years experience in providing service in Social Media Management must be submitted.
3.4	The bidding agency should have a minimum cumulative turnover of Rs. 10 Crore during the last three financial years (i.e 2015-16, 2016-17 & 2017-18)	A Certificate from Chartered Account must be submitted. (No other document would be accepted).
3.5	In the last 3 Years (i.e 2015-16, 2016-17 & 2017-18), the bidding agency must have completed / or have in progress : (i) minimum 2 projects of Social Media Management for Central/ State Government / Public Sector Undertaking on a subject other than tourism related, (ii) minimum 1 project of Social Media Management for any State Tourism Department / National Tourism Authority and (iii) minimum 2 projects of social Media Management for the Private Sector.	A Copy of work order / Client Completion Certificate for each of the projects undertaken to be submitted.
3.6	The Bidder should not be under a Declaration of Ineligibility for corrupt or fraudulent practices with any Government departments/ agencies/ ministries or PSU's and should not be blacklisted by any government departments/agency/ Ministries or PSUs.	A declaration by the authorized representative of the bidding Agency to be submitted as Annexure 1.

3.7	The bidding agency should agree to undertake the assignment in accordance with the Scope of Work.	An undertaking on the letterhead of the Agency and signed by an authorized signatory, that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the Agency in the financial proposal (the cost is not to be indicated in the undertaking) to be submitted as Annexure-2 . The above undertaking submitted would be binding on the Agency.
3.8	The bidding agency should be able to provide a dedicated, well qualified Servicing and Social Media team for undertaking the required work of the Ministry as per Scope of Work.	A confirmation letter from the bidding agency for being able to provide the qualified team should be submitted on the company letter head, duly signed by the authorized signatory as per format given in Annexure-3 .
3.9	The bidding agency should have a full-fledged establishment within India and an office with a dedicated team in Delhi / NCR.	A self undertaking on the agency's letter head, duly stamped and signed by the authorized representative of the agency stating that the bidding agency has an office in Delhi / Delhi NCR along with contact details of his Delhi Office.
3.10	The bidding agency should submit Earnest Money Deposit (EMD) as specified in this RFP Document	As per details given below.

4. Period of Contract:

The Social Media Agency would be appointed for a **period of three years, subject to a yearly review** and with the provision that services of the agency may be dispensed with at any time, giving a maximum of three months' notice, in the event of non-performance, under performance or any other reason which would be specified. The contract may be extended on mutual consent for a maximum period of two years on same terms and conditions of payment.

5. Scope of Work

I. Social Media Management

- i. **Creation & Maintenance of Social Media Platforms for Ministry of Tourism:** The Agency shall create (as and when may be required) and maintain Social Media Platforms for MOT including but not limited to, Facebook, Instagram, LinkedIn, Periscope, Pinterest, Twitter, Vimeo and Youtube.
- ii. **New Look:** Give all Social Media Platforms a new look every week by putting up new creative features, theme lines, links etc.
- iii. **Updates:** Daily informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news, quiz, etc.
- iv. **Creatives :**
 - Developing creative units like banners / posters and video content of up to one minute duration on events, achievements, etc. for posting on social media handles, as and when may be required.
 - Developing and producing creatives and videos of up to one minute duration for campaigns on thematic subjects to be posted on the Social Media handles. These thematic campaigns may be on subjects like Monsoons, Indian Winter, Culinary Trails, Heritage Sites, Adventurous India, Wellness, etc. Such content would be produced with fresh shoots. **Each Campaign on a particular theme would comprise 6 creatives and one video.**
- v. **Live Coverage :** Providing for live coverage of events, conferences, festivals, etc., on the social media handles of the Ministry, as and when required.
- vi. **Press Releases :** Publishing online press releases (of the Ministry of Tourism) on sites in and outside India.
- vii. **Multimedia Releases:** Issuing multimedia releases within and outside India.
- viii. **Engage with users:** Regularly organize online surveys, quizzes, contests on all platforms in consultation with the Ministry of Tourism.
- ix. **Publicity:** Publicize all festivals and cultural events as suggested by the Ministry of Tourism, using these social media platforms.
- x. **Query Management:** All queries received on all platforms which need not require inputs from Ministry of Tourism must be replied to within 24 hours and all queries which require a consultation with the Ministry of Tourism should be answered within two working days.

- xi. **Gate Keeping:** Moderation of all platforms with a frequency of 6 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- xii. **Media Tracking:** Use a good industry standard monitoring tool for analyzing comments / remarks about India in various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, national & international.
- xiii. **Tagging:** Create relevant tagging & linkages of content on all platforms.
- xiv. **Procuring** photographs and videos as may be required, for one time usage.
- xv. **Copyright:** Content shared online must be copyright protected and unauthorized use of this must be monitored.
- xvi. **Reporting:** The agency must submit weekly, “Effectiveness Analysis and MIS Reports” to Ministry of Tourism on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of India on the Social Media Platforms and the results achieved.
- xvii. **Presentations :** Prepare promotional presentations with multi-media content for the Ministry, as and when required.

II. Amplification:

- i. Providing amplification of Digital Marketing Communication and Messaging through planning and execution of a Social Media Marketing activity across both Paid Media and Non-Paid Media avenues. Media planning & providing professional inputs and support in buying of media for Social Media Campaigns for running banners, adverts etc. during the period of contract on themes / subjects to be decided in consultation with the Ministry of Tourism. This would entail assistance and supervision of buying of the media slots by the Ministry of Tourism to ensure best rates and negotiations directly from the media owner.
- ii. Executing and Managing the digital campaigns released by the Ministry including undertaking activities like optimization of campaign, reporting etc.
- iii. For the above Social Media campaigns the creative units (banners etc.) will be provided by the Ministry of Tourism through its creative agency (production/resizing/adaptation etc. will be out of the scope of this tender). It is the responsibility of selected Social Media Management agency to work in close coordination with the Creative Agency of the Ministry of Tourism.

III. Key Influencer Programme

- i) Planning and Executing “Key Influencer Programs” on Social Media platforms.
- ii) The Influencer programs will aim at engaging Top 100 influencers in the tourism industry.
- iii) The Influencer programs will focus on blogs & forums and other social channels.
- iv) The Influencer programs will need to generate content for social channels and blogs, web listings, directory submissions etc and spread awareness about India and the Social Media campaign.

IV. Social Media Monitoring Programme

- i) Planning and Executing a “Social Media Monitoring Program” on Social Media platforms.
- ii) The Social Media Monitoring Program will undertake monitoring across 150-200 keywords primarily in the primary source markets for India.
- iii) Social Media Monitoring Program will create and manage a Monitoring platform which will be both predictive and reactive in approach.
- iv) **Social Media Listening / Monitoring** : Social Media Listening with 100-150 key words, with a dedicated personnel for listening / monitoring and providing monthly reports to the Ministry. The data tool will be provided by the Ministry and cost on the same will **not** have to be incurred by the Agency.
- v) The key Languages to be monitored will be Hindi and English.

V. Other related and miscellaneous work include providing monthly strategic inputs for creative campaign of the Ministry of Tourism.

VI. Providing feedback on best practices in marketing and promotion in countries across the world on Social Media.

VII Team: The agency must position a dedicated team at its office in Delhi NCR to handle the Scope of Work detailed in this RFP, during the period of contract. The identified team would work closely with the Ministry of Tourism. In the event of any change in any of the identified team members during the contract period, the same is to be conveyed to the Ministry of Tourism **in advance**, along with details of the new Team Member identified as a replacement and is to be approved by the Ministry of Tourism.

VIII. Assistance to be provided by the Ministry of Tourism would be as under:

- i. Provide the necessary information on events / festivals of importance to the Ministry of Tourism, from time to time.
- ii. The Social Media Division of the Ministry of Tourism will provide relevant (basic information/pictures/approvals) content as available from time to time.
- iii. Provide all the necessary information such as logo of Ministry / event / press releases issued for traditional media and updates etc.
- iv. Assist in obtaining any other permissions / information as required.

IX. For any work that may be required for successful implementation / execution of a project but which is **outside the Scope of Work** detailed in this RFP, payment will be made on the basis of cost estimates to be submitted by the agency, with rate reasonability to be decided by a Committee constituted in the Ministry for the purpose.

NOTE:

- i. The selected Agency shall actively engage in Content Creation & Management during the period of contract and all such content created will be the property of the Ministry of Tourism.
- ii. All Intellectual Property displayed on these platforms shall belong to the Ministry of Tourism exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with Ministry of Tourism.
- iii. Proprietorship / copyright of Images, creatives and videos produced and any other content used in the Social Media Sites of the Ministry of Tourism, would rest solely with the Ministry of Tourism, Government of India at all times / perpetuity. This would not include images / videos and any other items procured for one time use or which are right managed.
- iv. The Agency will be responsible for obtaining any permissions that may be required for undertaking work as detailed in this RFP Document. The Ministry of Tourism will assist the Agency in this regard, wherever possible.
- v. The Agency will at no time resort to plagiarism. The Ministry of Tourism, will not be a party to any dispute arising on account of plagiarism resorted to by the agency.
- vi. The Social Media Platforms Content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, Tabs etc., failure of any one of which shall be considered an incomplete execution of the Work Order.

- vii. The Agency may also note that the operation of the Social Platforms shall fall under the purview of the Right to Information Act, 2005. Thus, it must understand the laws provided there under and must answer such queries only after consultation with the Ministry of Tourism.

6. Pre-bid Meeting

All prospective Bidders, requiring clarification on the RFP shall notify the Ministry of Tourism on e-mail rangarajan@nic.in by 23rd April 2019 (1700 hrs.). A Pre-bid Meeting would be held on **25th April 2019 (1100 hrs.)** in the Conference Room of the Ministry of Tourism, 1st Floor, Transport Bhawan, 1, Parliament Street, New Delhi – 110001 to clarify queries, if any, regarding the RFP. All queries would be addressed only during the Pre-bid meeting. Interested agencies may attend the pre-bid meeting on the said date/time. A record of discussion held during the pre-bid meeting along with the corrigendum, if any, would be posted on the website of the Ministry of Tourism and on e-procure website by **1700 hrs. on 26th April 2019.**

7. Guidelines for Preparation of Proposals.

The Bidder must comply with the following instructions during preparation of Proposals:

- i. The Bidder is expected to carefully examine all the instructions, guidelines, terms and condition and formats of the RFP Document. Failure to furnish all the necessary information as required by the RFP Document or submission of a proposal not substantially responsive to all the requirements of the RFP Document shall be at Bidder's own risk and may be liable for rejection.
- ii. The Proposal and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or over writings shall be valid only if they are initialed by the authorized person signing the Proposal.
- iii. The Proposal shall be in indelible ink and shall be signed by the Bidder or duly authorized person(s).
- vi. In addition to the identification, the envelopes containing the Proposals shall mention the name and address of the Bidder to enable the Proposal to be returned in case it is declared late pursuant, and for matching purposes.
- v. No Bidder is allowed to modify, substitute, or withdraw the Proposal after its submission.

8. Submission of Proposal

- 8.1 Request for Proposal (RFP) should be submitted in two separate packets put into one large packet, which should consist of technical and financial proposals. The two inner packets (packet -1 and packet -2) should be clearly superscribed as:

Packet – 1 – Technical Proposal for “Selection of Agency for Social Media Management”.

Packet – 2 – Financial Proposal for “Selection of Agency for Social Media Management”.

- 8.2 Each of the above two packets should also mention the name, address and contact details (Telephone Nos., Fax & E-mail ID) of the company. Both packets should be properly sealed and put in to a large packet, superscribed “**Technical and Financial Proposal for Selection of Agency for Social Media Management**” and should be addressed to the Deputy Director General (Publicity), Ministry of Tourism, Government of India, Transport Bhawan, 1, Parliament Street, New Delhi. The large outer packet should be sealed and should bear the name, address and contact details of the company. The last date for submission is **08th May 2019 (1500 hrs.)**.

- 8.3 The outer sealed envelope containing the sealed Technical and Financial bids should be addressed to:

**The Deputy Director General (Publicity),
Ministry of Tourism, Government of India,
Transport Bhawan,
1, Parliament Street,
New Delhi – 110 001**

- 8.4 **The Technical Proposal (Packet -1) must include the following:-**

- (i) A clear photocopy of the certificate of Incorporation / Registration. In case of change in name, the copy of the relevant document.
- (ii) A photocopy of PAN Card.
- (iii) A Photocopy of GST Registration Certificate bearing GST No. of the agency / firm.
- (iv) A Certificate from Chartered Accountant in original in support of cumulative annual turnover of the Firm / Agency of **Rs. 10 Cr.** during last 3 years (i.e 2015-16, 2016-17& 2017-18).

- (v) A Certificate from Chartered Accountant in original certifying that the bidding agency is in operation for a minimum period of 5 years as on 01st April 2018 with at least 2 years experience in providing service in Social Media Management.
- (vi) Details and Work order (s) / Client Completion Certificates for relevant experience in Social Media Management for **Government / PSU other than tourism related** in the last three years (2015-16, 2016-17 & 2017-18).
- (vii) Details and Work order (s) / Client Completion Certificates for relevant experience in Social Media Management for **State Tourism Department / National Tourism Authority** during the last three years (2015-16, 2016-17 & 2017-18).
- (viii) Details and Work order (s) for experience in Social Media Management for **Private Sector** in the last three years (2015-16, 2016-17 & 2017-18)..
- (ix) The Bidder shall not have been declared **blacklisted for corrupt or fraudulent practices** with any Government departments/ agencies/ ministries or PSU's and should not be blacklisted as on 31st December 2018 A declaration to this effect by the authorized representative of the bidding agency to be submitted as per the format given at **Annexure-1**.
- (x) An undertaking on the letterhead of the Agency and signed by an authorized signatory, that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the Agency in the financial proposal (the cost is not to be indicated in the undertaking). The above undertaking submitted by the agencies would be binding on the Social Media Agency (as per format at **Annexure-2**).
- (xi) A confirmation letter from the bidding agency for being able to provide the qualified team should be submitted on the company letter head, duly signed by the authorized signatory as per format at **Annexure-3**.
- (xii) A **self undertaking** on the agency's letter head, duly stamped and signed by the authorized representative of the agency stating that the bidding agency has an office in Delhi / Delhi NCR along with contact details of his Delhi Office
- (xiii) Approach & Methodology including but not limited to the following :
 - ✓ Proposed brand vision and social media strategy for Ministry of Tourism.
 - ✓ Content Development Strategy
 - ✓ Concept and Methodology for Social Influencer Programmes

- ✓ Innovative ideas and suggestions
- (xiv) **Team Composition:** Details of the Team identified to work on the project for Ministry of Tourism
- ✓ Name of the Team Member
 - ✓ Designation
 - ✓ Work being handled
 - ✓ Qualifications
 - ✓ Number of years of relevant experience
 - ✓ Experience in the Agency
- (xv) **Earnest Money Deposit (EMD) / Bid Security for Rs. 10,00,000 (Rupees Ten Lakh only)** drawn in favour of the Pay & Accounts Officer, Ministry of Tourism, Government of India, New Delhi to be submitted in an acceptable form such as Bank Guarantee, etc. from a scheduled Bank. **If the Pre-Qualification Bid Packet is not accompanied by EMD/ Bid Security, the proposal of the bidding agency shall be rejected outright.** No interest shall be payable by the Ministry of Tourism on the sum deposited as EMD/ Bid Security. The EMD/ Bid Security of unsuccessful bidders would be returned within one month of issue of the work order / contract to the successful bidder. EMD / Bid Security will be returned to the successful agency on issue of work order and receipt of performance guarantee. The EMD should be valid for 90 days from the date of the closing of the bid.

The Technical Proposal, with all required supporting documents must be bound and properly indexed.

8.5 The Financial Proposal (Packet-2) must include the following:

- (i) All item wise costs associated with the Assignment should be included in the Financial Proposal as per format given below. The total amount indicated in the Financial Proposal shall be without any condition attached or subject to any assumption, and shall be final and binding. In case any assumption or condition is indicated in the Financial Proposal, it shall be considered non-responsive and liable to be rejected.

Sl No.	Item	<u>Expected / anticipated requirement for three years</u>	Unit cost (Excluding Taxes)	<u>Total Cost for three years</u> in INR (as per expected / anticipated requirement for 3 years wherever

				indicated against each item) (excluding taxes)
1.	Cost of setting up accounts in any new social media platforms, if any (per platform)	3 Platforms*	Cost per platform	
2.	Cost of Monitoring social media platforms (per platform per month)	8 Platforms per month*	Cost per platform	
3.	Adding content and responding to the social media platforms	1,500 updates per platform for 3 years*	Cost per update per platform	
4.	Cost of developing creative units like banners / posters on events, achievements, etc. for posting on social media handles, as and when may be required.	360 for three years*.		
5.	Cost of developing video content of up to one minute duration for social media on events, achievements, etc.	45 for 3 three years*.		
6.	Cost of developing Creatives <u>with fresh photo shoot</u> for Thematic Campaigns to be posted on the Social Media Handles of the Ministry. Each Campaign would have 6 such creatives.	18 thematic campaigns for three years*	Cost per thematic Campaign	
7.	Cost of developing video content of up to one minute duration, <u>with fresh shoot</u> for Thematic Campaigns to be posted on the Social Media Handles of the Ministry. Each Campaign would have 1 video. <i>(For videos of longer duration than one minute, if</i>	18 Thematic Campaign for three years*.	Cost per thematic Campaign	

	<i>required, cost would be calculated on pro-rata basis)</i>			
8.	Cost of procuring third party photographs (one time use basis)	720 Photos for 3 years*.	Cost per photograph	
9.	Cost of procuring third party Videos (one time use basis) of 1 minute duration.	144 videos for 3 years*.	Cost per video	
10.	Cost for providing Live Coverage of Events, Conferences, Festivals, etc. Expected Requirement : 8 Events, Conferences, Festivals per year* <i>(If the Live Coverage is for an event / conference / festival, etc. outside Delhi, cost for air/ rail fare, accommodation & transport for the agency personnel will be borne separately by the Ministry and is not to be included in the cost quoted)</i>	24 Events, conference , Festivals for three years*.	Cost per Event/ Conference/F estival	
11.	Editing and uploading videos supplied by Ministry of Tourism or Third party			
12.	Editing and uploading photos supplied by Ministry of Tourism or Third party			
13.	Cost of publishing online press releases on 50 sites within India	36 press releases on 50 sites for three (3) years*	Cost per press release per site	
14.	Cost of publishing online press releases on 10 sites outside India	15 press releases on 10 sites for three (3) years*	Cost per press release per site	

15.	Cost of making power point presentation with multimedia content (minimum 50 slides)*	30 Presentations for three (3) years*.	Cost per presentation	
16.	Cost for planning and executing Key Influencer Programmes Expected Requirement: 4 Programmes per year*. <i>(Cost for all logistic arrangements required for the programmes, such as booking of venues, providing accommodation, meals, air or rail fare, transport for the Influencers, as may be required will be paid separately by the Ministry and is not to be included in the cost estimate)</i>	12 Programmes for three (3) years*.	Cost per Programme	
17.	Fee for managing social media campaigns including optimization and reporting.	9 Social Media Platforms for three (3) years*.	Fee per social media platform.	
18.	Social Media Listening and Monitoring with 100-150 key words. <i>(The Data Tool for this will be provided separately by the Ministry and is not to be included in the cost estimate)</i>	For 3 years	Cost per month	
19.	Any other Costs (to be specified)			
	Total (Excluding GST)			
	GST			
	Grand Total (including GST)			

(*This is an estimation of the volume of work. Actual volume of work may vary during implementation.)

- (ii) **For Financial Evaluation, the total cost quoted for all the items of work, for three years (excluding taxes) will be considered.**

It may be noted that the total cost for three years submitted in the financial quote is based on an expected requirement. This may vary, based on the requirement of the Ministry and the amount payable to the agency will be for actual work undertaken, based on unit costs indicated in the Financial Proposal.

- (iii) Taxes / GST as applicable will be paid as per actual and the same are **not** required to be indicated in the financial bid.
- (iv) The financial quote above **must** cover **all** costs / expenses of the Agency for undertaking work as detailed in the Scope of Work of this RFP, **except taxes and except where otherwise stated.**
- (v) The cost quoted will be firm and fixed for the duration of performance of the contract. At no point of time will any deviation from the quoted rate be entertained by the Ministry of Tourism.
- (vi) The Financial Bid shall **not** include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.
- (vii) All payments shall be subject to deduction of taxes at source as per Applicable Laws.

NOTE : Agencies may be careful while preparing their Financial Proposal and ensure that there is no mismatch while making calculations

9. Evaluation of Proposals

i) Technical Evaluation:

Technical proposals will be opened in the presence of representatives of agencies submitting proposals at **1600 hrs. on 08th May 2019** for verification of documents submitted and fulfillment of eligibility criteria. The agencies whose technical proposals are complete in all respects and who fulfill all eligibility criteria would be shortlisted to make a presentation before a Committee for evaluation of their technical proposal. Date for the presentation would be intimated by e-mail to all eligible agencies. On the basis of presentation made by the eligible agencies, a constituted committee will evaluate the technical proposals of the eligible agencies against a total of 70 Marks as per following details:

Sr. No.	Parameters	Maximum Score
01.	No. of years of Experience in work relating to Social Media Management. (One mark for each additional year of experience beyond the prescribed two years as on 1st April 2018, for a maximum of 4 marks)	4
02.	Cumulative annual turnover for the last three financial year (2015-16, 2016-17 & 2017-18). Above Rs. 10 Cr. to Rs. 20 Cr. – 2 Marks Above Rs. 20 Cr. to Rs. 30 Cr. – 3 Marks Above Rs. 30 Cr. – 4 Marks	4
03.	Social Media Management Projects undertaken for Government / PSUs in the last 3 years (2015-16, 2016-17 & 2017-18), other than tourism related. (3 marks for every additional project beyond the minimum prescribed 2 projects with a maximum of 9 Marks)	9
04.	Social Media Management Projects undertaken for Private Sector in any field in the last 3 years (2015-16, 2016-17 & 2017-18). (3 marks for every additional project beyond the minimum prescribed 2 projects with a maximum of 9 Marks)	9
05.	Social Media Management Projects undertaken for any State Tourism Department / National Tourism Authority in the last 3 years (2015-16, 2016-17 & 2017-18). (3 marks for every additional project beyond the minimum prescribed 1 project with a maximum of 9 Marks)	9
06.	Approach & Methodology including but not limited to the following : - Proposed brand vision and social media strategy for Ministry of Tourism. - Content Development Strategy - Concept and Methodology for Social Influencer Programmes	30
07.	Innovative Ideas and Suggestions	5
	Total	70

Agencies scoring 70% marks or more in the Technical Evaluation (i.e. 49 out of 70), will be shortlisted for opening of financial bids.

ii) **Financial Evaluation:** Financial Bids of the shortlisted agencies will be opened in the presence of authorized representatives of the Agencies on a date /time to be specified by the Ministry of Tourism. Financial evaluation, based on the total cost quoted by the Agency for three years, will carry a weightage of **30 Marks**.

For Financial Evaluation, the total cost for all three years (excluding taxes) will be considered. The cost for three years will cover all costs / expenses of the agency as detailed in the Scope of Work.

iii) **Selection of Agency for Social Media Management will be based on the aggregate of the Technical and Financial Evaluation.**

10. Time Line for the Project / Deliverables

Content creation and translation, editing of existing content. The following is an indicative list of deliverables and milestones for the agency, assuming that the engagement starts at time T (Issuance of Work Order)

Sr. No.	Deliverables	Timelines
01.	Preparation & Submission of detailed plan of action.	T + 15 days.
02.	Content Creation & Deployment	Continuous Work
03.	Updation, maintenance, New Content Creation, etc.	Continuous Work

Monthly progress Reports (MPRs) to be submitted every month indicating the activities completed / ongoing / remaining as against the scheduled tasks / activities.

11. Contract / Work Order

On selection of the agency and acceptance of financial quote submitted by the selected agency, a Letter of Intent (LOI) would be issued to the agency. On receipt of LOI, the agency would submit a letter of acceptance along with a performance guarantee as detailed in Para 12 below, within **7 working days** of receiving LOI. Thereafter, a detailed work order will be issued to the selected agency.

12. Submission of Performance Guarantee:

The selected agency will execute a **Performance Guarantee** for 10% of the total contract value, in the form of Bank Guarantee from a Scheduled Bank in acceptable form or in the form of Fixed Deposit Receipt pledged to the Ministry of Tourism, Government of India. The said guarantee should be valid for 60 days after the date of completion of the entire Project. In case of any deficiency and unsatisfactory performance by the consultant, the Performance Guarantee is liable to be invoked and the payment due to the agency would be withheld. No interest will be paid by the Ministry of Tourism on the Performance Guarantee.

13. Terms of Payment:

- i. Advance payment will **not** be allowed.
- ii. Payment to the selected agency would be made on quarterly basis for those activities completed.
- iii. On completion of activity, the agency would submit an invoice in triplicate with supporting documents, if any, to the Ministry for payment. After completion of the due procedures, in the Ministry, payment will be made by electronic transfer of funds to the bank account of the agency concerned in India Rupees.
- iv. Taxes / GST as applicable will be paid on actuals.
- v. For facilitating Electronic Transfer of funds, the selected agency will be required to indicate the name of the Bank & Branch, account no. (i.e. bank name, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of every bill submitted for payments by the agency.

14. Additional Information to the Bidders:-

- i) Period of validity of the Tender is 90 days from the closing date of the Proposal. If need be, necessary extension would be considered by the Ministry of Tourism.
- ii) The Ministry of Tourism is however not bound to accept any tender or assign any reason for non-acceptance. **Conditional, erroneous and incomplete Bids will be rejected outright.**
- iii) The Ministry of Tourism reserves its right to summarily reject offer received from any Media Planning Agency on national security considerations, without any intimation to the bidder.
- iv) Agencies submitting proposals will not be permitted to alter or modify their bids after expiry of the deadline for receipt of bids.
- v) The Ministry of Tourism reserves its right not to accept bids from Agencies resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government Investigating Agencies / Vigilance Cell.
- vi) The Ministry of Tourism reserves the right to place an order for the full or part quantities under any items of work under scope of work.

- vii) Any amendments / corrigendum to the RFP document would be uploaded on the official website of the Ministry of Tourism, www.tourism.gov.in and the tender website of Government of India www.eprocure.gov.in.
- viii) The agency would indemnify the Ministry of Tourism against any claim of copyright violation / plagiarism, etc.

15. 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 conditions as soon as possible.

16. Penalty:

The Performance Guarantee submitted by the agency shall be liable to be forfeited in full or part in case of underperformance by the agency, besides other action, including blacklisting of the agency as may be deemed fit by the Ministry of Tourism, Government of India as per the details given below:

- a) In case, it is noticed that the agency has been unable to deliver any work enumerated in the work order in part as enumerated under each item of work, penalty @15% would be imposed equivalent to the cost of that unit of work.
- b) In case it is noticed that the agency has been unable to deliver one or two items of work as a whole, penalty @10% would be imposed equivalent to the cost of those items of work.
- c) In case the agency has been unable to deliver three or more items as a whole, as enumerated in the scope of work, the performance bank guarantee submitted by the agency shall be forfeited in full.
- d) If the delivery of any item(s) is delayed from the delivery schedule approved by the Ministry of Tourism, a penalty @1% of the total cost of that item, per week would be imposed.

- e) In case of any inordinate delay in execution of activities / items in the Scope of Work, a Committee of officers of appropriate level decided by the competent authority will decide on penalty and / or other action be taken, after examining all aspects of the case.
- f) The Ministry of Tourism reserves the right to deduct the penalty either from Performance Bank Guarantee or from pending invoices submitted for the work already performed by the agency.

17. Termination:

Ministry of Tourism may terminate the Contract of the agency in case of the occurrence of any of the events specified below:

- (i) If the Agency becomes insolvent or goes into compulsory liquidation.
- (ii) If the Agency, in the judgment of Ministry of Tourism, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- (iii) If the Agency submits to Ministry of Tourism a false statement which has a material effect on the rights, obligations or interests of Ministry of Tourism.
- (iv) If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to Ministry of Tourism.
- (v) If the Agency fails to provide the quality services as envisaged under this Contract. Reasons for the same would be recorded in writing.

In case of such an occurrence Ministry of Tourism shall give a written advance notice, not exceeding three (3) months before terminating the Contract of the Social Media Agency.

18. Arbitration:

(i) In event of any dispute or difference between the Ministry and the Agency, such disputes or differences shall be resolved amicably by mutual consultation. If such resolution is not possible, then the unresolved dispute or difference shall be referred to arbitration of the sole arbitrator to be appointed by the Secretary, Ministry of Tourism on the recommendation of the Secretary, Department of Legal Affairs ('Law Secretary') Government of India. The provision of Arbitration and Conciliation Act, 1996 (No.26 of 1996) as amended in 2015 shall be applicable to the arbitration. The Venue of such arbitration shall be at New Delhi or any other place, as may be decided by the arbitrator. The language of arbitration proceedings shall be English. The arbitrator shall make a reasoned award (the "Award"), which shall be final and binding on the Ministry and the Agency. The cost of the arbitration shall be shared equally by the Ministry and the Agency to the agreement. However, expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself.

(ii) Pending the submission of and /or decision on a dispute, difference or claim or until the arbitral award is published; the Ministry and the Agency shall continue to perform all of their obligations under this Agreement without prejudice to a final adjustment in accordance with such award.

19. Jurisdiction:

The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and are in force for the time being are applicable to this contract tender.

20. Interested agencies may submit bids as per the requirements stipulated in this document latest by 1500 hrs on 08th May 2019. **The bid should be addressed to the Deputy Director General (Publicity), Ministry of Tourism, Room No. 123 Transport Bhawan, 1, Parliament Street, New Delhi-110001** and to be submitted at the CR section of the Ministry of Tourism located at the Ground floor (near the exit gate), Transport Bhawan, New Delhi.

Deputy Director General (Publicity)

**Pre-Qualification Bid
Declaration of not being blacklisted**

Format for Annexure -1

To be provided on 'Company letter head'

The Deputy Director General (Publicity Division),
Ministry of Tourism
Transport Bhawan,
1, Parliament Street,
New Delhi

Subject :- Declaration of not being blacklisted.

Madam / Sir,

This has reference to the Ministry of Tourism's RFP No..... dated for Appointment of a Social Media Management Agency.

In this context, I/We, as an authorized representative(s) of company, declare that presently our Company/ firm is having unblemished record and is not declared ineligible with regard to corrupt & fraudulent practices, blacklisted either indefinitely or for a particular period of time, or had work withdrawn, by any State/ Central government/ PSU.

If this declaration is found to be incorrect then my/our bid security without prejudice to any other action that may be taken, may be forfeited in full and the tender, if any, to the extent accepted, may be cancelled.

Thanking you,

Name of the Bidder:

Authorised Signatory:.....

Name:

Seal:

Date:

Place:

Pre-Qualification Bid - Undertaking**Format for Annexure-2****To be provided on 'Company letter head'**

The Deputy Director General (Publicity Division),
Ministry of Tourism
Transport Bhawan,
1, Parliament Street,
New Delhi

UNDERTAKING

Madam / Sir,

This has reference to the Ministry of Tourism's RFP No..... dated for Appointment of a Social Media Management Agency.

In this context, I/we, as an authorized representative(s) of company, I/We certify that the agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the agency in the financial proposal.

Thanking you,

Name of the Bidder:

Authorised Signatory:.....

Name:

Seal:

Date:

Place:

Certificate for Providing Qualified team**Format for Annexure- 3**

To be provided on ‘Company letter head’

The Deputy Director General (Publicity Division),
Ministry of Tourism
Transport Bhawan,
1, Parliament Street,
New Delhi

Subject :- Certificate for providing qualified team.

Madam / Sir,

This has reference to the Ministry of Tourism’s RFP No..... dated for Appointment of a Social Media Management Agency.

In this context, I / We as an authorized representative(s) of company, certify that we shall be able to provide a qualified servicing team for undertaking the work related to social media management for the Ministry of Tourism, as per Scope of Work detailed in the above RFP. The social media team would work closely with the Ministry of Tourism.

Thanking you,

Name of the Bidder:

Authorised Signatory:.....

Name:

Seal:

Date:

Place: