

CORRIGENDUM

Request for Proposal [RFP]

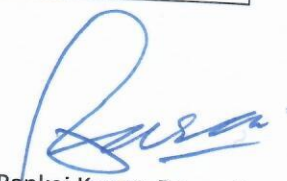
for

Selection of Brand Strategy and Design Agency for Incredible India Digital Platform

Ministry of Tourism**Government of India****Date of Issue: 4th February 2022****I. Corrigendum to Tender Reference Number IT-5/1/2019**

This is for information of all the bidders that the Tender Document (Tender Reference Number IT-5/1/2019 dated January 20, 2021) for "Selection of Brand Strategy and Design Agency for Incredible India Digital Platform" has been amended, as under, based on the discussion held in per pre-bid meeting on January 31, 2021 and bidders are requested to submit their bids accordingly:

#	Clause No.	Page No	Existing Clause	Amended Clause
1.	Clause #2 Fact Sheet	Page 10 of RFP	Last date and time of Bid submission: Date- 10.02.2022 (Thursday) 15: 00 Hrs	Last date and time of Bid submission: Date- 21.02.2022 (Monday) 15: 00 Hrs
2.	Clause #2 Fact Sheet	Page 11 of RFP	Technical Bid opening Date & Time – 11.02.2022 (Friday) 16:00 Hrs	Technical Bid opening Date & Time – 22.02.2022 (Tuesday) 16:00 Hrs



Pankaj Kumar Devrani
Under Secretary to the Government of India
Ministry of Tourism

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for

Selection of Brand Strategy and Design Agency for Incredible India Digital Platform

Ministry of Tourism**Government of India****Date of Issue: 3rd February 2022****I. Corrigendum to Tender Reference Number IT-5/1/2019**

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3.	Clause#14.2 Termination for Convenience	Page 18 of Appendix 1		The MoT shall terminate the contract for any reason by giving the bidder a notice period of 90

			The MoT may at any time terminate the Contract for any reason by giving the Agency a notice of termination that refers to this clause.	days that refers to this clause. The bidder shall receive the payment for all the deliverables accepted by MoT till the effective date of termination.
4.	Clause#7.2 Pre-Qualification Evaluation Criteria for AEM Certified	Page 28 of RFP	<p>a. Copy of valid certificates duly authenticated by the authorized signatory.</p> <p>AND</p> <p>a. Copy of Work Order and Completion Certificates/ Phase Completion Certificate from the client, OR</p> <p>b. Copy of Work Order and Self-Certificate of Completion certified by the Statutory Auditor or the Company Secretary, OR</p> <p>c. Copy of client certificate as documentary proof for the stated criteria and project status</p>	<p>a. Copy of valid certificates duly authenticated by the authorized signatory.</p> <p>AND</p> <p>a. Copy of Work Order and Completion Certificates/Phase Completion Certificate from the client, OR</p> <p>b. Copy of Work Order and Self-Certificate of Completion certified by the Statutory Auditor or the Company Secretary, OR</p> <p>c. Copy of client certificate as documentary proof for the stated criteria and project status, OR</p> <p>d. In case of NDA, Self-Certificate of Completion by the Company Secretary.</p>
5.	Clause#7.3.1 Technical Bid Criteria	Page 30 of RFP	<p>a. Copy of valid certificates duly authenticated by the authorized signatory.</p> <p>AND</p>	<p>a. Copy of valid certificates duly authenticated by the authorized signatory.</p> <p>AND</p>

			<ul style="list-style-type: none"> a. Copy of Work Order and Completion Certificates/ Phase Completion Certificate from the client, OR b. Copy of Work Order and Self-Certificate of Completion certified by the Statutory Auditor or the Company Secretary, OR c. Copy of client certificate as documentary proof for the stated criteria and project status 	<ul style="list-style-type: none"> a. Copy of Work Order and Completion Certificates/Phase Completion Certificate from the client, OR b. Copy of Work Order and Self-Certificate of Completion certified by the Statutory Auditor or the Company Secretary, OR c. Copy of client certificate as documentary proof for the stated criteria and project status, OR d. In case of NDA, Self-Certificate of Completion by the Company Secretary.
6.	Clause#7.3.2.1 Technical Bid Criteria 2: Experience in Brand Consultancy	Page 33 of RFP	The bidder should have worked with at least top 5 brands across the world based on the Best Global Brands -2021 ratings in the last 5 years. The bidder can refer to Interbrand.com or Fortune 500 and present a list of brands they have worked with from the top 100 list from either of the website mentioned above.	The bidder should have worked with at least top 5 brands across the world based on the Best Global Brands -2021 ratings in the last 5 years. The bidder can refer to Interbrand.com or Fortune 500 and present a list of brands they have worked with from the top 100 list from either of the website mentioned above. Minimum project value to be of INR 1 crore (without GST) required for the projects being submitted for Experience in Brand Consultancy.
7.	Clause#7.2 Pre-Qualification Evaluation Criteria for Experience in Brand Consultancy	Page 27 of RFP	The Bidder should have handled at least 3 projects involving similar services*, with a project fee of at least INR 1 crore, per project, in the last 3 financial years (2020-21, 2019-20, 2018- 19)	The Bidder should have worked with at least three clients involving similar services*, with a project fee of at least INR 1 crore, per project, in the last three financial years (2020-21, 2019-20, 2018- 19).

All other terms and conditions of the RFP issued on January 20, 2022, will remain unchanged.

II. Response to pre-bid queries for Selection of Brand Strategy and Design Agency

Pre-bid meeting was held on January 31, 2022 at 11:00 AM, the queries by the bidders and response of the Ministry of Tourism is as under:

#	Page No	Clause No	Clause Name	Statement in RFP	Query by the Bidder	Response by MoT
1	8	2	Fact Sheet	Last date and time for Bid submission (on or before)	Request to extend the bid submission end date by minimum 6 six weeks from the pre-bid queries clarification date.	Last date and time for Bid submission (on or before) Date & Time: - 21.02.2022 (Monday) 15:00 Hrs
2	26	7.2	Pre-Qualification Evaluation Criteria	Annual Turnover -The Bidder must have an annual turnover of minimum INR 50 crore per year during the last three financial years ending 31st March 2021.	Request you alter the Annual Turnover from 50 Crores to 100 Crores to limit the number of competitors. Pls modify this clause as "Average Annual Turnover of last 3 (three) financial years (FY 2018-19, 2019- 20, 2020-21) from IT application and website development or other System Integration activities should be greater than INR 100 Crore.	No change.
3	28	7.2	Pre-Qualification Evaluation Criteria for AEM Certified	a. Copy of valid certificates duly authenticated by the authorized signatory. And a. Copy of Work Order and Completion Certificates/	Because of NDA signed we could not share Work order or Client Completion certificates for project Citations, so request to allow self-certification from company secretary. Request to modify the clause as a. Copy of valid certificates duly	Refer to the Point 4 of Corrigendum.

				<p>Phase Completion Certificate from the client, OR b. Copy of Work Order and Self-Certificate of Completion certified by the Statutory Auditor or the Company Secretary, OR c. Copy of client certificate as documentary proof for the stated criteria and project status</p>	<p>authenticated by the authorized signatory. And a. Copy of Work Order and Completion Certificates/Phase Completion Certificate from the client, OR b. Copy of Work Order and Self-Certificate of Completion certified by the Statutory Auditor or the Company Secretary, OR c. Copy of client certificate as documentary proof for the stated criteria and project status , OR d. Self-Certificate of Completion by the Company Secretary</p>	
4	30	7.3.1	Technical Bid Details	<p>a. Copy of Work Order and Completion Certificates/ Phase Completion Certificate from the client, OR b. Copy of Work Order and Self-Certificate of Completion certified by the Statutory Auditor or the Company Secretary, OR c. Copy of client certificate as documentary proof</p>	<p>Because of NDA signed we could not share Work order or Client Completion certificates for project Citations, so request to allow self-certification from company secretary. Request to modify the clause as a. Copy of Work Order and Completion Certificates/ Phase Completion Certificate from the client, OR b. Copy of Work Order and Self-Certificate of Completion certified by the Statutory Auditor or the Company Secretary,</p>	Refer to the Point 5 of Corrigendum.

				for the stated criteria and project status.	OR c. Copy of client certificate as documentary proof for the stated criteria and project status, OR d. Self-certificate by Company secretary	
5	23	6.8	No Deviations	No Deviations	Request to allow deviation in the proposal	No change
6			General	Not found in the RFP	It is requested that the payment should be due and paid to the successful bidder within 30 days from the date of invoice raised.	No change
7	18 of 50	14.2	Termination for Convenience	The MoT may at any time terminate the Contract for any reason by giving the Agency a notice of termination that refers to this clause.	Request to delete this Termination for Convenience clause	Refer to the Point 3 of Corrigendum.
8	17 of 50	14	Termination	Termination	a) For any kind of termination, the client should give 60 days' notice period. As a bidder request to make the payment in the event of termination under all circumstances till the effective date of termination. b) Bidder request the termination event be limited to termination for material breach of any terms and conditions of the RFP. In case of material breach, MOT should give 30 days' notice period to the successful	No change.

					bidder. c) Bidder request to make the payment in the event of termination under all circumstances till the effective date of termination.	
9	63	13	SLA and Penalties	SLA and Penalties	Request to modify the current SLA and it should be determined mutually once the contract is awarded to SI and the SI has sufficient knowledge about the applications to be supported. Also under penalty for Submission of timely deliverables - instead of 1% per day , let that be at 1% of monthly charges excluding any hardware and software charges	No change
10			General		With the current pandemic situation and from resourcing standpoint, Bidder requests to have flexibility to work from remote location.	The MoT will consider based on the specific circumstances regarding the pandemic situation from time to time.
11			General		In case of non-payment within 30 days from date of invoice , the bidder should have the right to suspend the service.	No change
12	19 of 50	15	Indemnification & Limitation of Liability	Indemnification & Limitation of Liability	There is no capping on Limitation of liabilities. It is requested that the liability on the bidder should be capped 12 months recurring charges.	No change
13	20	6.4	Code of Integrity	(vii). Obstruction of any investigation or auditing of a procurement process	Request to restrict the audit for project deliverables and not financial data as it is confidential in nature.	No change

14	24 of 50	18	Intellectual Property Rights (IPR)		As per Intellectual Property Rights (IPR), source code of "Pre-existing work" could not be shared, so request you to modify the clause accordingly.	No change
15	19, 20 of 50	15.1	Indemnities		Request you to clarify that indemnity applies only to "gross" negligence attributable to Indemnifying Party.	No change
16	52	8.3	Deliverables, Timelines & Payment Terms		In some cases, gap between 2 payment milestones is more than 60 day, so request you to do the necessary modification so that gap between 2 payment milestones should not be more than 45 days Also request to change the payment term from "Payment shall be made within <30 working days> of the receipt of invoice " to "Payment shall be made within <30 days from the date of invoice "	No change
17	16	iv E	Introduction to Incredible India Digital Platform 5.1 Incredible India Digital Platform		Will there be Analytics integration required in the web portal and mobile applications? How many campaigns do we see happening in a quarter?	The SI will be responsible to coordinate with Brand Strategy and Design Agency for integration of Analytics on the web portal as well as on mobile application. To make Incredible India as one of the best tourism portals in the world, it will be the responsibility of the selected bidder to design, develop and execute maximum number of campaigns during the period of engagement. Refer to the clause 8.2.7 and 8.2.8 of the RFP document.

18	16	iv B	Introduction to Incredible India Digital Platform 5.1 Incredible India Digital Platform		How many languages are we looking to support initially? What is the plan in terms of phases for this? Who will own the translations?	<p>The selected bidder shall be responsible for language translation (Indian and Foreign). Refer to the Annexure G for the list of all the languages for translation.</p> <p>Updating the website content is an ongoing process and hence translation in different languages shall be done simultaneously.</p>
19			General		Which tool is being currently used for SLA measurement? Hope SLA tool be provided by the client and not by SI. Kindly confirm.	The query is not relevant for this RFP.
20			General		Who is responsible to manage the current infrastructure? If any SLA miss is due to infrastructure, then SI should not be penalized for that. Kindly confirm.	The query is not relevant for this RFP.
21			General		How will the knowledge transfer happen once it is awarded to new SI	Industry best practices and standards shall be followed for all the knowledge transfer activities.
22			General		Is there any intention of selling merchandise and tickets/ passes on the website and app?	The portal is envisioned to be a one-stop platform for all tourists. Multiple portals and agencies shall be integrating services and information with Incredible India. Hence,


						services like ticketing and passes shall be offered on portals like ASI for the tourist.
23			General		Do you have any specific accessibility level requirements - like A/AA/AAA?	The best-in-class industry practices to be followed to make Incredible India – a world class tourism portal in terms of content, brand, and accessibility.
24			General		Would the dissemination of content like campaigns etc based on the user's location obtained from browser and mobile apps?	Yes, the dissemination of content shall be based on different personas and geographies of users obtained from browser and mobile apps. Refer to the clause 8.2.6.4 of the RFP document for more details.
25			General		Other than the tourists (domestic and international), who are our target audience for this? - Hotels? Agents? Planners?	The target audience for the Incredible India portal will be international and domestic tourists. However, the bidder will have to engage with different stakeholders including, State Tourism Boards, and Industry for positioning Incredible India digital platform as one of the best tourism portals in the world. Refer to clause 8.2.16 of the RFP document for more details.
26			General		Considering the scope of the work, are there any prioritisation done in terms of planning?	The selected bidder shall prioritize, and plan based on the Milestones mentioned in the clause 8.3 of the RFP document.

27	28	7.2	Pre- Qualificatio n Evaluation Criteria	AEM Certified The bidder should be Adobe certified Bronze Partner Certification or above and should have worked on at least one project on AEM or have managed Adobe Campaigns.	Is the AEM certification a prequalification criterion valid for Brand Strategy and Design Agency as well?	Yes, AEM certification is a valid pre-qualification criterion for the Brand Strategy and Design Agency.
28	27	7.2	Pre- Qualificatio n Evaluation Criteria	The Bidder should have handled at least 3 projects involving similar services*, with a project fee of at least INR 1 crore, per project, in the last 3 financial years (2020-21, 2019-20, 2018- 19)	Are we looking at 3 Projects for 3 clients in any of the financial years or 3 projects for single client across financial years	Refer to the Point 7 of Corrigendum.

29	33-34	7.3.1.2	<p>Technical Bid Criteria 2: Experience in Brand Consultancy</p>	<p>The bidder should have worked with at least top 5 brands across the world based on the Best Global Brands - 2021 ratings in the last 5 years. The bidder can refer to Interbrand.com or Fortune 500 and present a list of brands they have worked with from the top 100 list from either of the website mentioned above.</p>	<p>What is the work proof required to show under Experience of working with at least top 5 brands across the world? Is there a minimum work order value required in supporting document</p>	<p>The work proof required to show under the Experience of working with at least top 5 brands across the world is mentioned in Annexure A Format 6 for Project Citation Format of the RFP document.</p> <p>Refer to the Point 6 of Corrigendum.</p>
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30	16	5.2.2	Brand Strategy & Design Agency – Lead Implementation Partner	<p>Brand Strategy and Design Agency shall play a pivotal role in driving the multifaceted strategy for the Incredible India digital platform as per the vision laid down by the Ministry of Tourism. As a lead agency, it shall draft overall branding and experience strategy, deliver content to enhance the digital platform. In addition to this, it shall provide guidance and support to System Integrator and Production Agency and work together to achieve project milestones.</p>	<p>Given that Incredible India has already been a very active and visible campaign and would have an existing equity and scores, are there any specific challenges we seek to actively solve for from a brand or business perspective ?</p>	<p>The selected bidder shall take all the necessary measures as per the Vision and Strategy document (Appendix 2) and Benchmarking study (Appendix 3) to make Incredible India - the best tourism portal in the world.</p>
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31	8	2	Fact Sheet	<p>Submission of Bid - Date & Time: - 10.02.2022 (Thursday) 15:00 HRS</p> <p>While we would love to get going on this RFP, our teams are currently swamped, and we're not sure we can complete all the points of this extensive RFP in the given timeline of Feb 10.</p> <p>Is there any chance of getting an extension on this deadline so we can send a complete RFP? Would be great if we can get the maximum extension that is possible as per the Ministry's discretion.</p>	<p>Last date and time for Bid submission (on or before)</p> <p>Date & Time: - 21.02.2022 (Monday) 15:00 Hrs.</p>
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Pankaj Kumar Devrani
Under Secretary to the Government of India
Ministry of Tourism

(पंकज कुमार देवरानी / PANKAJ KUMAR DEVRANI)
अवर सचिव / Under Secretary
पर्यटन मंत्रालय / Ministry of Tourism
भारत सरकार / Govt. of India
नई दिल्ली / New Delhi