

**Ministry of Tourism  
Western Regional Office  
Indiatourism Mumbai**

*Social  
media*

Air India Building  
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File No. ITMumbai/2022/TP-SOCIALMEDIA

Date: 4<sup>th</sup> May 2022

**Tender Notice**

**Subject: Selection of Agency to handle the Social Media Accounts of  
Indiatourism Mumbai, Western Regional Office of Ministry of Tourism**

Indiatourism Mumbai the Regional office of Ministry of Tourism , Government of India for the Western & Central Region ( Maharashtra , Madhya Pradesh, Goa , Gujarat , Chhattisgarh and Dadra & Nagar Haveli and Daman & Diu ) is looking to engage the services of agencies proficient and experienced in Social Media Marketing to handle the Social Media handles of Indiatourism Mumbai.

Scope of Work includes following :

1. The Agency shall maintain Social Media Platforms for Indiatourism Mumbai on Facebook, Instagram, Twitter, and Youtube .
2. Give the Social Media Platforms a new look every week by putting up new creative features, theme lines, links etc.
3. Updates: Daily informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news, quiz, etc. (minimum one post a day) .
4. Develop creative units like banners / posters on events, achievements (Govt. of India) , etc. for posting on social media handles, as and when may be required.
5. Regularly organize online surveys, quizzes, contests on all platforms in consultation with the India Tourism Mumbai.
6. Publicize all festivals and cultural events as suggested by the Indiatourism Mumbai using the relevant social media platforms.
7. Manage Queries : All queries received on all platforms which need not require inputs from Indiatourism Mumbai must be replied to within 24 hours and all queries which

*Satampan Datta*

require a consultation with the Indiatourism Mumbai should be answered within two working days.

8. Develop posters, creative in Hindi , Marathi , Gujarati as and when required by Indiatourism Mumbai.

The following is the Eligibility Criteria :

1. The bidding agency should be a registered company. (Please attach registration certificate from competent authority)
2. The bidding agency must have a valid PAN and GST Number. ( Attach pan card and quote GST no)
3. The Firm / Agency must have been in operation for a minimum period of 3 years as on 30th April 2021 with at least 2 years experience in providing service in Social Media Management. ( Proof of beginning of operation may be attached)
4. The bidding agency should have a minimum cumulative turnover of Rs.25 Lakh during the last three financial years (i.e 2018-19, 2019-20 and 2021-22) supported by CA Certificate.
5. The bidding agency should agree to undertake the assignment in accordance with the Scope of Work. ( Please attach a self undertaking on official stationary).
6. The bidding agency should be able to provide a dedicated, well qualified Servicing and Social Media team for undertaking the required work of the Indiatourism Mumbai as per Scope of Work.
7. The bidding agency should have a fullfledged establishment within India.

The quotations in a sealed cover ( physical copy) by post or courier to be send to Satarupa Datta, Assistant Director in the following address:

Indiatourism, Ground Floor, Air India Building, Nariman Point, Mumbai 400021

The last date of receipt of the same is 16th of May 2022, 05.00 pm. The bids received after the deadline will not be considered.



(Satarupa Datta)  
Assistant Director