

**Government of India
Ministry of Tourism
(Publicity Division)**

1st Floor, Transport Bhawan,
1, Parliament Street, New Delhi

File no. IT-6/7/2019-PUBLICITY

Dated: 08.06.2022

Subject:- Request for proposal for Selection of dedicated Social Media Management Agency for the Ministry of Tourism, Government of India.

The Ministry of Tourism proposes to appoint a **dedicated Social Media Management Agency** for managing the Social Media handles of the Ministry of Tourism, Govt. of India. The RFP document bearing reference no. IT-6/7/2019- PUBLICITY dated: 08.06.2022 has been uploaded on the official website www.tourism.gov.in & www.eprocure.gov.in. The interested bidding agencies may like to go through the details and the procedures mentioned in the said RFP documents. Important dates are also given in the RFP document. Corrigendum/ Amendments/Clarifications in respect of this RFP, if any, will be posted on websites - www.tourism.gov.in & www.eprocure.gov.in only.

Therefore, interested bidding agencies may like to keep on checking the above mentioned websites for such details and updates.

(Arun Srivastava)

Deputy Director General (Publicity & Events)

Encl.: As above.

To, All interested bidding agencies

(अरुण श्रीवास्तव / ARUN SRIVASTAVA)
उप महानिदेशक / Deputy Director General
पर्यटन मंत्रालय / Ministry of Tourism
भारत सरकार / Government of India
नई दिल्ली / New Delhi

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

REQUEST FOR PROPOSAL (RFP)

For

**Appointment of a
Social Media Management Agency**

File No: IT-6/7/2019-PUBLICITY

Date: 08/06/2022

Pre-bid Meeting : 15/06/2022

Last date for submission of Bids : 07/07/2022 till 1500 HRS

Incredible!ndia

1. Introduction

1.1 India one of the oldest civilizations in the world, is a mosaic of multicultural experiences. With a rich heritage and myriad attractions, the country is among the most popular tourist destinations in the world. It covers an area of 32, 87,263 sq. km, extending from the snow-covered Himalayan heights to the tropical rain forests of the south. As the 07th largest country in the world, India stands apart from the rest of Asia, marked off as it is by mountains and the sea, which give the country a distinct geographical entity. Further, India is one of the most favored tourist destinations in both domestic & International market. India, being a premier tourist destination, attracts tourists for its historical forts, palaces, art and culture, cuisines, unique folk dances, music, attire, handicraft etc.

1.2 Tourism has emerged as a major industry and has immense employment potential for the Country. Tourism already occupies a prominent place in the Government of India's agenda as a crucial engine for economic growth and employment. The Government of India in the recent past has made efforts for the maximum benefit from tourism sector. public and private sector have been jointly promoting tourism in the Country and have made productive efforts to exploit the vast potential of tourism sector.

1.3 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. Further, 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.

1.4 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 Incredible India promotional accounts on major social media handles viz Facebook, Twitter, Instagram, KOO, YouTube, LinkedIn, Vimeo, Pinterest and Periscope. In addition, the Ministry has its official accounts (@tourismgoi) on Facebook, Twitter, KOO and Instagram.

2. Objectives

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

- ✓ Strengthening the position of the India as one of the most important destination across the globe by increasing visibility and enhancing 'top of the mind' recall.
- ✓ Provide maximum media exposure to all the tourist attractions of the Country

amongst domestic and international tourists with a focus on right kind of messaging and establishing brand 'Incredible India'.

- ✓ 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.
- ✓ To amplify the activities, initiatives and achievements of the Ministry of Tourism, Government of India on its official Social Media accounts (i.e. @tourismgoi)

2.2 Towards achieving the above objectives, the Ministry of Tourism proposes to engage a professional agency for Social Media Management for a period of three years, subject to annual 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 non-performance, 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 31 st March, 2022 with at least 03 years of experience in providing service in Social Media Management for any Central Government or State Government or Union territories or Public Sector Undertaking or recognised research institutions or semi-government or statutory or autonomous organisations or recognised educational institutions.	A Certificate from Chartered Accountant certifying that the bidding agency is in operation for a minimum period of 5 years as on 31 st March, 2022 with at least 03 years of 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. 2018-19, 2019-20 and 2020-21 or 2019-20, 2020-21 and 2021-22) as the case may be.	A Certificate from Chartered Account must be submitted. (No other document would be accepted).

3.5	In the last 3 Years (i.e. 2018-19, 2019-20 and 2020-21 or 2019-20, 2020-21 and 2021-22) as the case may be, the bidding agency must have completed minimum of 3 projects of Social Media Management for any Central Government or State Government or Union territories or Public Sector Undertaking or recognised research institutions or semi-government or statutory or autonomous organisations or recognised educational institutions.	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-1 . 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-1 .
3.9	The bidding agency should have a full-fledged establishment within India and an office with a dedicated team in Delhi or Delhi NCR (i.e. Noida/ Gurugram/ Faridabad/ Ghaziabad).	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 or Delhi NCR (i.e. /Noida/Gurugram/Faridabad/Ghaziabad) along with contact details of the

		respective Office.
3.10	The bidding agency should submit Bid Security Declaration as specified in this RFP Document	The bidders should sign a Bid security declaration accepting that if they withdraw or modify their bids during the period of validity, or if they are awarded the contract and if they fail to sign the contract, or to submit a performance security before the deadline defined in the bid document, they will be blacklisted for the period of Twenty-Four months (24) from the date of disqualification. In the absence of Bid securing declaration in the prescribed format (Annexure - 2), the tenders will be rejected outrightly.

4. Period of Contract:

The Social Media Agency would be appointed for a **period of 03 (three) years, subject to an annual 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 one year on same terms and conditions of payment.

5. Scope of Work

Social Media Operations and Management refers to marketing & brand building, contents, activities, upcoming events / fairs & festivals promotion and search engine optimization on social media such as social networking sites with the intent of increased visibility and attracting unique visitors to website content. In order to help shape media highlights on various public initiatives, both nationally as well as internationally, the Agency shall perform, inter - alia, in consultation with the Top Authorities / Nodal Officer at Ministry of Tourism, the following tasks:

I. Social Media Strategy

- i. Strategize, plan and continuously improvise the Social Media Strategy for Ministry of Tourism, Government of India. This includes how to optimize social media as a platform to strengthen 'Incredible India' as a Brand and Tourism in India in general. Proactively engage with Ministry of Tourism to validate the strategy. Furthermore, leverage social media analytics to feedback into the overall strategy. Assess and target key influencers (seeds and drive of popularity) in the overall strategy.

II. 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 the Incredible India promotional accounts on Facebook, Instagram, LinkedIn, Periscope, Pinterest, Twitter, KOO, Vimeo and Youtube and the official accounts (@tourismgoi) on Facebook, Twitter, KOO and Instagram. Content Creation and Management of all Social Media handles. The Agency shall create, curate, update and publish content that is photo-rich & video-rich, original, engaging and factually & grammatically correct for various languages (both national and international) for better engagement with users.
- ii. **New Look:** Give the 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, contest etc.
- iv. **Creatives:**
 - Developing creative units like banners / posters and video content of up to one-minute duration including Animation videos (2D) 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 including Animation videos (2D) for campaigns on thematic subjects to be posted on the Incredible India 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/ Webcasting:** Providing for live coverage of events, conferences, festivals, etc., on the social media handles of the Ministry, as and when required. The agency shall be well equipped with all the necessary instruments/tools/gadgets etc. for covering the live events. Also, agency shall ensure apt live digital photography and videography of the event, as required for social media / websites content, including any scanning, processing, refinement etc. or works that may be required. The agency shall provide link of live coverage to Ministry of Tourism or its nominated agency/offices etc., so the live coverage may be webcast on Ministry of Tourism's websites etc.

***** (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 as per the Clause-14 of the RFP.)***

- vi. **Management of Chatbots:** Responding to messages appearing on Incredible India instant messaging platforms such as WhatsApp/Facebook Messenger etc. Chat

platforms will be setup exclusively by the Ministry and the cost for the same have not to be incurred by the agency.

- vii. **Press Releases:** Publishing online press releases (of the Ministry of Tourism) on sites in and outside India. To effectively disseminate information (in the form of press note, press release and press statement) about various activities undertaken / being undertaken / proposed to be undertaken to all regional, national and international media.
- 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 the relevant social media platforms.
- x. **Query Management:** Provide accurate, complete, polite and prompt feedback to user interactions on the social media sites. The agency may seek input from Ministry where the feedback requires such information. All queries received on all platforms which need not require inputs from Ministry of Tourism must be replied to within 24 hours and allqueries which require a consultation with the Ministry of Tourism should be answered within five working days.
- xi. **Gate Keeping:** Constant moderation of all platforms 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. **Relevance:** Ensure that the target audience for social media is relevant (people with interest in Travel or Tourism, or with interest in India).
- xv. **Integration:** Integrate social media with the official portal (web-based and mobile-based) and vice-versa; as well as integrate with each other where ever possible. The agency shall ensure that the content & activities on the social media platforms do not restrict accessibility of the platform on mobile devices.
- xvi. **Analytics:** Collect, monitor, leverage social media site analytics (for example, Facebook Insights etc.) to improvise Social Media Optimization.
- xvii. **Procuring:** Purchasing third party photographs and videos as may be required. The procurement from thirty party shall be supported by the third party bills/invoices. Ministry may have the perpetual rights for the usage of the same.

- xviii. **Privacy and Security:** Apply suitable privacy and security controls for a given social media site/platform and regular monitor the same.
- xix. **Copyright:** Content shared online must be copyright protected and unauthorized use of this must be monitored.
- xx. **Reporting:** The agency must submit monthly "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.
- xxi. **Presentations:** Prepare promotional presentations with multi-media content for the Ministry, as and when required.
- xxii. **User Generated content:** Posting/reposting of user generated content for tourism promotion in form of images/videos/reels etc. In case, of usages of user generated content the agency shall ensure the authenticity of the content. However, no separate payment will be made by the Ministry for usage of user generated content apart from charges includes for posting/reposting of the content.
- xxiii. **Adding of new SM Handles/Platforms:** Agency on the written directions of the Ministry may need to add or remove the Ministry of Tourism Social Media Account on the respective social media handles/platform/app/site.

III. 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 paid campaigns of the Ministry of Tourism on Social Media platforms (Facebook, Twitter, LinkedIn, Google, etc.) including undertaking activities like optimization of campaign, reporting etc.
- iii. For the above paid 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.

IV. Key Influencer Programme

- i) Arrange for bloggers & Influencers meet, as and when instructed by top authorities / Nodal Officer of the Ministry.
- ii) Planning and Executing "Key Influencer Programs" on the Incredible India Social Media platforms.
- iii) The Influencer programs will aim at engaging leading influencers for the promotion of Indian Tourism.
- iv) The Influencer programs will focus on blogs & forums and other social channels.
- v) The Influencer programs will need to generate content for social channels and blogs, web listings, etc. and spread awareness about India.
- vi) The agency will responsible for preparing & regularly updating the list of leading social media bloggers & influencers promoting Tourism in India.
- vii) All logistic arrangements required for the Key Influencer Programmes, such as booking of venues, providing accommodation, meals, air or rail fare, transport for the Influencers, as may be required will be arranged by the Ministry.

V. Social Media Tracking, Monitoring & Reporting

- i) Monitor the presence of, and discussions about, Ministry of Tourism in social and tourism circles.
- ii) Planning and Executing a "Social Media Monitoring Program" on Social Media platforms.
- iii) This can be achieved through, among other activities, continuously monitoring and tracking all national and regional newspapers, magazines, TV channels, the inter-web, blogs and other channels of external communication at regular intervals.
- iv) Track all relevant social media - Facebook pages, Twitter handles, Instagram, YouTube channel, etc. and generate reports for appropriate action.
- v) Report the above findings to the top authorities / Nodal Officer through an efficient feedback system.
- vi) The Social Media Monitoring Program will undertake monitoring across 150-200 keywords primarily in the primary source markets for India.
- vii) Social Media Monitoring Program will create and manage a Monitoring platform which will be both predictive and reactive in approach.
- viii) The Agency shall be required to devise monitoring frameworks such that the impact of the Social Media engagement efforts that can be measured with tangible outcomes. The Agency shall be required to submit such reports on a quarterly basis to the Ministry.
- ix) The Agency is expected to provide the top authorities / Nodal Officer with the following reports on the activities undertaken and completed by it in order to achieve the objectives stated above:
 - Details of media coverage handled by the Agency upon completion of any event, press conference or any other activity undertaken to be sent to the top

- authorities / Nodal Officer within a week of its completion.
- Other reports of events / BTL activities as and when ordered by the Nodal Officer.
- x) **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 shall be procured by the agency and cost on the same shall be raised by the Agency in the quarterly invoice/bill.
- xi) The key Languages to be monitored will be Hindi and English.
- xii) Submission of compiled reports every month (Hard Copy as well as Soft Copy).
- VI. Other related and miscellaneous work include providing monthly strategic inputs for creative campaign of the Ministry of Tourism.
- VII. Providing feedback on best practices in marketing and promotion in countries across the world on Social Media.

VII Social Media Team:

- i. The agency must position a dedicated team at its office in Delhi or Delhi NCR (i.e. Noida/Gurugram/Faridabad/Ghaziabad) 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.
- ii. The agency will provide two dedicated teams i.e. one for @incredibleindia handles and other one for @tourismgoi handles. The respective individual teams shall have at least One (1) Project Manager, One (1) Social Media analyst, Two (2) social media executives, Two (2) content writer and Two (2) graphic designer, who will work in Head office of Ministry of Tourism and as well as liable to coordinate between the different ministries/departments/divisions for overall work. They should have requisite qualifications in Public Relations / Marketing / social media management/ business communications/ Graphic Design/ IT with minimum job experience of 03 years in same field. The details of individual team members should be provided in form of a Curriculum vitae
- iii. The above team would be equipped with required IT equipment's and infrastructure and mobility of vehicle at Ministry of Tourism HQ (Delhi) to enable itself to cover event/meetings/conference etc. across the State/NCR as and when required.

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. Provide required information on activities, initiatives and achievements of the Ministry for amplification.
- iii. The Publicity Division of the Ministry of Tourism will provide relevant(basic information/pictures/approvals) content as available from time to time.
- iv. Provide all the necessary information such as logo of Ministry / event / press releases issued for traditional media and updates etc.
- v. 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:

- i. The selected Agency shall actively engage in Content Creation & Management during the period of contract. However, creation/development of content in any form of (Videos, Photography etc.) shall be done with prior approval of the Ministry 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 complimentary 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.
- viii. The Ministry will assess the accuracy, completeness, promptness and politeness of the work on average and may take suitable action if found otherwise.
- ix. The username and password credentials under which these social media sites are registered shall be exclusive for the Ministry and property of the Ministry; the agency must submit the credentials to the Ministry on-demand and on termination/completion of the work. Failure to comply would be deemed as breach of contract.
- x. If any of the social media accounts or assets is disabled due to violation of its Terms of Use, it would be deemed as breach of contract, unless stated otherwise by the Ministry based on the understanding of disablement criteria in light of actions that led to it.
- xi. If any of the social media accounts is hacked, such that the hacking incident is not deemed widespread across the social media platform and such that it is particular to the account managed by the agency on behalf of the Ministry, then the agency shall be deemed liable and the Ministry may declare breach of contract.
- xii. All content on the social media sites is subject to approval from the Ministry of Tourism. However, the agency may create/update/delete content, without seeking an approval, provided it is a general FAQ or earlier asked queries.
- xiii. All assets developed by the agency for the entire project or any derivative work from an asset owned by the Ministry shall be perpetual, irrevocable and exclusive property of the Ministry, unless stated explicitly otherwise in this RFP or in any further communication by the Ministry. The above however excludes any pre-existing Intellectual Property used in the project that is owned by the agency, which shall be non-exclusively jointly owned by the Ministry and the agency. Secondly, it also excludes any third-party Intellectual Property used in the project that is not owned by the agency in any way. Thirdly, it also excludes Intellectual Property in the public domain used in the project.
- xiv. The agency under no circumstances shall promote its brand name or any other non-Government brand name on a property of the Ministry, unless such promotion is done by the underlying platform outside agency's control.
- xv. The agency shall not monetize, in any form, from a property of the Ministry or from any activity based on scope of the work, in addition to the contracted financials with the department.
- xvi. Additionally, the agency shall monitor the domain area under its scope of work

- and report any unauthorized use of departmental property to the Ministry.
- xvii. The correctness and completeness of content (text, audio, video, clipart etc.) used in the project, including any third-party, tools-based or otherwise translations, shall be liability of the agency.
 - xviii. The agency shall adhere to all applicable law, acts, amendments, guidelines, policies, gazettes, circulars, notifications, rules etc. imposed by the Government from time to time. The agency shall ensure Data Protection such that:
 - a. No personally identifiable information about a person (password, financial information, physical, physiological, mental health condition, sexual orientation, medical records and history, biometric information, etc.), with or without the consent of the said person, is made available, directly or indirectly, through or by means of a property of the Ministry. It however excludes the required Nodal Officer details (name and contact information only) etc.
 - b. No confidential information about the Ministry, its allied units, its employees, partners, clients, suppliers, service providers, or any other organization is made available, directly or indirectly, through or by means of a property of the Ministry.
 - c. No information that is inappropriate – factually, grammatically or politically incorrect; inaccurate or incomplete; misrepresentation; unauthorized; spamming, based on spam dexing techniques, advertising, unsubstantiated claims or unauthorized branding; false, misleading, fraudulent or deceptive; threatening, harassing, insulting to a user; offensive, profane, vulgar, obscene; defamatory; political, sexual, religious hatred; illegal activities or terrorism related; gambling, scams related; uncertified pharmaceutical products; spying related; related to non-accredited educational organizations; related to legal cases or proceedings or any matter related to court of law; content that advocates against any person or organization etc. – is made available, directly or indirectly, through or by means of a property of the Ministry.
 - d. The Posts, tweets etc. should be based on credible source authentic books of history and travel, the agency should be in a position to give details of this credible source, if any dispute arises with regards to any tweets, posts or any material uploaded by it. All responsibility with regard to content posted by the agency shall lie solely with agency. This also includes legal and penal responsibility. However, this does not apply to the content given by the Ministry.
 - xix. The agency shall expeditiously remove or disable access to any information that violates the terms and conditions stated above, immediately or as stated by the Ministry, after receiving actual knowledge or on being notified by the appropriate Government or its agency, without vitiating the evidence in any manner.
 - xx. In context of the Social Media Optimization, all content generated in course of interaction with the users of the system, must be captured and retained as defined above.

- xxi. The quantum of work specified in the 'Scope of Work' is only an estimation of required work. The quantity may vary as per actual requirement.

Data Confidentiality

- The Agency shall maintain full confidentiality of the data provided to it or data generated while providing services. Under no circumstances will the Agency divulge / reveal / share any such data for the purpose other than for meeting the Ministry of Tourism requirements. Any violation of this confidentiality clause may result in instant termination of the contract and blacklisting of the Agency's services from the Ministry of Tourism.
- The decision of the Competent Authority in the Ministry shall be final in this regard and binding on the Agency.

6. Pre-bid Meeting

- i. All prospective Bidders, requiring clarification on the RFP shall notify the Ministry of Tourism on e-mail sudeshna.r@nic.in, srivastava.arun@gov.in. **The pre-bid queries could be sent to the Ministry of Tourism prior to the meeting till 1500 hrs. on 14.06.2022 as per the following format:-**

S.no.	RFP Clause No.	Page no.	Current requirement	Clarifications requested

- ii. A Pre-Bid Meeting would be held on- **15/06/2022(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 i.e. www.tourism.gov.in and on e-procure website.

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 Documents 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. The Proposal shall be in indelible ink and shall be signed by the Bidder or duly authorized person(s). It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be authenticated by the persons or person who sign(s) the proposals.
- iii. No Bidder is allowed to modify, substitute, or withdraw the Proposal after its submission.

8. Submission of Proposal

8.1 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 The Bid Security Declaration 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 **07/07/2022 till 1500 hrs.**

8.3 The outer sealed envelope containing the sealed **Bid Security Declaration** 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 Technical Proposal :

- (i) Covering letter of Technical bid on the agency letter head signed by authorized signatory **(as per the format at Annexure TB 1)**
- (ii) A clear photocopy of the certificate of Incorporation / Registration. In case of change in name, the copy of the relevant document.
- (iii) A photocopy of PAN Card.
- (iv) A Photocopy of GST Registration Certificate bearing GST No. of the agency / firm.
- (v) 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. 2018-19, 2019-20 and 2020-21 or 2019-20, 2020-21 and 2021-22) as the case may be.

- (vi) A Certificate from Chartered Accountant in original certifying that the bidding agency is in operation for a minimum period of 05 years as on 31st March, 2022 with at least 03 years' experience in providing service in Social Media Management for any Central Government or State Government or Union territories or Public Sector Undertaking or recognised research institutions or semi-government or statutory or autonomous organisations or recognised educational institutions or other private organisations.
- (vii) Details and Work order(s) / Client Completion Certificate(s) for relevant experience in Social Media Management in the last three years (i.e. 2018-19, 2019-20 and 2020-21 or 2019-20, 2020-21 and 2021-22) as the case may be for any Central Government or State Government or Union territories or Public Sector Undertaking or recognised research institutions or semi-government or statutory or autonomous organisations or recognised educational institutions or other private organisations.
- (viii) Though Tourism domain experience does not form part of the Eligibility Criteria in this RFP, marks in Technical evaluation will be awarded for the same as detailed in para 9 (i) of this RFP. Therefore, agencies may submit Work order(s) / Client Completion Certificate(s) for Social Media Management experience in the Tourism and/or Hospitality fields in the last three years (i.e. 2018-19, 2019-20 and 2020-21 or 2019-20, 2020-21 and 2021-22) as the case may be.

NOTE II :

- The Work order(s) / Client Completion Certificate(s) submitted must indicate Social Media Management as part of the Scope of Work.
 - Work order(s) / Client Completion Certificate(s) for years other than the three prescribed years (i.e. 2018-19, 2019-20 and 2020-21 or 2019-20, 2020-21 and 2021-22) will not be considered and **may not be submitted**.
 - All the above documents shall be self-attested by the authorized signatory of the agency. Failing which the Bid will be rejected outright.
- (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 date of this RFP. An undertaking to this effect by the authorized representative of the bidding agency to be submitted on the letter head of the Agency duly stamped and signed by an authorized signatory, as per the format given at **Annexure-1**.
 - (x) An undertaking on the letterhead of the Agency duly stamped 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-1**.

- (xi) An undertaking from the bidding agency on the letterhead of the Agency, duly stamped and signed by an authorized signatory, 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-1**.
- (xii) An 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 (i.e. / Noida/ Gurugram/ Faridabad/ Ghaziabad) along with contact details of the respective Office, as per format at **Annexure-1**.
- (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 (@incredibleindia) and (@tourismgoi) handles.
 - ✓ Name of the Team Member
 - ✓ Designation
 - ✓ Work being handled
 - ✓ Qualifications
 - ✓ Number of years of relevant experience
 - ✓ Experience in the Agency
- (xv) **Bid Security:** The bidders should sign a Bid securing declaration accepting that if they withdraw or modify their bids during the period of validity, or if they are awarded the contract and if they fail to sign the contract, or to submit a performance security before the deadline defined in the bid document, they will be blacklisted for the period of twenty-four months (24) from the date of disqualification. In the absence of Bid securing declaration in the prescribed format (**Annexure - 2**), the tenders will be rejected and will not be opened.

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

8.5 Financial Proposal:

- (i) In preparing the Financial Proposal, Agencies are expected to take into account the requirements and conditions outlined in the RFP document.
- (ii) The bidding agencies would submit their financial proposals which shall contain the following information to be submitted in the standard formats as enumerated below:
 - a) Letter of Financial Proposal Submission (**as per the format at Annexure FQ 1**)
 - b) Financial Quote (**as per format at Annexure FQ 2**)
- (iii) All item wise costs associated with the Assignment should be included in the Financial Proposal as per format given at **Annexure FQ 2**. 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. To facilitate in calculation of financial figure in column no.5 formula has been suggested at **Annexure FQ 2**.

NOTE:

- (i) GST as applicable will be paid as per actual and the same are **not** required to be indicated in the financial bid.
- (ii) 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.**
- (iii) 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.
- (iv) The Financial Bid shall **not** include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.
- (v) All payments shall be subject to deduction of taxes at source as per Applicable Laws.
- (vi) Agencies may be careful while preparing their Financial Proposal and ensure that there is no mismatch while making calculations.
- (vii) **Ambiguous Financial bid:** If the financial bid is ambiguous and leads to two equally valid total price amounts, it shall be rejected as nonresponsive.

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 07/07/ 2022** 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 an 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 100 Marks as per following details:

Sr. No.	Parameters	Maximum Score
01.	No. of years of Experience in work relating to Social Media Management. (five marks for minimum experience of 3 years as per eligibility criteria and two mark each for additional years of experience for a maximum of 10 marks) Maximum Marks = 15 (i.e. 5+10) Marks	15
02.	Cumulative annual turnover for the last three financial years (i.e. 2018-19, 2019-20 and 2020-21 or 2019-20, 2020-21 and 2021-22) as the case may be). Rs. 10 Cr. to Rs. 15 Cr. – 5 Mark Rs. 15 Cr. to Rs. 20 Cr. – 10 Marks Above Rs. 20 Cr. – 15 Marks Total Maximum Marks = 15	15
03.	Social Media Management Projects undertaken in the last 3 years (i.e. 2018-19, 2019-20 and 2020-21 or 2019-20, 2020-21 and 2021-22) as the case may be), other than tourism related with any Central Government or State Government or Union territories or Public Sector Undertaking or recognised research institutions or semi-government or statutory or autonomous organisations or recognised educational institutions or other private organisations or other international organization. For minimum 3 projects: - 5 marks. Beyond three projects: - for every additional projects 5 marks subject to maximum of 15 marks. Maximum Marks will be 20 (5+15)	20
04.	Social Media Management Projects undertaken in any Tourism and/or Hospitality related field in the last 3 years (i.e. 2018-19, 2019-20 and 2020-21 or 2019-20, 2020-21 and 2021-22) as the case may be). (5 marks for every project with a maximum of 15 Marks)	15

06.	Profiles of proposed team members including Project manager, Social Media analyst, social media executives, content writer, graphic designer.					10
	Team members profile	Total No. of team members	Maximum Marks for each profile	Maximum marks	Marks for each profile with 3-5 years of experience	Marks for each profile with Five (5) years of experience and above
	Project manager	02	02	04	01	02
	Social Media analyst	02	01	02	0.5	01
	Social media executive	04	0.5	02	0.25	0.5
	Content writer	04	0.25	01	0.125	0.25
	Graphic designer	04	0.25	01	0.125	0.25
	(Maximum 10 Marks)					
07.	Approach & Methodology including but not limited to the following: <ul style="list-style-type: none"> - Proposed brand vision and social media strategy for Ministry of Tourism (5 marks) - Content Development Strategy (5 marks) - Concept and Methodology for Social Influencer Programmes (5 marks) Maximum Marks will be 15 (i.e. 5+5+5)					15
08.	Innovative Ideas and Suggestions					10
	Total					100

Agencies scoring 70% marks or more in the Technical Evaluation (i.e. 70 out of 100), will only 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% (percentage)**.

For Financial Evaluation, the total cost for 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.

Combined and Final Evaluation

Proposal will finally be ranked according to their combined technical (Tb) and financial (Cb) scores as follows:

$$Bb = (0.7) * Tb + (0.3) * (Cmin/Cb * 100)$$

Where

Bb = overall combined score of bidder under consideration (calculated up to two decimal points)

Tb = Technical score of the bidder under consideration Cb

= Financial bid value of the bidder under consideration

Cmin = Lowest financial bid value among the financial proposals under

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 **07 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 **03%** 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

contract period. In case of any deficiency and unsatisfactory performance by the agency, 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. Entitlement for allowance and payments for official travel

Any Air-travel & accommodation for the Social Media's personnel for live coverage visit etc. will be with the approval of the Competent Authority. The Air Travel/ daily allowance/ food charges and any other expenses would be as per the entitlement of an Under Secretary/ Asstt. DG level officer of the Government of India.

15. 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.

16. Force Majeure:

- i. 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.
- ii. 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.

17. 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.

18. 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 corruptor 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.

19. 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.

20. 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.

21. The interested agency(ies) may drop or send their bid by post/courier as per the guidelines stipulated in this RFP documents so as to reach the Ministry of Tourism **before 1500 hrs. on 07.07.2022**. The bids should be dropped in the **Tender Box, CR (Central Registry) Section of the Ministry of Tourism, Transport Bhawan, (Ground Floor), 1, Parliament Street, New Delhi - 110001.**

Deputy Director General (Publicity)

To be provided on 'Company letter head'

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

Subject :- 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 the company, declare that :

- (i) Presently our Company/ firm has an 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.
- (ii) We 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.
- (iii) 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 clause 5.(VII) of 'Scope of Work'** detailed in the above RFP. The social media team would work closely with the Ministry of Tourism.
- (iv) We have an office in Delhi / Delhi NCR (i.e. Noida/ Gurugram/ Faridabad/ Ghaziabad) and contact details of the Office are given below:

(Complete address, telephone / mobile number, e-mail ID and name of contactperson to be given)

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:

Bid security declaration

Format for Annexure 2

To be provided on 'Company letter head'

Date:

Tender No:

To,
The Dy. Director General
(Publicity Division),
Ministry of Tourism, Govt. of India
Transport Bhawan,
1-Parliament Street,
New Delhi

I/We. The undersigned, declare that:

I/We understand that, according to your conditions, bids must be supported by a Bid Securing Declaration.

I/We accept that I/We may be blacklisted from bidding for any contract with you for a period of twenty-four (24) months from the date of notification if I am /We are in a breach of any obligation under the bid conditions, because I/We

- a. have withdrawn/modified/amended, impairs or derogates from the tender, my/our Bid during the period of bid validity specified in the form of Bid; or
- b. have been notified of the acceptance of our Bid by the purchaser during the period of bid validity (i) fail or reuse to execute the contract, if required, or (ii) fail or refuse to furnish the Performance Security, in accordance with the Instructions to Bidders.

I/We understand this Bid Securing Declaration shall cease to be valid if I am/we are not the successful Bidder, upon the earlier of (i) the receipt of your notification of the name of the successful Bidder; or (ii) thirty days after the expiration of the validity of my/our Bid.

Name of the Bidder:

Authorised Signatory:

Name:

Seal:

Date:

Place:

(Power of attorney/ board resolution/documents of incorporation should be attached)

To be provided on 'Company letter head'

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

Subject: - Letter of Technical Bid Submission.

Madam/ Sir,

This has reference to the Ministry of Tourism's **RFP** no.dated.
..... for Appointment of Dedicated Social Media Management Agency.

In this context, please find enclosed out technical bid in respect of RFP submitted above.

I/We as the authorized representative(s) of the agency hereby declare that all the information and statements made in this Technical bid are true and accept that any misinterpretation contained in it may lead to our disqualification. We undertake, if our Proposal is accepted, to initiate the Implementation services immediately in consultation with the Ministry and as per the provisions stipulated in the RFP document. We agree to abide by all the terms and conditions of the RFP document. We would hold the terms of our bid valid for 90 days as stipulated in the RFP document or as decided by the Ministry of Tourism.

We understand that the Ministry of Tourism is not bound to accept any Proposal received by it.

Thanking you

Name of the Bidder:.....

Authorized Signatory:

Name:

Seal:

Date:

Place:

To be provided on 'Company letter head'

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

Subject: - Letter of Financial Bid Submission.

I/We as the authorized representative(s) of the agency hereby offer to undertake the assignment of Dedicated Social Media Management Agency for the Ministry of Tourism, Govt. of India in accordance with your RFP document no. dated Our financial bid as per the requirements of RFP document is attached as Annexure FQ 2. The financial proposal is exclusive of taxes, which will be claimed as applicable and as per actual.

Our financial bid shall be binding upon us, up to completion of the period of the contract as specified in the RFP document.

We understand that the Ministry of Tourism is not bound to accept any Proposal received by it.

Thanking you

Name of the Bidder:.....
Authorized Signatory:

Name:
Address and contact details of bidding agency.....
Seal:
Date:
Place:

Financial Quote details**Format for Annexure FQ 2**

To be provided on 'Company letter head'

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

Subject:- Financial Quote Details.

Madam/ Sir,

1. This has reference to the Ministry of Tourism's RFP no.....dated.....for Appointment of Dedicated Creative Agency.
2. In this context, our **total financial quote** for three years in respect of above RFP is Rs....(Rupees in words), excluding taxes. Break-up of the total financial quote is as given below:

SI No.	Item	<u>Expected / anticipated requirement for three years (i.e. 36 Months)</u>	Unit cost (Excluding Taxes) In INR	<u>Total Cost for three years</u> in INR(as per expected / anticipated requirement for 3 years (i.e. 36 months) wherever indicated against each item) (excluding taxes)
1	2	3	4	5
A.	Cost of setting up additional accounts in any new social media platforms, if any, (per platform) (one time cost)	5 Platforms*	Cost per platform Rs.....	Rs..... (5 x Unit Cost for platforms)
B.	Cost of Monitoring social media platforms (per platform per month)	13 Platforms	Cost per platform per month Rs.....	Rs..... (Unit cost for per Platform x 13 x 36)

C.	Adding content and responding to the social media platforms including i. Developing creative units like banners / posters, Instagram reels, Instagram stories etc. for the updates.	An average of 4500 updates per platform during three (3)years*	Cost per update per platform. Rs.....	Rs..... (Unit Cost for per update per platform X 13 X 4500
	ii. Editing, adapting and uploading photos and videos supplied by the Ministry or procured from 3 rd party.	An average of 4500 updates per platform during three (3)years*	Cost per update per platform. Rs.....	Rs..... (Unit Cost for per update per platform X 13 X 4500
D.	i. Cost of developing video content of up to one minute duration for social media on tourism destinations and products, festivals, events, achievements, etc.	72 during three (3) years*.	Cost per video content developed Rs.....	Rs..... (Unit Cost per video content development x 72)
	ii. Cost of developing 2D animation video content of up to one minute duration for social media on tourism destinations and products, festivals, events, achievements, etc.	36 during three (3) years*.	Cost per video content developed Rs.....	Rs..... (Unit Cost per video content development x 36)
E.	Cost of developing Creatives with fresh photo shoot for Thematic Campaigns to be posted on the Social Media Handles of the Ministry. Each Campaign would have 6 such creatives.	36 thematic campaigns during three (3)years*	Cost per thematic Campaign Rs.....	Rs..... (Unit cost per thematic campaign x 36)

F.	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. (For videos of longer duration than one minute, if required, cost would be calculated on pro-rata basis)	36 Thematic Campaign for three (3) years*.	Cost per thematic Campaign Rs.....	Rs..... (Unit Cost per thematic Campaign x 36)
G.	Cost of procuring third party photographs with perpetual usage rights	540 Photos during three (3)years*.	Cost per photograph Rs.....	Rs..... (Unit cost per photograph x 540)
H.	Cost of procuring third party Videos with perpetual usage rights of one minute duration.	180 videos during three (3)years*.	Cost per video Rs.....	Rs..... (Unit cost per video X 180)
I.	Cost for providing Live Coverage of Events, Conferences, Festivals, etc. Expected Requirement: 12 Events/ Conferences/ Festivals per year*	36 Events/ Conferences/ Festivals during three (3)years*.	Cost per Event/ Conference / Festival Rs.....	Rs..... (Unit cost per Event/ Conference/ Festival X36)
J.	Cost of publishing online press releases on 50 web portals within India	36 press releases on 50 web portal during three (3) years*	Cost per press release per web portal Rs.....	Rs..... (Unit cost per press release x 50 x 36)
K.	Cost of publishing online press releases on 10 web portal outside India	36 press releases on 10 web portal during three (3)years*	Cost per press release per web portal Rs.....	Rs..... (Unit cost per press release per site X 10 x 36)

L.	Cost of making power point presentation with multimedia content on tourism publicity & promotion / initiatives / achievements etc. for Ministry as and when required (minimum 50 slides)*	18 Presentations during three (3) years*.	Cost per presentation Rs.....	Rs..... (Unit Cost per presentation X 18)
M.	Cost for planning and executing Key Influencer Programmes Expected Requirement: 6 Programmes per year*.	18 Programmes during three (3) years*.	Cost per Programme Rs.....	Rs..... (Unit cost per programme X 18)
N.	Fee for managing paid social media campaigns including optimization and reporting.	4 Social Media Platforms per campaign during three (3) years*.	Fee per social media platform per campaign per year Rs.....	Rs..... (Unit cost fee per platform x 4 x 3)
O.	Social Media Listening and Monitoring with 100-150 key words including the Data Tool cost.	For three (3) years	Cost per month Rs.....	Rs..... (Unit cost per month X 36)
P.	Cost for Management of Chatbots includes responding to messages appearing on Incredible India instant messaging platforms such as WhatsApp and Facebook Messenger. Chat platforms will be setup exclusively by the Ministry and the cost for the same have not to be incurred by the agency	For three (3) years	Cost per month Rs.....	Rs..... (Unit cost per month X 36)
Q.	Any other Costs (to be specified)		Rs.....	Rs.....
R.	Total (Excluding GST)			
	Applicable GST will be paid as per actuals.			

Note:

- (i) There should be no mismatch in columns 4 and 5 in table above, while making calculations.
- (ii) The quantum of work specified above is only an estimation/approximation of required work. The quantity may vary as per actual requirement.

3. I/We understand that **the Grand Total Financial Quote** as given at column - 5 (R) will be considered for financial evaluation. The item-wise cost indicated in column 4 of the table in Para's 2 (A) to (Q) will not be considered for financial evaluation.

Name of the Bidder:

Authorized Signatory:

Name:

Seal:

Date:

Place:
