

Government of India
Ministry of Tourism
(Marketing, Promotion & International Cooperation Division)

Transport Bhawan
1 Parliament Street,
New Delhi 110001

File No. TP-7/27/2025-IP

Dated: 20.11.2025

To,

All Interested Agencies,

Subject: Expression of Interest for Selection of Agency for Operations, Maintenance & Enhancement of Incredible India Digital Platform (IIDP)

Sir/Madam,

The Ministry of Tourism, Government of India, is pleased to invite Expressions of Interest (EOI) from reputed agencies for undertaking the Operations, Maintenance & Enhancement of Incredible India Digital Platform (IIDP).

- i. The objective of this EOI is to onboard an agency to operate, maintain & enhance Incredible India Digital Platform (IIDP) as a world-class, technology-driven, and content-rich ecosystem that strengthens India's position as a premier global tourism destination. The platform shall serve as the digital face of Indian tourism, integrating culture, heritage, natural beauty, and experiences into a unified narrative that is accessible to both domestic and international audiences.
- ii. Agencies with expertise demonstrated in Adobe Experience Manager (AEM) based web solutions particularly in the tourism domain or comparable sectors are invited to submit their EOIs along with all requisite supporting documents, in accordance with the enclosed EOI.
- iii. The EOIs should be submitted to the Ministry on www.eprocure.gov.in by **15:00 Hrs on 11.12.2025** as mentioned in the EOI document. Submissions received after the deadline will not be considered.
- iv. The detailed Expression of Interest Document, outlining the scope of work, eligibility criteria, and submission process, is enclosed herewith for information.


(Bharti Sharma)

Deputy Director General

Encl: As stated above

Expression of Interest [EOI]
for
Selection of Agency for Operations, Maintenance & Enhancement of Incredible
India Digital Platform (IIDP)



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EOI reference no: TP-7/27/2025-IP

20/11/2025

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1. Disclaimer

The objective of this Expression of Interest (EOI) is to solicit responses from experienced and qualified agencies for the Operations, Maintenance, and Enhancement of the Incredible India Digital Platform (IIDP). The Ministry of Tourism (MoT) is looking to engage a proficient agency that can not only ensure the uninterrupted performance and timely upgradation of the platform but also contribute innovative solutions, global best practices, and advanced technologies to position IIDP as a leading tourism portal on the international stage.

Through this EOI, the Ministry also intends to seek meaningful insights and recommendations from prospective bidders on ways to enhance the platform's global attractiveness, user interaction, and overall digital experience. A key focus area in this vision will be the implementation of AI-driven use cases, including personalized itineraries, dynamic trip planning, content personalization with multilingual support, analytics for traveler trends and intelligent chatbots for user engagement to make the platform more intuitive, responsive and impactful. The feedback received will be instrumental in refining the scope of work, resource deployment, service level expectations, contractual framework, payment mechanisms, implementation timelines, and integration of value-added services.

The information contained in this EOI has been provided to the best of the knowledge of the MoT and in good faith. However, the information may not be complete and accurate in all respects and may not be exhaustive. This EOI includes statements which reflect various assumptions and assessments arrived at by the MoT in relation to the project.

While reasonable care has been taken in providing information in this EOI, the Bidders are advised not to rely solely on this information but also to carry out their independent due diligence and risk assessments before submitting their response to this EOI. Further, the Bidders are advised to conduct their own analysis of the information contained in this EOI, carry out their own investigations about the project, the regulatory regime which applies thereto and all matters pertaining to the MoT and to seek their own professional advice on the legal, financial, and regulatory consequences of entering into an agreement or arrangement relating to this EOI.

This EOI includes statements, which reflect various assumptions and assessments arrived at by the MoT in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This EOI may not be appropriate for all people, and it is not possible for the MoT, its officers, employees, advisors, or consultants to consider the investment objectives, financial situation and particular needs of each party who reads or uses this EOI.

The information contained in this EOI is subject to update, expansion, revision, and amendment prior to the last day of submission of the Bids at the sole discretion of the MoT. In case any major revisions to this EOI are made by the MoT within seven days preceding the last date of submission of the Bids, the MoT may, at its discretion, provide reasonable additional time to the Bidders to respond to this EOI. Neither the MoT nor any of its officers, employees, advisors and consultants undertakes to provide any Bidder with access to any additional information or to update the information in this EOI.

The MoT, its officers, employees, advisors, or consultants make no representation or warranty and shall have no liability of any nature to any person including any Bidder or Vendor under any law, statute, rule or regulations or tort, principle of restitution or unjust enrichment or otherwise for any loss, damages, cost, or expense which may arise from or be incurred or suffered on account of anything contained in this EOI.

The issue of this EOI does not imply that the MoT is bound to select or appoint a Bidder for the Project and the MoT reserves the right to reject all or any of the Bidder or Bids without assigning any reason whatsoever.

The Bidders shall bear all costs associated with or relating to the preparation and submission of their Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the MoT or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and the MoT shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Bidding Process.

2. Fact Sheet

#.	Item	Description
1.	Name of the Client	Ministry of Tourism (MoT)
2.	Tender Inviting Authority	Additional Secretary & DG, Ministry of Tourism, Government of India
3.	Title of the Project	EOI for Selection of Agency for Operations, Maintenance & Enhancement of Incredible India Digital Platform (IIDP)
4.	Availability of EOI Documents	EOI documents shall be available on the CPP Portal and MoT website (URL: https://eprocure.gov.in/eprocure/app & https://tourism.gov.in/)
5.	Date of EOI Release	20.11.2025
6.	Last date for Submission of Pre-Bid Queries	All the queries should be received on or before <to be added> through email only with the subject line as follows: “EOI for Selection of Agency for Operations, Maintenance & Enhancement of Incredible India Digital Platform (IIDP) Pre-Bid Queries _<Bidder’s Name>”. The queries should be submitted as per the Annexure A Format 4 of this EOI. The Pre-Bid queries to be sent to the following Email ID: monika.jamwal@nic.in
7.	Bid Security / Earnest Money Deposit (EMD)	To be decided at RFP stage
8.	Pre-Bid Workshop & Conference Time, Date, & Venue	No separate Pre Bid Meeting to be undertaken at the EOI stage, bidders are requested to submit their queries as mentioned in point 6 (Fact Sheet)
9.	Last date and time for Bid submission (on or before)	Date & Time: - 11.12.2025, 3:00PM Proposals shall be uploaded in the format and mode as provided for in the CPP Portal (URL:https://eprocure.gov.in/eprocure/app)

		for this EOI and shall be digitally signed by the authorized signatory of the Bidder. No Bids shall be submitted in hard copy to MoT.
10.	Technical Bid Opening	Date & Time- 12.12.2025 3:00PM Venue: - To be intimated
11.	Date for Technical Presentation by Bidders	Date & Time - To be intimated later to the shortlisted bidders. Venue: To be intimated If changed, this may be done online or through a physical meeting. To be intimated later.
12.	Commercial Bid Opening	(To be done at RFP stage)
13.	Language of Bid Submission	Proposals should be submitted in the English language only.
14.	Term period of services	The term period of services shall be valid for a period of 2 years from the Effective date of the agreement, which may be further extended by MoT for an additional year with the same terms and conditions.
15.	Name and Address for Communication and Seeking Clarifications	Name: Ms. Monika Jamwal Designation: Assistant Director Email ID: monika.jamwal@nic.in
16.	Joint ventures and consortiums	Joint ventures/consortiums of companies are allowed.
17.	Sub-contracting	Sub-contracting is not allowed.

3. Notice Inviting Tender

- a. The Ministry of Tourism (MoT), Government of India, having its office at Transport Bhawan, Ministry of Tourism, Transport Bhawan, 1 - Parliament Street, New Delhi, 110001, invites Bids against this EOI for Selection of Agency for Operations, Maintenance & Enhancement of Incredible India Digital Platform (IIDP).
- b. Interested Bidders are advised to study this EOI document carefully before submitting their Bids in response to this EOI document. Submission of a Bid in response to this EOI shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions, and implications.
- c. The EOI document is available on the CPP Portal (URL: <https://eprocure.gov.in/eprocure/app>) and can be downloaded by interested Bidders. Any subsequent corrigenda / clarifications shall be uploaded on the CPP Portal and MoT website (URL: <https://eprocure.gov.in/eprocure/app> & <https://tourism.gov.in/>). The time, date and venue details related to the pre-bid conference and bid submission are mentioned in the Fact Sheet contained in the EOI. Any changes to the same shall be uploaded on the MoT website. The bids shall have to be uploaded electronically on the CPP Portal with valid digital signatures before the Bids submission deadline. MoT reserves the right to accept or reject any or all the bids and terminate the EOI process at any stage at its own discretion without assigning any reasons or incurring any liability thereof.
- d. Bids that are received after the last date of bid submission, will not be considered in this EOI process. MoT takes no responsibility for issues faced by bidders on the CPP portal for uploading of bids or corruption of files on the CPP portal. The Bids shall be evaluated in accordance with the qualification and evaluation criteria to shortlist Bidders as prescribed in the EOI document.
- e. Details of the appointed officer:

Ms. Bharti Sharma, DDG, Ministry of Tourism

4. Structure of EOI

Clauses	
Clause 1	Disclaimer
Clause 2	Fact Sheet
Clause 3	Notice Inviting Tender
Clause 4	Structure of EOI
Clause 5	Introduction to the Incredible India Digital Platform
Clause 6	Scope of Work
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Format 2	Particulars of the Bidder
Format 3	Financials of the Bidder
Format 4	Pre-bid Queries Format
Format 5	Compliance Sheet for Technical Proposal

Format 6	Cover Letter for Technical Proposal
Format 7	Project Citation Format
Format 8	Technical Presentation
Format 9	Letter for No Deviation
Annexure B	Self-Declaration - Non-Blacklisting format

5. Introduction to the Incredible India Digital Platform

- a. India is recognized as one of the most distinguished nations in terms of cultural richness, diversity of tourism destinations, and associated visitor experiences. The country is home to several UNESCO World Heritage Sites and represents the cultural legacy of Hinduism, Buddhism, Jainism, Sikhism, Christianity, and Islam. Its landscape is adorned with a vast array of monuments, intricately carved temples, stupas, forts, and palaces of significant historical and architectural value. Equally noteworthy is India's natural endowment, encompassing majestic mountain ranges, meandering rivers, extensive forests, and diverse ecological systems. Together, these attributes position India as a uniquely comprehensive destination, combining both cultural and natural heritage of exceptional global significance.
- b. MoT launched the new Incredible India website ([URL-https://www.incredibleindia.gov.in](https://www.incredibleindia.gov.in)) and mobile app to showcase India as a holistic destination, revolving around major experiences, such as spirituality, heritage, adventure, culture, yoga, wellness and more. The website follows the trends and technologies of international standards with an aim to project India as a “must-visit” destination, among its domestic and overseas visitors.
- c. MoT envisions to enhance the tourist experience on the Incredible India Platform through the implementation of innovative AI/ML based features. This initiative is aimed at seamlessly assisting and engaging visitors, offering a personalized and dynamic interaction that transcends traditional web interactions. By harnessing the power of cutting-edge technologies, MoT seeks to create an immersive and informative virtual environment, enhancing the exploration of India's rich tapestry of cultures and attractions.
- d. This Expression of Interest (EOI) invites qualified professional agencies to propose comprehensive solutions for the further development and maintenance of the IIDP, aligning with MoT's commitment to providing world-class services for global tourists exploring the wonders of India.

6. Scope of Work

6.1 Project Background

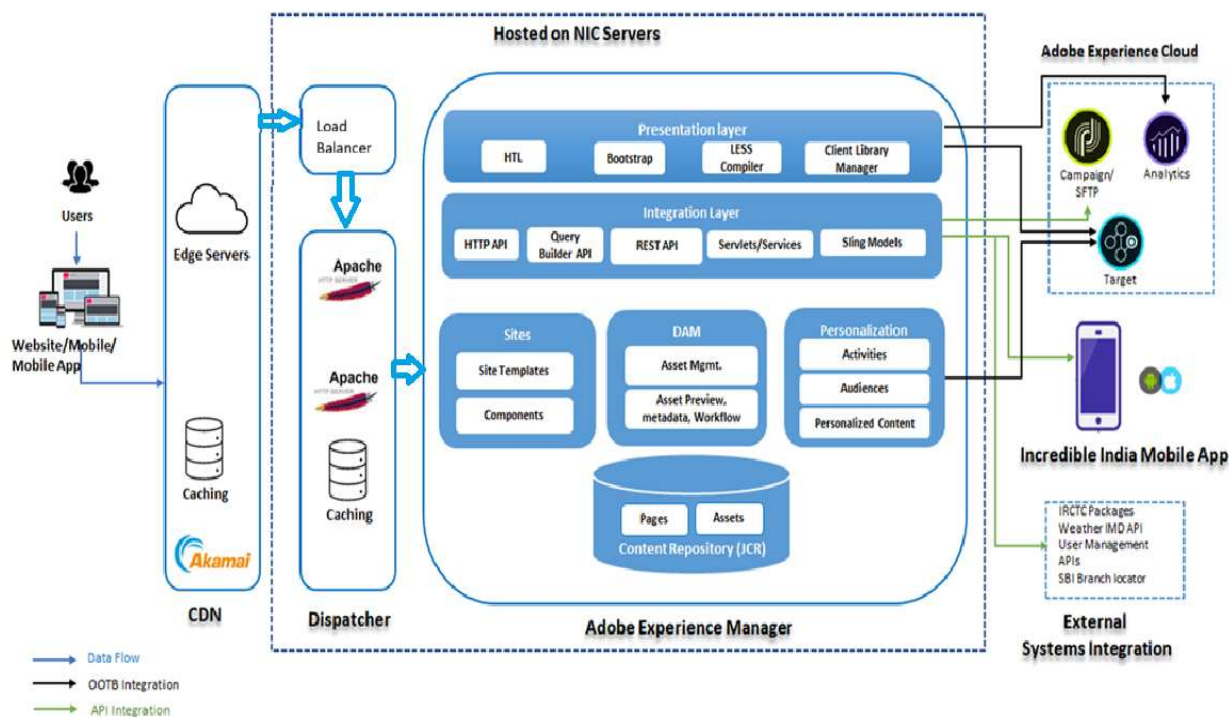
The Incredible India Digital Platform (IIDP), launched in September 2024 by the MoT, is a unified digital ecosystem designed to promote India as a world-class tourist destination. The platform serves as a one-stop solution for travel information, experience planning, bookings, and discovery of India's diverse tourism offerings.

Developed on the Adobe Experience Manager (AEM) framework, IIDP includes:

- a. A web portal and mobile-responsive version for multilingual content.
- b. A robust Digital Asset Management (DAM) system for creative asset storage and access.
- c. API integrations with third-party tourism and other needful services.
- d. Personalization for user experience enhancement.
- e. Active collaboration with States/UTs, industry stakeholders, Line Dept/Ministries and tourism boards.
- f. Active promotion of User-Generated Content (UGC) through social media integrations, thematic campaigns, contests, and community features—encouraging travelers and content creators to share authentic stories, photos, videos, and reels that are curated and featured on the platform.
- g. Mobile applications for both iOS and Android platform.
- h. Campaigns, Target and Analytics module

6.2 Underlying architecture and infrastructure details

The diagram below depicts the deployment architecture of Incredible India portal and mobile app: NIC has provided the required infrastructure hosting of website and mobile app through NIC Cloud (Meghraj).



Technology Stacks

MoT has been utilizing Adobe Experience Manager 6.5 (AEM), which is a comprehensive content management system (CMS) and digital asset management (DAM) system. These licensed components provide a robust, secure, and scalable digital experience ecosystem, enabling the MoT to deliver high-quality, personalized, and engaging content to domestic and international audiences. It allows organizations to create, manage, and deliver personalized digital experiences across various channels like websites, mobile apps, and digital signage. AEM encompasses several interconnected components, including AEM Sites, AEM Assets, and AEM Forms, among others. AEM has been used for the design and development of Incredible India website and mobile app.

The following Adobe components are being leveraged under IIDP:

1. Adobe Experience Manager (AEM) Sites: AEM Sites is used as the core CMS platform for content authoring and delivery. The website is built on AEM, supporting

multi-environment deployment (DEV, QA, STAGE, PROD) to ensure consistent content workflows and governance.

2. Adobe Analytics: Adobe Analytics is integrated to capture and analyze user behavior across web and mobile platforms. Insights from analytics are leveraged for performance measurement, user engagement analysis, and periodic reporting.
3. Adobe Target (Web & Mobile): Adobe Target is used to enable experience optimization and personalization for both web and mobile channels. Targeting is implemented based on defined use cases, with continuous testing and optimization strategies.
4. Adobe Campaign Classic – Email: Adobe Campaign Classic is used for executing email campaigns, including newsletters and ad-hoc announcements. This supports segmented, personalized communication to user bases.
5. Adobe Campaign Classic – Push Notifications: Push notifications are configured for the mobile application using Adobe Campaign Classic, enabling timely and context-aware engagement with mobile users.
6. Adobe Campaign Classic-SMS: SMS messaging is also managed through Adobe Campaign Classic, offering an additional channel for direct and personalized communication.
7. Adobe Assets (Content Hub Tagging): Adobe Assets is utilized for centralized asset management with metadata tagging to enable efficient search, reuse, and distribution of digital assets across channels.
8. Adobe Dynamic Media: Dynamic Media to optimize asset delivery, ensuring high performance and responsive rendering of images and media across web and mobile platforms.

Together, these AEM components form the core technology stack of IIDP, enabling a future-ready, scalable, and globally benchmarked tourism platform that aligns with the Ministry's vision of delivering immersive and impactful digital experiences to tourists.

6.3 Project Objective

The MoT envisions the Incredible India Digital Platform (IIDP) as a world-class, technology-driven, and content-rich ecosystem that strengthens India's position as a premier global tourism destination. The platform shall serve as the digital face of Indian tourism, integrating culture, heritage, natural beauty, and modern experiences into a unified narrative that is accessible to both domestic and international audiences.

The project objective is to:

1. Enhance Global Visibility and Brand Positioning

- a. Establish Incredible India as a globally recognized digital brand through cutting-edge digital platforms, immersive storytelling, and impactful outreach campaigns.
- b. Showcase India's cultural and natural heritage, along with emerging tourism offerings (wellness, adventure, eco-tourism, MICE, etc.), in a manner that appeals to diverse global audiences.

2. Deliver Personalized, Seamless, and Engaging Experiences

- a. Transform the digital platform into an interactive travel companion by leveraging Artificial Intelligence, Augmented Reality, Virtual Reality, and data-driven personalization.
- b. Enable tourists to discover, explore, and plan their journeys with customized itineraries, immersive experiences, and real-time information.

3. Promote Digital Inclusivity and Accessibility

- a. Provide multilingual, accessible content ensuring inclusivity for diverse user groups across geographies.
- b. Bridge the gap between India's vast tourism potential and travelers worldwide through digital-first outreach strategies.

4. Foster Innovation and Continuous Evolution

- a. Continuously upgrade the platform to remain at par with international best practices in digital tourism.
- b. Integrate emerging technologies and creative formats to create a future-ready digital ecosystem.

5. Strengthening Collaboration and Governance

- a. Act as a central hub, integrating content and services from states, UTs, tourism boards, industry stakeholders, and allied partners.
- b. Ensure transparency, accountability, and efficiency through structured reporting, monitoring, and performance management.

6.4 Proposed detailed Scope of Work

6.4.1 Platform Maintenance-Web & Mobile

The selected bidder will be responsible for keeping the IIDP's website and mobile app running smoothly and improving them over time. This includes, but is not limited to:

a. Transition & Takeover of operations from existing SI for managing IIDP:

- I. The Bidder needs to understand the AS-IS ecosystem and take over the operations from the incumbent vendor(s) to provide continued support of the existing services and setup (hardware, software, application etc.). To facilitate the selected Bidder in taking over the operations and provisioning the required services, a transition of 3 months from the date of contract signing has been envisaged. However, the transition period may be increased/decreased by MoT by one month as per the need.
- II. The selected Bidder shall shadow the incumbent SI for a period of 1 month to understand the current ecosystem and setup. The selected Bidder shall then take over the operations from the incumbent, with shadow support being provided by the incumbent for a period of 2 months.
- III. The idea of this transition phase is to ensure that a proper handover takes place between the Incumbent vendor(s) and the selected Bidder. MoT expects that there shall be absolutely no impact on business, as the new engagement kicks in and the responsibilities migrate from the Incumbents to the selected Bidder. It is expected that business shall run as usual, and hence, as part of the proposal submission, MoT expects that the Bidder shall focus on providing a comprehensive Transition Plan, along with the activities it considers critical to the handover-takeover process. Also, the key risks need to be captured, and their mitigations should be suggested.

b. Adobe Experience Manager (AEM) Operations:

- I. Ongoing maintenance and upgrade of the Adobe Experience Manager platform to incorporate the latest features, plugins, and security patches.
- II. Implementation of AEM workflows, templates, and component enhancements.

c. Performance Monitoring and Optimization:

- I. Real-time monitoring of website and app performance, including uptime, page load speeds, broken links, indexing errors, and latency.
- II. Proactive issue detection and resolution, including incident management, bug tracking, and support ticketing.

d. Device and Browser Compatibility: Ensure seamless user experience across:

- I. All major browsers (Chrome, Firefox, Safari, Edge, etc.)
- II. All screen sizes (desktop, tablet, mobile, etc.)

e. Accessibility and UI/UX Standards:

- I. Ensure adherence to accessibility standards, including screen reader compatibility, keyboard navigation, and language toggles.
- II. Conduct regular UX audits to assess navigation, interface responsiveness, and user satisfaction.
- III. Conduct periodic UI/UX refreshes based on industry's best practices and user feedback.
- IV. Design the user experience to be fully accessible and inclusive for users including visually impaired.

f. Infrastructure and Hosting:

- I. Liaise with NIC or any designated cloud hosting service provider (CSP) for infrastructure maintenance, load balancing, firewall configurations, hosting upgrades, etc.
- II. Enable scalability and high availability architecture to handle traffic surges, especially during campaigns or festival periods.
- III. Perform cloud migration if required, including database backup, data integrity assurance, and zero-downtime deployment.
- IV. Liaise with CSP to maintain and regularly test (on weekly basis) Disaster Recovery (DR) setup and backup protocols.

g. Platform and Content Enhancement:

- I. Update existing and incorporate new content which includes cities and their associated components like attractions, experiences, trips, rural, crafts, etc.
- II. Design and deploy new page layouts, banners, content modules, widgets, etc.
- III. Roll out platform refreshes with updated UI/UX, push campaigns etc. when required.

h. Security, Compliance, and QA:

- I. Development environment will be provisioned and maintained by selected bidders (shall be in sync with staging or prod environments). Other environments (like production, staging, testing, etc.) will be provided to the selected bidder. However, the selected bidder shall be required to configure, tune, manage and maintain the production, staging, testing or any such environments hosted on NIC cloud or other infrastructure provider to MoT for Incredible India website, mobile app, and related services (Virtual machines and shared storage shall be made available through NIC Cloud (Meghraj) or any other infrastructure provider to MoT).
- II. **Backup / Restore Services** – The selected bidder shall be responsible for the weekly backup of data and applications and restoration from backup in case of any contingencies as per approved policy/ procedure/ guidelines. The selected bidder shall be responsible for documenting procedures and

guidelines for the same as agreed by MoT before go-live. Provide administration, version upgrade, patches upgrade, bug/ defect fixing, incident management and updates management services for virtual infrastructure on NIC cloud or other cloud service provider (CSP) to MoT and for software solutions deployed.

- III. Security audits, penetration testing, and vulnerability assessments as per CERT-In and Gol Cyber Security Guidelines.
- IV. Immediate resolution of any security vulnerabilities or code quality issues.
- V. The selected bidder shall also be responsible for server hardening and management of OS/ application security

i. Language Translation Support:

Currently, an agency has been engaged by the MoT to provide language translation services in Hindi and the five UN languages using an AI-based plugin mechanism. The selected bidder shall liaise with the designated language translation agency to facilitate the integration and ongoing maintenance of multi-language content for the IIDP.

Going forward, MoT envisions creating original content in Hindi as well as in 20 international languages. The responsibility for developing, translating, and managing this original multi-language content will lie with the selected bidder.

j. CRM and Analytics Integration

- I. Implement and manage a 360-degree Customer Relationship Management (CRM) system integrated with:
 - a. Adobe Campaign for automated and targeted communication
 - b. Adobe Target for personalization
 - c. Adobe Analytics for deep behavioral and engagement insights

k. Incredible India Mobile Application Operations & Enhancement:

The existing Incredible India mobile application is currently available on both Android and iOS platforms via the Google Play Store and Apple App Store. At present, the mobile app primarily mirrors the content and functionality of the Incredible India Digital Platform (IIDP) website.

Going forward, the MoT envisions a significant enhancement of the mobile application to offer a more engaging, interactive, and differentiated user experience, distinct from the website. The goal is to make the mobile app a dynamic digital touchpoint that effectively serves the needs of domestic and international tourists.

The selected bidder shall be responsible for conceptualizing, strategizing, and implementing enhancements to the Incredible India mobile app to improve user

engagement and functionality. This shall include, but not be limited to, the following components:

i) Strategic Enhancement:

- a. Develop and execute a strategy to transform the mobile application from a mirror of the IIDP website into a standalone, feature-rich platform.
- b. Ensure the mobile app complements the website while offering unique functionalities tailored for on-the-go use.

ii) User Experience & Performance Optimization:

- a. Conduct periodic UI/UX refreshes based on industry's best practices and user feedback.
- b. Undertake performance testing and optimization for mobile platforms (iOS and Android) to ensure smooth functionality across devices.

iii) Feature Enrichment and Innovation:

- a. Enable location-based services to provide contextual, real-time information and suggestions to users.
- b. Implement offline access for selected features, ensuring usability in low- or no-connectivity areas.
- c. Integrate dynamic gaming features that reflect current tourism trends, festivals, events, and seasonal campaigns, to boost user engagement.

iv) Augmented Reality (AR/VR) Integration:

- a. Identify and implement AR-based use cases, in consultation with the MoT.
- b. Final AR use cases and number of locations for implementation will be determined during the project phase.
- c. The selected bidder shall provide the required content (media assets, narratives, etc.) for AR modules.
- d. Following is the Illustrative AR Use Cases (Indicative and Not Exhaustive):
 - 1) Use Case 1 – Augmented Tourist Destinations: Allow users to point their smartphone at a building or landmark and access immersive content such as images, videos, GIFs, and textual narratives. The app will act as a real-time digital tour guide.
 - 2) Use Case 2 – Augmented Navigation: Integrate digital navigation components such as directional arrows and markers overlaid on the real-world environment to guide users through tourist destinations.
 - 3) Use Case 3 – Location-Based Augmented Discovery: Use AR to highlight nearby tourist attractions, amenities, facilities, and services based on the user's current location.

6.4.2. Content Hub Operations

The Digital Asset Management, referred to as the Incredible India Content Hub, was launched along with the Incredible India Digital Platform (IIDP) website to serve as a centralized, digital repository of tourism-related digital assets. Currently, assets are being sourced from a wide range of stakeholders and manually uploaded via the backend. As of now, the Content Hub includes:

- I. Images: 4,510
- II. Videos: 172
- III. Newsletters: 19
- IV. Brochures: 12

This Content Hub plays a critical role in supporting India's tourism ecosystem by streamlining the storage, discovery, reuse, and governance of digital assets. The objective is to transform the Content Hub into a dynamic, AI-powered, and contributor-friendly platform. The selected bidder will be responsible for proposing and implementing strategies to establish the Content Hub as India's leading tourism digital assets repository.

The bidder will be required to enhance the existing system and deliver the following (but not limited to) functionalities:

a. Tagging, Organizing, and Classifying Multimedia Assets:

- 1) Systematically tag, categorize, and organize multimedia content such as high-resolution images, videos, creative banners, and audio files.
- 2) Tags must include—but are not limited to—location, activity type, cultural theme, festival name, season, date, and usage rights.

b. AI-Powered Smart Tagging and Retrieval:

- 1) Leverage Artificial Intelligence and Machine Learning algorithms to automatically detect objects, themes, and locations within assets.
- 2) Implement intelligent search functionalities (e.g., visual search, semantic search) that enable users to retrieve relevant content quickly.
- 3) Enable recommendation systems for similar or related assets.

c. Searchable Archive and Metadata Management:

- 1) Maintain a robust, scalable archive system with advanced search and filter capabilities (e.g., by language, destination, theme, file type, upload date).
- 2) Ensure Metadata consistency and accuracy across all digital assets, with support for batch editing and metadata versioning.
- 3) Include dynamic preview and download options based on user role and permissions.

d. Access Control and Permissions:

- 1) Implement granular access control mechanisms to ensure different levels of content access for stakeholders such as:
 - a. Central Ministry teams
 - b. State and UT tourism departments
 - c. Accredited partners, agencies, and internal staff
 - 2) Facilitate role-based dashboards
- e. User/Contributor Upload and Approval Workflow:**
- 1) Provide user-friendly interfaces for citizens, tourists, influencers, photographers, etc. to upload digital assets, including images, videos, stories, etc.
 - 2) Incorporate an automated and manual moderation workflow for content validation, copyright checks, and final approval.
 - 3) Notify contributors of status updates (e.g., submission received, under review, approved/rejected).
 - 4) Establish guidelines and terms of use for public contributions.
- f. Audit Trails and Reporting:**
- 1) Maintain detailed logs of uploads, downloads, approvals, modifications, and access history.
 - 2) Provide analytical dashboards with insights into most accessed/downloaded assets, content gaps, usage trends, etc.

6.4.3. API Integration & Service Enablement

To ensure seamless user experiences and a dynamic digital ecosystem, the platform shall maintain and expand its suite of integrated APIs. The vendor must:

- 1) Maintain existing API integrations: Ensure uninterrupted functionality of integrations with services such as Integration with Online Travel Aggregators (OTAs), Indian Meteorological Department (IMD), Currency converter, Nidhi portal, etc.
 - 2) Ensure de-duplication of content while populating data for accommodations, flights, buses, cabs, etc., sourced from existing and new integration partners such as OTAs.
- 3) Scalability & New Integrations:**
- a. Develop a flexible framework to onboard new APIs as required, ensuring backward compatibility and no disruption of existing services.
 - b. Enable new integration with strategic partners such as but not limited to:
 - i) Utsav Portal (Festival & Events)
 - ii) IRCTC
 - iii) Online Travel Aggregators (OTAs)
 - iv) Any other platforms / services related to tourism

- b) Design APIs to expose internal content, itineraries, and services to external partners, enabling wider ecosystem collaboration.

4) Security and Compliance:

- a) Ensure all APIs comply with national cybersecurity and data privacy regulations.
- b) Implement encryption, access controls, and secure authentication protocols.
- c) Fixing up the issues as reported by any of the reviews & audits

6.4.4. Content Development & Management

- 1) Regularly update/add destinations by continuous development of the new content, experience, itinerary, and thematic content.
- 2) Curate blogs, feature stories, festival calendars, and State/UT promotions.
- 3) Implement SEO and Develop SEO-friendly content and continuous improvement in SEO area.
- 4) Maintain a content calendar aligned with Ministry campaigns and global tourism events.

6.4.5. Gamification on Incredible India Platform (IIDP)

The selected bidder shall design and implement gamification features on the Incredible India Digital Platform (IIDP) aimed at enhancing user engagement, promoting cultural understanding, and encouraging destination discovery. The objective is to provide interactive, rewarding, and immersive experiences that motivate both domestic and international tourists to explore various Indian destinations. These gamified elements will foster a fun and competitive environment, leading to increased platform engagement (portal stickiness) and improved brand recall for Incredible India.

The selected bidder will be responsible for conceptualizing, developing, and executing effective gamification strategies that align with the goals of the IIDP.

Illustrative use cases may include, but are not limited to:

a. Interactive Quizzes & Knowledge Challenges

- 1) Thematic quizzes on Indian culture, festivals, heritage sites, cuisine, wildlife, and local experiences.
- 2) Dynamic content updates aligned with tourism campaigns and events.

b. Digital Badges, Points & Rewards

- 1) Virtual badges and points awarded for user actions (exploring destinations, completing itineraries, booking experiences, sharing reviews).
- 2) Reward redemption mechanisms (discount vouchers, partner offers, or exclusive access to experiences).

c. Destination-based Missions & Trails

- 1) Curated quests such as Golden Triangle Explorer, Himalayan Adventure, or Spiritual India Trail.
- 2) Unlockable milestones as users' complete itineraries, visit places, or engage with AR/VR/ content.

d. Leaderboards & Community Engagement

- 1) Display of top users based on participation, contributions, and achievements.
- 2) Social media integration for sharing badges, scores, and completed missions.

e. Personalization & Multilingual Support

- 1) Gamified content tailored to user profiles, travel preferences, and locations.
- 2) Availability in multiple Indian and international languages.

6.4.6. Artificial Intelligence Features

Harnessing Artificial Intelligence to Transform the Incredible India Portal

MoT envisions to utilize Artificial Intelligence (AI) features to transform the IIDP into an intelligent, interactive, and highly personalized digital ecosystem, elevating it from a static information source to a dynamic, real-time travel companion for domestic and international tourists.

Below are the key use cases (Indicative) of AI for the Ministry of Tourism's IIDP platform:

1. Personalized Travel Planning

- a. **Intelligent Itinerary Builder:** Builds personalized and dynamic itineraries by combining tourist preferences (budget, history, culture, interests, nature, shopping, food, travel duration, etc.), contextual data (season, time of day, local events), and real-time signals (crowd density, weather alerts). It will also suggest destinations, attractions, activities, accommodations, and culinary experiences by analyzing traveler behavior, reviews, and seasonal trends.
- b. **AI-Powered Virtual Concierge:** Offers real-time responses to queries, facilitates bookings, and provides local tips through an interactive chatbot interface. It will also suggest alternate routes, or quieter time slots for monuments to optimize the experience. It will allow on-trip adjustment in case the monument is overcrowded; the application recommends alternative attractions instantly. This will distribute the tourist flow across multiple attractions, reducing overcrowding at major attractions of the destination city.

2. Enhanced Content Discovery & Engagement

- a. **Image Recognition & Landmark Identification:** Enables users to upload photographs and receive recommendations for similar destinations or information on specific landmarks.
- b. **Natural Language Search:** Interprets conversational queries like *“beach destinations near Mumbai with great seafood”* to deliver precise, relevant results.
- c. **Multilingual Support:** Automatically translates website content and user queries to multiple global languages, enhancing accessibility for international visitors.

3. Data-Driven Tourism Insights

- a. **Tourist Flow Forecasting:** Predicts visitor density using historical trends and live data, allowing tourists to choose optimal travel periods and avoid overcrowding.
- b. **Sentiment Analysis:** Monitors reviews, social media, and other feedback channels to measure traveler satisfaction and identify improvement areas.
- c. **Trend Spotting:** Detects emerging destinations, niche activities, and seasonal travel patterns to inform promotional strategies.

4. Safety, Accessibility & Compliance

- a. **Real-Time Alerts:** Issues timely notifications regarding weather changes, natural calamities, traffic/crowd situations, or official advisories to ensure traveler safety.
- b. **Accessibility Mapping:** Guides differently abled travelers to suitable accommodations, attractions, and transport services.
- c. **Health & Safety Updates:** Provides localized health advisories & services, regulatory guidelines, and precautionary measures for travelers.

5. Operational Excellence & Efficiency

- a. **Automated Content Curation:** Regularly updates the portal with summaries of tourism news, upcoming events, and travel blogs.
- b. **Dynamic Pricing Insights:** Integrates with booking systems to display live price trends, seasonal deals, and promotional offers.
- c. **Feedback Optimization:** Leverages AI analytics to interpret user feedback and refine portal design, navigation, and content strategy.

6. Integration with Local Tourism Ecosystems

- a. **Local Business Promotion:** Connects tourists with verified local guides, artisans, and hospitality providers, promoting regional economies.
- b. **Event Discovery:** Recommends festivals, cultural programs, exhibitions, and other local events coinciding with the traveler's itinerary

7. Sentiment & Feedback Mechanism

Feedback is scattered across apps, social media, and reviews, and authorities lack real-time, actionable insights to improve experiences. AI ingests reviews, social media posts, app feedback, and tourist surveys. Under AI, NLP models categorize sentiment (positive/negative/neutral) and detect recurring themes (e.g., “queue too long,” “cleanliness issue,” “great service”). Outputs site-level dashboards for officials and operators, with drilldowns to vendor/attraction level. Predictive layer will anticipate satisfaction drop (e.g., negative trend in a region → immediate intervention). It will benefit the tourists in faster resolution of grievances, improved services over time. It will provide ground-level pulse of tourism experience & proactive problem-solving.

8. The list of the proposed functionalities based on Artificial Intelligence is as follows:

- a. Travel itineraries and recommendations - AI recommends destinations, accommodations, dining options, personalized itineraries (including optimized routes), timings for attractions, and activity suggestions based on user behavior, interests, traveler preferences, budget, and travel history.
- b. **VR/AR:** Immersive virtual tours (Interactive exploration: Virtual Reality (VR) and Augmented Reality (AR) allow users to explore destinations, attractions, etc. through immersive 360-degree tours)
- c. AI-generated content (Generative AI can produce high-quality, engaging travel blog posts, social media captions, and video content etc.)
- d. **Chatbot (Text and Voice based):** Enables users to interact with the portal using voice commands, making the booking process more natural and accessible.
- e. Implement an AI-driven content layer to dynamically aggregate and curate information from State/UT tourism portals, delivering it on-demand to tourists.
- f. AI-Companion (Virtual Travel Assistance) offering personal assistance
- g. AI Tagging on UGC (techniques to automatically tag user-generated content (UGC), enabling platforms to organize, moderate, and improve the user experience)

6.4.7. Stake Holders Coordination

- a. **Coordination with Brand Strategy Agency:**

- 1) Work closely with the designated Brand Strategy Agency to align platform development with the overall brand vision and messaging of IIDP.
- 2) Incorporate branding inputs into the platform's UI/UX, content, and functionality to ensure consistent brand representation.
- 3) Participate in joint planning sessions and feedback loops to enhance platform positioning and storytelling.

b. Collaboration with Social Media Agency:

- 1) Coordinate with the designated Social Media Agency to develop and execute digital promotion strategies for the IIDP platform across global markets.
- 2) Provide platform updates and required support in a timely manner for social media outreach.
- 3) Align campaign timelines, messaging, and audience targeting strategies to ensure consistent and effective promotion of the platform.

c. Engagement with State/UT Tourism Departments and other stakeholders:

- 1) Engagement with State/UTs departments and other stakeholders
- 2) Liaise with State/UT tourism departments, other stakeholders to gather approved content, digital assets, and updated event data for integration into the IIDP platform.
- 3) Train designated officials on the use of IIDP portal including Content Management System (CMS), Digital Asset Management (Content Hub), etc.
- 4) Moderate, review, and publish content submitted by State/UT and other stakeholders to ensure quality, consistency, and compliance with platform standards.
- 5) Enable and maintain dynamic microsites or dedicated sections within the platform to showcase regional tourism highlights, events, and campaigns.

6.4.8. Visual Content Creation

1. Create high-quality banners, images, videos, stories, motion graphics, etc. for:
 - a. Thematic promotions (e.g., Spiritual India, Wellness, Wildlife)
 - b. Festivals and Events
 - c. Destinations, Attractions, etc.
 - d. Experiences
2. Source imagery and video content from:
 - a. MoT repositories
 - b. States/UTs
 - c. Licensed stock
 - d. Field visits and photographers
3. Ensure all creatives are branded and archived in the Content Hub (DAM).

6.4.9 Dashboard & Analytics

To ensure transparency, real-time visibility, performance tracking, user engagement measurement, and data-driven decision-making, the selected bidder shall be responsible for designing, developing, and maintaining a comprehensive Dashboard & Analytics Framework for the Incredible India Digital Platform (IIDP), including its website, mobile application content hub, etc.

This framework shall include the following but not limited to:

1. Identify users based on their behavior on the website and Mobile App with the help of analytics platform and then target them with specific content seamlessly without any manual or technology intensive work.
2. Implement Analytics to target the users based on their behavior and re target them with specific content seamlessly.
3. Implement digital marketing analytics to gather data from various digital channels like email, social media, etc.
4. Analytical reports/feeds as per requirements to be shared for content & campaign planning.
5. Preparation of multiple Analytics reports dashboards showcasing different reports as per requirement with access to MoT officials and other stakeholders like state tourism boards, etc.
6. Customized dashboards to be prepared and made available for different types of users as per requirement.
7. Analytics Reports: (Some indicative reports mentioned below but not limited to):
 - I. Measure business metrics like traffic, conversion rate, bounce rate, response to online events across different digital channels, etc.
 - II. Campaign Effectiveness Management - Measure effectiveness/ relevance of marketing campaigns, events, and promotions.
 - III. User analytics – Consolidate user response analytics on Incredible India digital platform
 - IV. User segmentation performance (behavioral/geo/demographic)
 - V. User search behavior
 - VI. Sentiment trend reports (destination-wise or content-wise)
 - VII. Forecasts on tourist flow (monthly/quarterly predictions)
 - VIII. Virtual assistant/chatbot performance (queries resolved, escalation rate), etc.
 - IX. Booking insights from IIDP portal, etc.
 - X. SEO health (ranking keywords, traffic sources)
 - XI. Total visitors (daily, monthly, Y-o-Y trends).

6.4.10 Audit and Compliance Management

The selected bidder shall be responsible for establishing, implementing, and maintaining a comprehensive Audit and Compliance Management Framework for all components and processes of the Incredible India Digital Platform (IIDP). The objective is to ensure end-to-end security, regulatory compliance, and risk resilience throughout the system lifecycle.

The bidder's responsibilities shall include, but are not limited to, the following:

1) Implementation of Information Security & Cybersecurity Controls

- a. Design, deploy, and maintain robust cybersecurity measures and secure configurations for all hardware, software, networks, applications, and associated services.
- b. Ensure proactive monitoring, detection, and prevention of security incidents.
- c. Adhere to a defense-in-depth approach to ensure multi-layered protection against evolving threats.

2) Compliance with Applicable Standards & Guidelines

- a. Guidelines issued by the Ministry of Electronics and Information Technology (MeitY).
- b. The Information Technology Act, 2000 and relevant rules/amendments.
- c. Security advisories and protocols issued by CERT-In
- d. The latest Guidelines for Indian Government Websites (GIGW), particularly concerning web application security, accessibility, and data governance.
- e. Any additional directives or policies issued by the MoT or other relevant authorities.

3) Risk Management & Continuous Assessment

- a. Establish a Continuous Risk Assessment and Control Framework for the IIDP.
- b. Identify, document, and assess risks across infrastructure, applications, and operations.
- c. Evaluate risks based on their likelihood and potential impact on confidentiality, integrity, and availability.
- d. Maintain and regularly update a comprehensive Risk Register, along with corresponding mitigation plans.

4) Periodic Security Audits & Testing

- a. Conduct regular Security Audits, Vulnerability Assessments, and Penetration Testing (VAPT) of all systems, networks, and applications.
- b. The selected bidder shall only engage CERT-In empaneled agencies for such assessments.
- c. Ensure prompt rectification of identified vulnerabilities, with documented closure reports.

5) Audit Reporting & Compliance Documentation

- a. Submit detailed Audit and Compliance Reports to MoT on a periodic basis (monthly/quarterly or as defined in the project governance plan).
- b. Reports shall include:
 - (1) Summary of audit activities and findings,
 - (2) Compliance status against applicable guidelines (MeitY, GIGW, CERT-In, etc.),
 - (3) Identified risks and vulnerabilities,
 - (4) Mitigation actions taken
 - (5) Planned recommendations for continuous improvement and risk posture enhancement.
- 6) Support for Third Party Audits
 - a. Facilitate any third-party or statutory audits initiated by MoT, or other designated authorities.
 - b. Ensure systems and documentation always remain audit-ready.
- 7) Data Privacy and Legal Compliance
 - a. Comply with applicable data privacy, protection, and cybersecurity laws, including any current or upcoming Data Protection Legislation enacted by the Government of India.
 - b. Ensure that data handling practices align with principles of privacy by design, data minimization, and lawful processing.
- 8) The selected bidder shall treat all information, data, documents, and materials shared by the MoT in connection with the Incredible India Digital Platform (IIDP) as strictly confidential. This includes technical specifications, business processes, user data, and any other proprietary or sensitive content.

6.4.11 Requirement of Additional Licenses or Components

The Incredible India Digital Platform (IIDP) has been developed using Adobe Experience Manager (AEM) 6.5, which has been procured by the MoT. For the proposed scope of work, if any additional licenses, modules, or components beyond the existing licenses / components are required, the bidder must clearly identify and specify these requirements in their proposal. The responsibility for procuring and provisioning any such additional licenses or components will rest solely with the selected bidder

6.4.12 Indicative Team Composition

#	Resource Role	Eligibility Requirement	Relevant Experience	Core
1	Project Manager	a. B.Tech + MBA. b. Minimum 8–10 years of experience.	a. Experience in project management, preferably leading large-scale IT projects of 20+ resources' teams. b. Experience of managing Government projects with cross-functional teams and coordinating with Government Ministries/Departments c. Strong leadership, communication, and stakeholder coordination skills. d. Familiarity with government project frameworks, procurement regulations, and reporting standards. e. Proficient in project management tools e.g. MS Project, Primavera	Yes
2	Project Coordinator	a. MBA or equivalent Degree in Business Administration b. Minimum 5 years of experience	a. Experience in project management, preferably coordinating large-scale IT projects (20+ resources) b. Experience of managing Government projects with cross-functional teams and	Yes

			coordinating with Government Ministries/Departments c. Experience in handling documentation, follow-ups, scheduling, and client/stakeholder coordination.	
Platform Maintenance & Technical Support				
3	Technical Lead / AEM Architect	a. B.Tech/ B.E./ MCA/M.TECH b. Overall 12+ yrs of Exp with minimum 6 years of working experience on Adobe (AEM) platform ii. Desirable Qualification and Experience Criteria: a. AEM Architect certification. b. Should have experience of executing at least 3 projects in Adobe AEM. c. Working experience of cloud (Management of VMs, Load balancers and CDN with respect to AEM Deployment)	Relevant experience in: a. Analysis of the software requirements and preparation of specifications of the requirements. b. Undertaking development activities on the Adobe AEM platform (or any other platform as required) including website updates, enhancement, restructuring, API integration etc. along with any other customization requirements. c. Translating the requirements into software codes. d. Relevant documentation related to the application. e. Manages overall platform architecture and ownership	Yes

4	AEM Frontend Developers – 2 (Two)	a. B.Tech/ B.E./ MCA/M.TECH b. Overall 6 yrs of Exp with minimum 3 years of working experience on Adobe (AEM) platform ii. Desirable Qualification and Experience Criteria: a. AEM developer certification. b. Should have experience of executing at least 2 projects in AEM.	Relevant Experience in overseeing Frontend Development, AEM upgrades, and performance.	
5	AEM Author	a. B.Tech/ B.E./ MCA/M.TECH b. Overall 6 yrs of Exp with minimum 3 years of working experience on Adobe (AEM) platform ii. Desirable Qualification and Experience Criteria: a. AEM developer certification. b. Should have experience of executing at least 2 projects in AEM.	Relevant experience in AEM Author's role to create, manage, and update digital content on the platform. Build and maintain website, ensuring content is structured, formatted, and published correctly. Manage content, improve user experience, and maintain consistency across digital platforms.	
6	Full-Stack Developer	a. B.Tech/ B.E./ MCA/M.TECH b. Overall 6 yrs of Exp with minimum 3 years of working experience as a full-stack developer ii. Desirable Qualification and Experience Criteria: a. proficiency in both	Relevant experience in handling frontend/ backend code development & fixes along with full knowledge of SQL, mobile responsiveness portals, cross-device testing,	

		front-end & back-end technologies, database management, version control, and API development, Design Patterns. b. Should have experience of executing at least 2 projects as a full stack developer.	does API based integration.	
7	Mobile Developer (Android)	a. B. Tech / B.E./MCA/M.TECH b. Minimum 5 years' experience in Mobile Application Development (Android) c. Experience of executing at-least 3 similar projects in native environment.	Relevant Experience in analyzing software requirements and preparation of specifications of the requirements. b. Undertaking development activities on the Mobile Platform and Adobe AEM platform (or any other platform as required) including app updates, enhancement, restructuring, etc. along with any other customization requirements. c. Relevant documentation related to the application.	
8	Mobile Developer (iOS)	a. B.Tech/ B.E./MCA/M.TECH b. Minimum 5 years' experience in Mobile Application Development (IOS) c. Experience of executing at-least 3	Relevant Experience in analyzing software requirements and preparation of specifications of the requirements. b. Undertaking development activities on the Mobile Platform	

		similar projects in native environment.	and Adobe AEM platform (or any other platform as required) including app updates, enhancement, restructuring, etc. along with any other customization requirements. c. Relevant documentation related to the application.	
9	QA & Testing Engineer	a. B.Tech/ B.E./ MCA/M.TECH b. Overall 3 yrs of Exp as a QA & Tester i. Proficiency in both manual and automated testing tools. ii. Should have experience of executing at least 2 projects as a QA.	Relevant Experience in planning, designing, and executing tests, identifying defects, and collaborating with development teams to resolve them.	
10	Infra/Cloud Expert	a. B.Tech/ B.E./ MCA/M.TECH b. Overall 6 yrs of Exp as a Server Administration including cloud server management ii. Desirable Qualification and Experience Criteria: a. Expertise in managing any of the cloud AWS/Azure/GCP and RedHat/Unix based servers b. Should have experience of executing	Relevant experience in designing application server requirements. Monitoring cloud performance. Troubleshooting and resolving issues. Ensuring security and compliance Scaling cloud resources Automating cloud operations Collaboration and Communication	

		at least 2 projects as a Infra Engineer/Administrator		
11	Data Analyst	a. B.Tech/ B.E./ MCA/M.TECH b. Overall 6 yrs of Exp c. Expertise in data analysis using various tools like Power BI and Tableau d. Should have experience of executing at least 3 projects as a data analyst	Relevant experience in Data Collection and Management Data Analysis Data Visualization Reporting and Communication Problem Solving Collaboration Data-Driven Recommendations	
12	UI/UX Designer	a. B.Tech/ B.E./ MCA/M.TECH b. Overall 3 yrs of Exp as a UI/UX Developer	Relevant Experience in UI/UX related work.	
Content Management & Strategy				
13	Content Strategist	a) MBA b) Minimum experience of 12 years in content strategy development c) Should have managed minimum 4 similar projects.	Core experience must have been in strategic planning and Content operations. Must have a mix of technical, creative, and interpersonal skills.	Yes

14	Content Writer – 2 (Two)	a) PG/MBA/MA in English/Journalism & Mass Communication or equivalent from reputed university b) Overall experience of at least 5 years with a specific focus on writing, editing and communications c) Experienced in developing content as per the communication strategy not restricted to articles, press releases, social media posts, newsletters, brochures, presentations, website content, Ads, and other marketing collaterals d) Proficient in English e) Should have managed minimum 3 projects in last five years.	Relevant Experience in Content Development, writing, SEO, Editing and proofreading, Content management systems (CMS), Familiarity with platforms like WordPress is essential for publishing and formatting web content, Research skills: The ability to find credible sources and distill complex topics into clear, accurate content is a core competency.	
15	State/UT Content Coordinator	a. PG/B.TECH/MBA or equivalent from reputed university b. Overall 6 yrs of Exp with minimum 3 years of working as a State Coordinator in Gov Public sector schemes	Coordination with multiple stakeholders, Networking and Advocacy, Communication & Interpersonal Skills, Office IT Skills	
Digital Asset Management (Content Hub) & AI				
16	DAM Administrator	a. B.Tech/ B.E./ MCA/M.TECH b. Overall 12+ yrs of Exp	Analysis of the software requirements and preparation of	

		with minimum 6 years of working experience on Adobe (AEM) platform ii. Desirable Qualification and Experience Criteria: c. AEM Architect certification. d. Should have experience of executing at least 3 projects in Adobe AEM.	specifications of the requirements. Undertaking development activities on the AEM platform (or any other platform as required) include website updates, enhancement, restructuring, API integration etc. along with any other customization requirements. Manage overall platform architecture and ownership. Builds asset processing workflows. Develops metadata schemas. Integration with other systems Optimizes asset delivery. Manages asset security. Facilitates asset migration.	
17	AI Expert	B.Tech/ B.E./ MCA/MTECH Overall 6+ yrs of Exp with relevant experience in implementing AI use cases preferably in tourism domain. Proficiency in Natural Language Processing	Relevant experience in implementation of AI use-cases and innovative solutions such as Chatbot etc. Analysis of the software requirements and preparation of specifications of the requirements.	

		(NLP) for text and audio assets. Familiarity with big data technologies such as Hadoop or Spark.		
Visual & Multimedia Content Creation				
18	Visual Designer	Bachelor's Degree in Graphic Design, Fine Arts, Visual Communication, or equivalent from a recognized university or institution. Minimum 3 years of professional experience in graphic design, preferably in a government department, PSU, or with projects related to public awareness campaigns.	Experience in graphic design, preferably in a government department, PSU, or with projects related to public awareness campaigns. Portfolio demonstrating experience in creating Social media graphics, Infographics, Web visuals and UI elements, Designs aligned with government branding standards Proficiency in design software: Adobe Creative Suite (Photoshop, Illustrator, InDesign). Knowledge of official language usage, emblem protocols, and accessibility standards in visual content. Ability to adhere to government brand guidelines, formats, and clearance processes.	Yes

19	Video Editor / Reel Creator	Bachelor's Degree in Mass Communication, Multimedia, Film Studies, or related discipline from a recognized institution. Certification in video editing or multimedia tools from government-approved training centers (like NIELIT, NSDC) preferred. Minimum 3–5 years of experience in video editing and short-form content creation.	Experience in video editing and short-form content creation. Prior experience working on government campaigns, public information videos, or awareness programs is highly desirable. Proficiency in industry-standard editing tools: Adobe Premiere Pro, After Effects, Final Cut Pro. Knowledge of social media video formats, captioning, government messaging standards, and audio compliance (e.g., copyright-free music). Familiarity with the Ministry of I&B or DAVP standards is an added advantage.	
20	Photographers / Videographers (freelance/on-call)	Minimum educational qualification: 10+2 or equivalent. Preferably a Diploma in Photography/Videography from a recognized institute (e.g., FTII, IIMC, NSD, or government-recognized polytechnic). Minimum 3 years of professional experience	Must have worked with government/PSU/tourism boards, on documentation, campaigns, or media coverage. Experience of field visits, campaign coverage, and official events. Familiarity with government visual	

		in event photography/videography.	documentation standards (e.g., capturing dignitaries, adherence to event protocols). Able to deliver high- resolution images/videos within fixed deadlines for official use.	
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7. Evaluation Criteria

7.1 Method and Terms of Selection

- a. Bidders meeting the pre-qualification criteria shall be eligible for evaluation as per the Technical Qualification criteria.
- b. Each bid will be assigned a score out of a maximum of 100 marks. Minimum of 70 marks out of 100 will be termed as technically qualified. Failing to secure minimum marks in technical criteria shall lead to technical rejection of the bid.
- c. MoT reserves the right to accept or reject any Bid and/or cancel or annul the entire tender process and reject all the bids at any time, without thereby incurring any liability whatsoever to the affected Bidder(s) and without informing the grounds of rejection/annulling.

7.2 Pre-Qualification Evaluation Criteria

The Pre-Qualification documents shall be submitted along with the Pre-qualification Compliance Sheet (**Refer Annexure A Format 1: Compliance Sheet for Pre-Qualification Proposal**). MoT reserves the right to check/validate the authenticity of the information provided in the Pre-qualification evaluation criteria and requisite support must be provided by the bidder. The following table enlists the pre-qualification criteria for this EOI:

#	Eligibility Criteria	Supported documents to be Submitted
1.	Legal Entity The Bidder: i. Should be Company registered under Companies Act, 1956 or Companies Act 2013 or a partnership firm registered under LLP Act, 2008. ii. Registered with the GST Authorities iii. Should have been operating in India for the last 5 years.	a. Certificate of Incorporation b. GST Registration Certificate c. Copy of PAN Card d. Letter from Company Secretary/Authorized Signatory/ Statutory Auditor on bidder's letter head for last five years of operation
2.	Manpower At least 100 manpower working in related fields like Branding, Marketing, Content Writing, UI/UX designers, etc. and At least 25 technically qualified personnel with relevant Adobe certifications in Adobe Experience Manager, Adobe Campaign, Adobe Analytics, and Adobe Target skills with experience in relevant projects.	Self-certification by the authorized signatory with clear declaration of list of staff with name, employee ID, number of years of experience, level/ designation, and certifications
3.	Annual Turnover For a Single Bidder:	CA Certificate

	The bidder must have an average annual turnover of not less than INR 250 Crore over the last three (3) financial years (FY 2022-23, 2023-24, and 2024-25) from Brand Consultancy and IT Consultancy services. or In case of Consortium: The Lead Bidder must have an average annual turnover of not less than INR 150 Crore over the last three (3) financial years (FY 2022-23, 2023-24, and 2024-25) from Brand Consultancy or IT Consultancy services (as per the Lead Bidder Role). And The other Consortium Partner must have an average annual turnover of not less than INR 100 Crore over the same three (3) financial years (FY 2022-23, 2023-24, and 2024-25) from Brand Consultancy or IT Consultancy services (as per the Consortium Bidder Role).	
4.	Positive Net Worth The Firm shall have positive net worth in each of the last three financial years.	Net-worth certificate from chartered accountant needs to be enclosed as per details be provided in Annexure A Format 3: Financials of the Bidder

5.	Certification: The bidder should have the certification below on the date of submission of the bid: Adobe certified Gold Partner Certification or above with specialization in Adobe AEM, Campaign, Target, and Analytics applications	Copy of Valid Certificates authenticated by authorized signatory
6.	Office: The firm should have an office in Delhi NCR and the core resources deployed for the project shall be stationed at the MoT office.	A self-certification by the bidder authenticated from the authorized signatory
7.	Relevant Experience: The Bidder should have handled at least 3 projects involving "Experience in Brand Consultancy projects for any Tourism or similar industry (like Airline, Hospitality, Travel aggregators, etc.)", with a project cost of at least INR 5 crore, per project, in the last 5 financial years as on bid submission date And Experience of successful implementation of ICT systems development in Adobe AEM and Adobe Cloud (Target, Campaign and Analytics) projects of value specified herein in last 5 financial years as on bid submission date: - One project of similar nature of amount not less than INR 10 Crores or	Citation in required format along with Copy of work order / Lol / Agreement clearly specifying the project value.

	Two projects of similar nature of amount not less than INR 5 Crores each or - Four projects of similar nature of amount not less than INR 2.5 Crores each	
8.	Debarment: The bidder shall not be under declaration of ineligibility for corrupt or fraudulent practices with any Government department/ agencies/ ministries or PSU's and should not have been blacklisted or debarred from participating in government tenders as on date of submission of bid.	Self-Certification letter from the bidder authenticated by authorized signatory

7.3 Technical Evaluation Criteria

7.3.1 Technical Bid Details

The evaluation criteria for technical bid are given as below:

#	Criteria	Particulars	Documentary Evidence	Max. Marks
1.	The single bidder or Consortium Bidder (aggregate) must have an average annual turnover over the last three (3) financial years (FY 2022-23, 2023-24, and 2024-25) from Brand Consultancy and IT	i. INR 450 Cr above - 20 Marks ii. INR 350 Cr – 450 Cr – 15 Marks iii. INR 250 Cr - 350 Cr – 10 Marks	CA Certificate	20

	Consultancy services.			
2.	Experience in Brand Consultancy projects for any Tourism or similar industry (like Airline, Hospitality, Travel aggregators, etc.) in last five years with a project cost of at least INR 5 crore, per project	4 marks for each eligible project Max marks: 20	Copy of work order / Lol / Agreement (Format 7)	20
3.	Experience in implementation of Adobe AEM websites, Mobile App, Adobe Target, Adobe Campaign, Adobe Analytics projects (completed or ongoing) in India for value more than Rs. 2.5 Crore. The work order/contract should have been issued within the last 5 years. The projects should have been either completed or ongoing where deliverable(s) or milestone(s) has/have been partially/successfully met.	Eligible project of value more than INR 10 crores – 10 marks per project Eligible project of value more than INR 5 crores – 5 marks per project Eligible project of value more than INR 2.5 crores – 2.5 marks per project Max. marks: 20	Copy of work order / Lol / Agreement clearly specifying the project value. (Format 7)	20

4.	Technical Presentation & Proposed Resources	The Technical Proposal shall cover the following: a. The Technical Proposal shall cover the following: b. Understanding of scope of work c. Approach & Methodology including innovations proposed d. Implementation plan e. Experience in tourism, travel, and hospitality industry f. Resource evaluation will be based on the eligibility requirements defined in Section 6.4.12, "Indicative Team Composition."	Technical Presentation	40
Total				100

8. Period of Contract

The term period of services shall be valid for a period of 2 years from the Effective date of Agreement, which may be further extended for up to the period of 1 year on the same terms and conditions and with the provision that services of the agencies may be dispensed with at any time, giving three months' notice, in the event of non- performance, under-performance or any other reason which would be specified.

9. Instructions to the Bidders

9.1 General

- a. While every effort has been made to provide comprehensive and accurate background information and requirements & specifications, bidders must form their conclusion about the solution needed to meet the requirements. Bidders may consult their legal before submitting response to this EOI.
- b. All information supplied by the Bidders may be treated as contractually binding on the bidders, on the successful award of the assignment by the MoT based on this EOI.
- c. No commitment of any kind, contractual or otherwise, shall exist unless and until a formal written contract has been executed by or on behalf of the MoT. Any notification of the preferred Bidders status by the MoT shall not give rise to any enforceable rights by the Bidder. MoT may cancel this public procurement at any time prior to a formal written contract is executed by or on behalf of the MoT.
- d. This EOI supersedes and replaces any previous public procurement documentation and communications, and Bidder should place no reliance on such communications.

9.2 Due Diligence by Bidders

- a. Bidders may prior to submitting their Proposals, examine the requirements at their own expense and obtain and ascertain for themselves, at their own responsibility and other information necessary for preparing their Proposals.
- b. Bidders shall be deemed to have full knowledge of the requirements of the work. MoT will not accept any responsibility or liability for any errors, omissions, inaccuracies, or errors of judgment with respect to information or materials provided by MoT in this EOI Document or otherwise, with respect to this Project. Although such information and materials are to the best of MoT's belief. However, their verification is the sole responsibility of Bidder.
- c. Neither MoT nor their employees make any representation or warranty as to the accuracy, reliability or completeness of the information provided nor will have any liability to any bidder which may arise from or be incurred or suffered in connection with anything contained in this EOI and the award of the work or otherwise arising in any way from the EOI process.

9.3 Compliant Proposals / Completeness of Responses

Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and Proposal may be rejected. Bidder must:

- a. Include documentation specified in this EOI.
- b. Follow the format of this EOI and respond to each element in the order as set out in this EOI
- c. Comply with all requirements as set out within this EOI.

9.4 Code of Integrity

9.4.1 Prohibition

No official of a procuring entity or a bidder shall act in contravention of these codes which include prohibition of:

- a. Making an offer, solicitation or acceptance of a bribe, reward or gift or any material benefit, either directly or indirectly, in exchange for an unfair advantage in the procurement process or to otherwise influence the procurement process.
- b. Any omission or misrepresentation that may mislead or attempt to mislead so that financial or other benefits may be obtained, or an obligation avoided.
- c. Any collusion bid rigging or anticompetitive behavior that may impair the transparency, fairness, and progress of the procurement process.
- d. Improper use of information provided by the procuring entity to the bidder with an intent to gain unfair advantage in the procurement process or for personal gain.
- e. Any financial or business transaction between the bidder and any official of the procuring entity related to the tender or execution process of contract, which can affect the decision of the procuring entity directly or indirectly.
- f. Any coercion or any threat to impair the harm, directly or indirectly, any party or its property to influence the procurement process.
- g. Obstruction of any investigation or auditing of a procurement process.
- h. Making false declarations or providing false information for participation in a tender process to secure a contract.

9.4.2 Disclosure by the Bidder

- a. Disclosure by the bidder of any transgression made in respect of the provision of sub-clause 6.4.1. with any entity in any country during the last three years or of being debarred by any other procuring entity.
- b. In case of any reported violations, the procuring entity, after giving a reasonable opportunity of being heard, concludes that a bidder or prospective bidder has contravened the code of integrity, may take appropriate measures.

9.5 Pre-Bid Meeting and Clarifications

9.5.1 Pre-Bid Conference

- a. The Bidders will have to ensure that their queries for Pre-Bid meeting should be sent as per details in the Fact Sheet.
- b. The queries should necessarily be submitted in the format mentioned in **Annexure A Format 4: Pre-bid queries format**.
- c. MoT shall not be responsible for ensuring that the Bidder's queries have been received by them. Any request for clarification posts the indicated date and time may not be entertained by the MoT.

9.5.2 Responses to Pre-Bid Queries and Issue of Corrigendum

- a. The MoT will endeavor to provide a timely response to all queries. However, MoT makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does MoT undertake to answer all the queries that have been posted by the Bidders.
 - b. At any time prior to the last date for receipt of bid, MoT may, for any reason, whether at its initiative or in response to a clarification requested by a prospective Bidder, modify the EOI document by Corrigendum.
2. The Corrigendum (if any) and clarification to the queries from all Bidders will be posted on the CPP Portal and MoT website (URL: <https://eprocure.gov.in/eprocure/app> & <https://tourism.gov.in/>). Any such Corrigendum shall be deemed to be incorporated in this EOI.
- a. To provide prospective Bidders with reasonable time for taking the Corrigendum into account, MoT may, at its discretion, extend the last date for the receipt of the Proposals.

9.6 Key Requirements of the Bid

9.6.1 Submission of Bids

Bidders should submit their responses to the CPP Portal (URL: <https://eprocure.gov.in/eprocure/app>) being used for this purpose. Generally, the items to be shared would include all the related documents mentioned in this EOI, such as:

- a. Pre-qualification response with Compliance sheet for Prequalification (**Annexure A Format 1: Compliance Sheet for Pre-Qualification Proposal**)
- b. Technical Proposal with the Cover Letter for Technical Proposal (**Annexure A Format 6: Covering Letter for Technical Proposal**)
- c. Additional certifications/documents e.g., Power of Attorney, CA certificates on turnover, etc.
- d. However, each of the above documents must be shared in the format specified for this purpose.
- e. The bidder must ensure that the bid is digitally signed by the Authorized Signatory of the bidding firm and has been duly submitted within the submission timelines. The MoT will in no case be responsible if the bid is not submitted online within the specified timelines.
- f. All the pages of the Proposal document must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bidder's Proposal.
- g. Please note that prices should not be indicated in the pre-qualification proposal or technical proposal.
- h. All the pages of the Proposal must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bidder's Proposal.
- i. The authorized signatory must sign on all the pages of the proposal submitted.

9.6.3 Bidders Authorized Signatory

The proposal should be accompanied by an appropriate board resolution or power of attorney in the name of an authorized signatory of the Bidder stating that he/she is authorized to execute documents and to undertake any activity associated with the Bidder's Proposal.

9.7 Preparation and Submission of Proposals

9.7.1 Proposal Preparation Cost

The Bidder shall be responsible for all costs incurred in connection with participation in the EOI process, including, but not limited to, costs incurred in the conduct of informative and other diligence activities, participation in meetings/ discussions/ presentations, preparation of the proposal, in providing any additional information required by MoT to facilitate the evaluation process, and in negotiating a definitive contract or all such activities related to the bid process. MoT will in no event be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

9.7.2 Language

The Proposal should be filled by the Bidder in English language only. If any supporting documents submitted are in any language other than English, translation of the same in the English language is to be duly attested by the Bidders. For purposes of Proposal evaluation, the English translation shall govern.

9.7.3 Venue and Deadline for Submission of Proposals

Bidders should submit their responses to the EOI as per the procedure specified in the EOI document. Any proposal submitted after the deadline will not be accepted and hence shall be automatically rejected. MoT shall not be responsible for any delay in the submission of the documents.

9.8 No Deviations

The Bidder shall be required to provide a declaration for no deviation to the contents of the EOI document in the format prescribed in **Annexure A Format 9: Letter for No Deviation**

9.9 Evaluation Process

- a. The Evaluation Committee constituted by the MoT shall evaluate the responses to the EOI and all supporting documents/documentary evidence. The inability of a Bidder to submit required supporting documents/documentary evidence within a reasonable time provided to it may lead to the Bidder's Proposal being declared non-responsive.
- b. The decision of the Evaluation Committee in the evaluation of responses to the EOI shall be final. No correspondence will be entertained outside the process of negotiation/ discussion with the Evaluation Committee. The Evaluation Committee may ask for meetings with the Bidders to seek clarifications on their proposals.

- c. The Evaluation Committee reserves the right to reject any or all Proposals based on any deviations contained in them.
- d. Each of the responses shall be evaluated as per the criteria and requirements specified in this EOI.

9.10 Proposal Evaluation

9.10.1 Initial Proposal Scrutiny

Initial Proposal scrutiny will be held to confirm that Proposals do not suffer from the infirmities detailed below. Proposals will be treated as non-responsive if a Proposal is found to have been:

- a. Submitted in a manner not conforming with the manner specified in the EOI document
- b. Received without the appropriate power of attorney
- c. Containing subjective/incomplete information
- d. Submitted without the documents requested
- e. Non-compliant with any of the clauses stipulated in EOI.

9.10.2 Pre-qualification Scrutiny

MoT will prepare a list of all the responsive Bidders, who comply with all the pre-qualification criteria of the EOI. The bids that do not qualify on the pre-qualification criteria will be rejected. All pre-qualified bids will then be considered for further evaluation by the evaluation committee according to the evaluation process defined in this EOI document.

9.10.3 Technical Qualification Scrutiny

MoT will then prepare a list of all the pre-qualified Bidder for Technical Qualification. The bids that do not qualify basis on the technical criteria will not be invited for Technical Presentation.

9.11 Bid Opening

The Proposals submitted up to “11/12/2025” will be opened at “12/12/2025” by the Nodal Officer or any other officer authorized by MoT, in the presence of the Bidder’s representatives who may be present at the time of opening (physically or virtually as may be decided).

9.12 Bid Validity

The bid submitted by the Bidders should be valid for a minimum period of 180 days from the last date of submission of the Proposal.

10. Annexures

Annexure A: Pre-Qualification and Technical Bid Templates

The Bidders are expected to respond to the EOI using the formats given in this section and all documents supporting Pre-Qualification / Technical Evaluation Criteria.

Pre-Qualification Bid and Technical Proposal shall comprise of the following:

Format to be used in Pre-Qualification Proposal

- 1) Format 1: Compliance Sheet for Pre-qualification Proposal
- 2) Format 2: Particulars of the Bidder
- 3) Format 3: Financials of the Bidder
- 4) Format 4: Pre-bid queries format

Format to be used in Technical Proposal

- 5) Format 5: Compliance Sheet for Technical Proposal
- 6) Format 6: Covering Letter for Technical Proposal
- 7) Format 7: Project Citation Format
- 8) Format 8: Technical Presentation
- 9) Format 9: Letter for No Deviation

Format 1: Compliance Sheet for Pre-Qualification Proposal

#	Basic Requirements	Documentary evidence to be submitted	Provided (Yes/No)	Reference & Page No.
1	Power of Attorney	Copy of Power of Attorney in the name of the Authorized signatory		
2	Particulars of the Bidders	As per Format 2: Particulars of the Bidders		
3	Legal Entity	a) Certificate of Incorporation /Copy of Registration Certificate(s)/Copy of GST registration, Copy of PAN AND b) Bidder General information as per Annexure A Format 2: Particulars of the Bidder , to be included for the Bidder		
4	Manpower	HR Certificate		
5	Annual Turnover	a) CA Certificate b) Details to be provided as per Annexure A Format 3: Financials of the Bidder		
6.	Positive Net Worth	a) CA Certificate b) Details to be provided as per Annexure A Format 3: Financials of the Bidder		

#	Basic Requirements	Documentary evidence to be submitted	Provided (Yes/No)	Reference & Page No.
7.	Certification	Copy of Valid Certificates authenticated by authorized signatory as per criteria specified in clause 7.2		
8.	Office in Delhi NCR	self-certification by the bidder authenticated from the authorized signatory		
9.	Relevant Experience	a) List of the clients should be provided along with the nature of services provided. b) Use the format provided in Annexure A Format 7: Project Citation Format AND a) Copy of work order / Lol / Agreement clearly specifying the project value.		
10.	Not Blacklisted	Self-declaration from the bidder in company letter head, signed by authorized signatory as per Annexure D: Self-declaration – Non Blacklisting		

Annexure: A**Format 2: Particulars of the Bidders**

#	Information Sought	Details to be Furbished
1	Name and Address of the Bidder	
2	Incorporation Status of the Firm (Public limited/private limited, etc.)	
3	Year of Establishment	
4	Date of Registration	
5	Details of registration with appropriate authorities for service tax/GST	
6	Name, Address, Email, Phone no. and Mobile no. of Contact Person	

Annexure: A**Format 3: Financials of the Bidder**

(TO BE ISSUED BY PRACTISING COST / CHARTERED ACCOUNTANT ON THE LETTER HEAD)

Particulars	Timeline			Average Turnover (in Rs. Crores)	Annual Rs.
	2022-2023	2023-2024	2024-2025		
Turnover (in Rs. Crores)					
Net Worth					

Annexure: A**Format 4: Pre-bid queries format**

Bidder shall submit all pre-bid queries in excel in the following format.

Sheet 1: Bidder's Information

Information Sought	Details provided by the Bidder
Name (Authorized Signatory)	
Designation	
Company	
Address	
Contact Number	
E-mail Address	
Date	

Note: Please paste the table above in email body as well

Sheet 2: Clarification Requested/Format for pre-bid query submission

#	Page No.	Clause No.	Clause Name	Statement as per the EOI Document	Query by Bidder

- a. Page Number – Page Number of this EOI as reflected at the bottom right corner. The bidders mention only the page number. Ex. '29' as page number and not '29 of 156'.
- b. Clause No. – Example – '8' and not 'Clause 8'
- c. Clause Name – Example – Scope of Work (Should be the same as provided in the EOI)

Note: The bidders to ensure that no cell merging (in excel) is done by them while preparing the query. The bidders to ensure that each of the query submitted by them is unique and no duplicate query is submitted by them because of copy-paste.

Format 5: Compliance Sheet for Technical Proposal

#	Specific Requirements	Documents required	Compliance (Yes/No)	Reference & Page number
1	Cover letter for technical proposal	As per Annexure A Format 6		
2.	Annual Turnover	CA Certificate		
3.	Project Experience	(a). Copy of Work Order/ LOI/ Agreement (b). Use the format provided in Annexure A Format 7: Project Citation Format		
4.	Technical Proposal	Detailed Technical Proposal document signed by Authorized signatory as per format 8		
5.	Technical presentation	Detailed presentation as per format 8		
6.	Letter for no deviation	As per Annexure A Format 9		

Annexure: A

Format 6: Covering Letter for Technical Proposal

<Date>

To,

The Additional Secretary & Director General to the Government of India,
Ministry of Tourism, Government of India,
Transport Bhawan, New Delhi.

Subject: Submission of the Technical Proposal for Selection of Agency for Operations, Maintenance & Enhancement of Incredible India Digital Platform (IIDP)

Dear Sir/Madam,

We, the undersigned, offer to provide Selection of Agency for Operations, Maintenance & Enhancement of **Incredible India Digital Platform (IIDP)** with your Expression of Interest dated <insert date> and our Proposal. We are hereby submitting our Proposal, which includes this Technical bid uploaded on the CPP portal (URL: <https://eprocure.gov.in/eprocure/app>)

We 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 agree to abide by all the terms and conditions of the EOI document. We would hold the terms of our bid valid for 180 days as stipulated in the EOI document.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of the Bidder:

Address:

Annexure: A

Format 7: Project Citation Format

Relevant Project Experience	
General Information	
Name of the Project	
Client for which the Project was executed	
Name and Contact details of the Client	
Project Details	
Description of the Project	
Scope of Services	
Services Provided	
Technologies Used	
Outcomes of the Project	
Other Details	
Total Cost of the Project (Without GST)	
Total Cost of Services provided by the bidder	
Duration of the Project (No. of months, Start Date, Completion date, status)	
Other Relevant Information	
Letter from the client to indicate the successful completion of the projects	
Copy of Work Order	

Annexure: A

Format 8: Technical Proposal & Presentation

Approach, methodology and work plan are key components of the Technical Presentation. Bidder is suggested to present Approach and Methodology divided into the following sections:

- a. Understanding of scope of work
- b. Indicative Implementation plan
- c. Proposed approach and methodology
- d. Profile and track record of the company in terms of credentials and existing client base
- e. Showcasing the framework and innovation in project delivery
- f. Demonstrating bidder's capability, appreciation of requirements and suggestions
- g. Showcasing experience in implementation of Digital Solution
- h. Showcasing experience in tourism, travel, and hospitality industry

Annexure: A

Format 9: Letter for No Deviation

To
The Additional Secretary & Director General to the Government of India,
Ministry of Tourism, Government of India,
New Delhi.

Dear Sir:

Subject: No Deviations

This is to certify that our offer is exactly in line with your tender enquiry/EOI (including Amendments / corrigendum). This is to expressly certify that our offer contains no deviation on Technical or legal aspects in either direct or indirect form.

(Authorized Signatory)

Signature:

Name:

Designation:

Address:

Annexure: B

Annexure B: Self-declaration - Non Blacklisting

(On the Bidder's letterhead)

<Date:>

To,
The Additional Secretary & Director General to the Government of India,
Ministry of Tourism, Government of India,
Transport Bhawan, New Delhi

Sub: Selection of Agency for Operations, Maintenance & Enhancement of Incredible India
Digital Platform (IIDP) – Self Declaration

Dear Sir/Madam,

I/We hereby declare that I/we have neither failed to perform on any engagement, as evidenced by imposition of a penalty by an arbitral or a judicial pronouncement or arbitration awarded against me/us, nor been expelled from any project or agreement nor had any agreement terminated for breach by me/us.

Further, we have neither been banned/declared ineligible for corrupt and fraudulent practices by the Govt. of India / State Governments / RBI and nor any disciplinary proceedings are pending against the firm or any of its partners with RBI.

Yours faithfully,

(Signature, name, and designation of
the authorized signatory)

Date:

Place: