

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

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

TP-7/27/2025-IP

Date: 22.05.2026

To,
All Interested Agencies

Subject: Request for Proposal for selection of an agency for operation, maintenance and enhancement of Incredible India Digital Platform (IIDP).

Sir/Madam,

The Ministry of Tourism, Government of India (MoT), is pleased to invite proposals for selection of an agency for operation, maintenance and enhancement of Incredible India Digital Platform (IIDP). The selected agency shall be responsible for end-to-end management of the Incredible India digital platform, covering operations and maintenance, content development, content hub administration and governance, as well as UI/UX enhancement, design upgrades and user journey optimization.

- Interested agencies are invited to submit their proposal, along supporting documents, as per the enclosed RFP.
- The bid should reach this Ministry on www.eprocure.gov.in 30.06.2026 at 1500 Hrs. as mentioned in the RFP Document. Submissions received after the deadline will not be considered. The detailed RFP document outlining the scope of work, eligibility criteria, and submission process is enclosed herewith for reference.



Bharti Sharma

Deputy Director General

Encl: Request for proposal (RFP)

(भारती क० शर्मा / BHARTI K. SHARMA)
उप महानिदेशक / Dy. Director General
पर्यटन मंत्रालय / Ministry of Tourism
भारत सरकार / Government of India
नई दिल्ली / New Delhi

Request for Proposal [RFP]

For

**Selection of Agency for Operations, Maintenance & Enhancement of Incredible
India Digital Platform (IIDP)**



सत्यमेव जयते

RFP reference no. "TP-7/27/2025-IP"

22/05/2026

Table of Contents

1. Disclaimer	6
2. List of Abbreviations	8
3. Fact Sheet	10
4. Structure of RFP	13
5. Instructions to Bidders	15
5.1 General	15
5.2 Due Diligence by Bidders	15
5.3 Compliant Proposals / Completeness of Responses	16
5.4 Code of Integrity	16
5.4.1 Prohibition	16
5.4.2 Disclosure by the Bidder	16
5.5 Pre-Bid Meeting and Clarifications	17
5.5.1 Pre-Bid Conference	17
5.5.2 Responses to Pre-Bid Queries and Issue of Corrigendum	17
5.6 Key Requirements of the Bid	18
5.6.1 Bank Guarantee/ Earnest Money Deposit	18
5.7 Submission of Bids	18
5.8 Bidders Authorized Signatory	19
5.9 Consortium	19
5.10 Sub-Contracting	19
5.11 Preparation and Submission of Proposals	20
5.11.1 Proposal Preparation Cost	20
5.11.2 Language	20
5.11.3 Venue and Deadline for Submission of Proposals	20
5.12 No Deviations	20
5.13 Evaluation Process	20
5.14 Bid Opening	21
5.15 Bid Validity	21
5.16 One Bid Only	21
5.17 Bid Evaluation	21
6. Introduction to Incredible India Digital Platform	22
7. Scope of Work	23
7.1 Project Background	23
7.2 Underlying architecture and infrastructure details	24
7.3 Project Objective	26

7.4	Proposed detailed Scope of Work	27
7.4.1	Platform Operations & Maintenance	27
7.4.2	Content Hub Operations	32
7.4.3	API Integration & Service Enablement	33
7.4.4	Content Development & Management	34
7.4.5	Gamification on Incredible India Digital Platform (IIDP)	35
7.4.6	Artificial Intelligence Features	36
7.4.7	Stake Holders Coordination	39
7.4.8	Visual Content Creation	39
7.4.9	Dashboards and Analytics	44
7.4.10	Capacity Building	45
7.4.11	Content Management System (CMS) for collaboration	45
7.4.12	Configuration of Adobe Target, and Analytics for personalization	46
7.4.13	Audit and Compliance Management	47
7.4.14	Requirement of Additional Licenses or Components	48
7.4.15	Non-Functional Requirements	49
7.4.16	System Testing Strategy	51
7.4.17	Outcome-Based Performance Metrics & Success Criteria	52
7.4.18	Planning and reporting	55
8.	Team Composition	56
9.	Milestones, Deliverables and Timelines	65
10.	Evaluation Criteria	76
10.1	Method and Terms of Selection	76
10.2	Pre-Qualification Evaluation Criteria	76
10.3	Technical Evaluation Criteria	80
11.	Method and Terms of Selection	83
11.1	Commercial Evaluation	83
11.2	Combined and Final Evaluation	83
12.	Appointment of Bidder	85
12.1	Award Criteria	85
12.2	Right to Accept Any Proposal and To Reject Any or All Proposal(s)	85
12.3	Notification of Award	85
12.4	Signing of Contract	85
12.5	Contract Finalization and Award	85
12.6	Performance Guarantee	85
12.7	Fraud and Corrupt Practices	86
12.8	Conflict of Interest	87

12.9	Right to Terminate the Process	87
12.10	Compliance with e-Governance standards	88
13.	Period of Contract.....	89
14.	Payment Terms.....	90
15.	Service Level Agreement & Penalties	91
16.	Terms and Conditions – Post Award of Contract.....	98
16.1	Termination Clause	98
16.2	Liquidated Damages	99
16.3	Dispute Resolution Mechanism	100
16.4	Notices.....	101
16.5	Force Majeure	101
16.6	Failure to Agree with the Terms and Conditions of the RFP	103
16.7	Indemnification and Limitation of Liability	103
16.8	Confidentiality	105
16.9	Laws and Jurisdiction	106
16.10	Agreement.....	106
16.11	Approvals and Required Consents	106
16.12	Ethics.....	106
16.13	Security and Safety.....	107
16.14	Financial Matters	107
16.15	Exit Management Schedule	108
16.16	Intellectual Property Rights	113
16.17	Consortium Liability and Applicability of Penalties.....	115
16.18	Special Conditions of Contract (SCC)	115
17.	Annexures & Formats	116
	Annexure A: Pre-Qualification and Technical Bid Templates.....	116
	Format 1: Compliance Sheet for Pre-Qualification Proposal	117
	Format 2: Particulars of the Bidder	121
	Format 3: Financial of the Bidder	122
	Format 4: Bank Guarantee (Earnest Money Deposit).....	123
	Format 5: Compliance Sheet for Technical Proposal.....	125
	Format 6: Covering Letter for Technical Proposal.....	126
	Format 7: Project Citation Format	127
	Format 8: Technical Proposal & Presentation	128
	Format 9: Letter for No Deviation	129
	Format 10: Pre-bid queries format	130
	Format 11: Team Composition	131

Format 12: Curriculum Vitae (CV) of Resources 132
Annexure B: Commercial Bid Templates 134
Format 13: Covering Letter for Commercial Proposal 135
Format 14: Commercial Proposal 137
Annexure C: Template Performance Bank Guarantee 143
Annexure D: Self-declaration - Non-Blacklisting 145
Annexure E: Consortium MOU 146

1. Disclaimer

- a. The objective of this RFP 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 uninterrupted performance and timely upgradation of the platform but also contribute to innovative solutions, global best practices, and advanced technologies to position IIDP as a leading tourism portal on the international stage.
- b. This Request for Proposal (RFP) invites eligible bidders to submit detailed technical and financial proposals for enhancing and transforming the Ministry of Tourism's digital platform to improve its global appeal, user engagement, and overall digital experience. The Ministry seeks innovative, scalable, and implementable technology-driven solutions aligned with the RFP's objectives, including features such as AI-powered personalized itineraries, dynamic trip planning tools, user personalization, traveler behavior analytics, and intelligent chatbots to deliver a more interactive and user-centric platform.
- c. The information contained in this RFP has been provided to the best of knowledge of MoT and in good faith. However, the information may not be complete and accurate in all respects and may not be exhaustive. This RFP includes statements which reflect various assumptions and assessments arrived at by the MoT in relation to the project.
- d. While reasonable care has been taken in providing information in this RFP, the Bidders are advised not to rely solely on this information but also carry out their independent due diligence and risk assessments before submitting their response to this RFP. Further, the Bidders are advised to conduct their own analysis of the information contained in this RFP, 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 RFP.
- e. This RFP 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 RFP may not be appropriate for all people, and it is not possible for 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 RFP.
- f. The information contained in this RFP 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 RFP 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 RFP. Neither the MoT nor any of its officers, employees, advisors nor consultants undertake to provide any Bidder with access to any additional information or to update the information in this RFP.
- g. 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, rules or regulations or tort, principles 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 RFP.

- h. The issue of this RFP 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.
- i. The Bidders shall bear all costs associated with or relating to the preparation and submission of its 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. List of Abbreviations

Abbreviation	Definition
AD	Assistant Director
AEM	Adobe Experience Manager
AI	Artificial Intelligence
AS	Additional Secretary
BoQ	Bill of Quantities
CA	Chartered Accountant
CMS	Content Management System
CPP Portal	Central Public Procurement Portal
DAM	Digital Asset Management
DG	Director General
EC	Evaluation Committee
EMD	Earned Money Deposit
FY	Financial Year
GoI	Government of India
GST	Gross Service Tax
ICT	Information & Communication Technology
ID	Identity Document
IIDP	Incredible India Digital Platform
INR	Indian Rupee
IT	Information Technology
LoI	Letter of Intent
ML	Machine Learning
MoT	Ministry of Tourism

NCR	National Capital Region
PAN	Permanent Account Number
PBG	Performance Bank Guarantee
PSUs	Public Sector Undertakings
QCBS	Quality and Cost Based Selection
RFP	Request for Proposal
SI	System Integrator
SLA	Service Legal Agreement
UI/UX	User Interface/User Experience
UNESCO	United Nations Educational, Scientific and Cultural Organization
URL	Uniform Resource Locator

3. Fact Sheet

#.	Item	Description
1.	Name of the Client	Ministry of Tourism
2.	Tender Inviting Authority	DDG (MPIC), Ministry of Tourism, Government of India
3.	Title of the Project	RFP for Selection of Agency for Operations, Maintenance & Enhancement of Incredible India Digital Platform (IIDP)
5.	Availability of RFP Documents	RFP documents shall be available on the CPP Portal and MoT website (URL: https://eprocure.gov.in/eprocure/app & https://tourism.gov.in/)
6.	Date of RFP issue	22/05/2026
7.	Last date for Submission of Pre-Bid Queries	All the queries should be received on or before "05/06/2026", through email only with subject line as follows: "RFP 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 10 of this RFP. The Pre-Bid queries to be sent to the following Email ID: monika.jamwal@nic.in
8.	Bid Security / Earnest Money Deposit (EMD)	INR 80 Lakh The format is available in Annexure A Format 4 . The hard copy is to be submitted at the following address before the bid submission deadline: Ms. Monika Jamwal, Assistant Director (MPIC), Ministry of Tourism (MoT), Transport Bhawan, 1, Parliament Street, New Delhi 110001
9.	Pre-Bid Workshop & Conference Time, Date, & Venue	Date- 16/06/2026, Time-03:00 PM Venue: Manthan, First Floor, Ministry of Tourism (MoT), Transport Bhawan, 1, Parliament Street, New Delhi 110001.

		MoT may choose to organize the meeting virtually. The link for the meeting shall be displayed on CPP Portal and MoT website (URL: https://eprocure.gov.in/eprocure/app & https://tourism.gov.in/)
10.	Last date and time for Bid submission (on or before)	Date & Time: - 30/06/2026, 03:00 PM. 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 RFP and shall be digitally signed by the authorized signatory of the Bidder. No Bids shall be submitted in hard copy to MoT.
11.	Technical Bid Opening	Date & Time- 01/07/2026 4:00PM Venue: - Manthan, First Floor, Ministry of Tourism (MoT), Transport Bhawan, 1, Parliament Street, New Delhi 110001.
12.	Date for Technical Presentation by Bidders	Date & Time - To be intimated later to the shortlisted bidders. This may be done online or through a physical meeting.
13.	Commercial Bid Opening	The date of opening of commercial bids will be informed separately to successful bidders after technical evaluation of bids and only those bids will be opened which are technically qualified.
14.	Language of Bid Submission	Proposals should be submitted in English language only.
15.	Term period of services	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 by MoT for an additional one year with the same terms and conditions.
16.	Currency	The currency in which the Bidders may quote the price and will receive payment is INR only.
17.	Name and Address for Communication and seeking clarifications	All communications including the submission of Proposal should be addressed to the Nodal Officer: Name: Ms. Monika Jamwal Designation: Assistant Director

		Email ID: monika.jamwal@nic.in
19.	Consortium	Consortiums of companies will be allowed for this project.
20.	Sub-contracting	Sub-contracting is allowed only for specific streams of work as defined in the RFP.
21.	Language	Proposals should be submitted in the following language(s): English Only
22.	Proposal Validity	Proposals must remain valid up to 180 days after the submission date.
23.	Selection Method	Quality cum Cost based (QCBS): 70% weightage to the technical score & 30% weightage to the commercial score.
24.	Cost of the Bid Document (tender fee)	RFP document can be downloaded without any fee.

4. Structure of RFP

Clauses		
Clause 1	Disclaimer	
Clause 2	List of Abbreviations	
Clause 3	Fact Sheet	
Clause 4	Structure of RFP	
Clause 5	Instructions to Bidders	
Clause 6	Introduction to Incredible India Digital Platform	
Clause 7	Scope of Work	
Clause 8	Team Composition	
Clause 9	Milestones, Deliverables and Timelines	
Clause 10	Evaluation Criteria	
Clause 11	Method and Terms of Selection	
Clause 12	Appointment of Bidder	
Clause 13	Period of Contract	
Clause 14	Payment Terms	
Clause 15	Service Legal Agreement & Penalties	
Clause 16	Liquidated Damages	
Clause 17	Annexures & Formats	
Annexures & Formats		
Annexure A: Pre- Qualification and Technical Bid Templates	Format 1	Compliance Sheet for Pre-Qualification Proposal
	Format 2	Particulars of the Bidder
	Format 3	Financial of the Bidder
	Format 4	Bank Guarantee (Earnest Money Deposit)
	Format 5	Compliance Sheet for Technical Proposal

	Format 6	Covering Letter for Technical Proposal
	Format 7	Project Citation Format
	Format 8	Technical Proposal & Presentation
	Format 9	Letter for No Deviation
	Format 10	Pre-Bid queries format
	Format 11	Team Composition
	Format 12	Curriculum Vitae (CV) of Resources
Annexure B: Commercial Bid Templates	Format 13	Covering Letter for Commercial Proposal
	Format 14	Commercial Proposal
Annexure C	Template Performance Bank Guarantee	
Annexure D	Self-Declaration - Non-Blacklisting	
Annexure E	Consortium MOU	

5. Instructions to Bidders

5.1 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 RFP.
- 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 RFP.
- 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 RFP supersedes and replaces any previous public procurement documentation and communications, and Bidder should place no reliance on such communications.
- e. The bidder is expected to respond to the requirements completely and with as many relevant details as possible focusing on demonstrating Bidder's suitability to be selected.
- f. The bidder is expected to examine all instructions, formats, terms, Project requirements and other information in the RFP document. Failure to furnish all information required in the RFP documents or submission of proposal not substantially responsive to the RFP documents in every respect will be at the bidder's risk and may result in rejection of the bid.

5.2 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 RFP Document or otherwise, with respect to this Project. Although such information and materials are to the best of MoT's belief, 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 RFP and the award of the work or otherwise arising in any way from the selection process.

5.3 Compliant Proposals / Completeness of Responses

- a. Bidders are advised to study all instructions, forms, terms, requirements, and other information in the RFP document carefully. Submission of bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
- b. Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and Proposal may be rejected. Bidder must:
 - Include documentation specified in this RFP.
 - Follow the format of this RFP and respond to each element in the order as set out in this RFP
 - Comply with all the requirements set out within this RFP.

5.4 Code of Integrity

5.4.1 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.

5.4.2 Disclosure by the Bidder

- a. Disclosure by the bidder of any transgression made in respect 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.

5.5 Pre-Bid Meeting and Clarifications

5.5.1 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 10: 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.

5.5.2 Responses to Pre-Bid Queries and Issue of Corrigendum

- a. The Nodal Officer notified by 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 RFP document by Corrigendum.
- c. The Corrigendum (if any) and clarification to the queries from all Bidders will be posted on the MoT website www.tourism.gov.in and CPP portal <https://eprocure.gov.in/eprocure/app> . Any such Corrigendum shall be deemed to be incorporated in this RFP.
- d. In order to provide prospective bidders with reasonable time for taking the corrigendum into account, MoT may, its discretion, extend the last date for the receipt of the bids.

5.6 Key Requirements of the Bid

5.6.1 Bank Guarantee/ Earnest Money Deposit

- a. The Bidders shall submit, along with their bids, an Earnest Money Deposit (EMD) for an amount of INR 80 Lakh as bid security fee in the form of a bank guarantee OR Bankers Cheque OR bank guarantee issued by any nationalized or scheduled commercial bank (of India) in the format provided in **Annexure A, Format 4**. EMD shall not be entertained in other form and will be denominated in Indian Rupees only.
- b. EMD of all unsuccessful bidders would be returned by MoT as promptly as possible, but no later than 60 days after the award of the contract to the successful bidder. The EMD, for the amount mentioned above, of successful bidder would be returned within 15 days after submission of Performance Bank Guarantee as per the format provided in Annexure A Format 4, and subject to enter into a contract with MoT.
- c. The EMD amount is interest-free and will be refundable to the unsuccessful bidders without any accrued interest in it.
- d. The bid / proposal submitted without EMD, mentioned above, will be summarily rejected.
- e. EMD is required to be submitted manually at MoT office and a scan copy of the same needs to be uploaded on CPPP.
- f. EMD must remain valid for at least 45 days beyond the final bid validity period and the validity of the EMD should be extended in the event the last date of bid validity is extended. No interest will be paid by the MoT on the EMD.
- g. The EMD may be forfeited:
 - If a bidder withdraws its bid during the period of bid validity.
 - If a bidder increases his quoted prices during the period of bid validity or is extended period, if any.
 - In case of a successful bidder, if the bidder fails to sign the contract or to furnish Performance Bank Guarantee within specified time, in accordance with this RFP.

5.7 Submission of Bids

- i. Bidders shall submit their responses to the RFP as per the procedure specified in the CPP portal (URL: <https://eprocure.gov.in/eprocure/app>) being used for this purpose. Generally, the items to be uploaded on the relevant sections/folders on the portal would include all the related documents mentioned in this RFP, such as:
 - a. Bank Guarantee/Earnest Money Deposit
 - b. Pre-qualification response with Compliance sheet for Prequalification
 - c. Technical Proposal
 - d. Commercial proposal with the Cover letter for Commercial proposal
 - e. Additional certifications/documents e.g., Power of Attorney, CA certificates on turnover, etc.

- ii. However, each of the above documents must be uploaded in the format specified for this purpose and as per the specified folder structure in the portal.
- iii. 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.
- iv. 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.
- v. Please note that prices should not be indicated in the pre-qualification proposal or technical proposal but should only be indicated in the commercial proposal.

5.8 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.

5.9 Consortium

The Bidder is allowed to enter into a Consortium Agreement with another entity in order to present the proposal as a single bid. However, the RFP does not allow for more than 2 members in the Consortium - comprising of a software/IT and a brand strategy vendor, and either of them can be the Lead Bidder.

The Lead Bidder will procure the tender document and finally sign and submit the proposal on behalf of Consortium. He shall be authorized to incur the liabilities and receive instructions for and on behalf of any and all partners of the consortium.

In case of a successful bidder, which is a consortium, the parties of consortium shall be jointly and severally held responsible for the successful implementation of the project and provision of services.

The proposal should detail out the value add and experience of consortium partner and the lead bidder separately. The Lead Bidder has to submit the Consortium MOU as part of the technical proposal submission. Please refer to the Consortium MOU template in Appendix.

5.10 Sub-Contracting

The Bidder is allowed to subcontract non-core elements of the project. It may be noted that in case of subcontracting, the bidder is mandated to detail out the activities being proposed for subcontracting in the technical proposal. The subcontracting can only be done for one or more of the non-core elements as listed below:

- Content Development
- Visual Content Creation
- Artificial Intelligence Features

- Language Translation

5.11 Preparation and Submission of Proposals

5.11.1 Proposal Preparation Cost

The bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/ discussions/ presentations, preparation of 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.

5.11.2 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.

5.11.3 Venue and Deadline for Submission of Proposals

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

5.12 No Deviations

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

5.13 Evaluation Process

- a) MoT will constitute a committee to evaluate the responses of the Bidders (Evaluation Committee).
- b) The Evaluation Committee shall evaluate the responses to the RFP 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.
- c) The decision of the Evaluation Committee in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of negotiation/ discussion with the Evaluation Committee.
- d) The Evaluation Committee may ask for meetings with the Bidders to seek clarifications on their proposals.
- e) The Evaluation Committee reserves the right to reject any or all Proposals based on any deviations contained in them.
- f) Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.

5.14 Bid Opening

The Proposals submitted up to 03:00 PM on “30/06/2026” will be opened at 04:00 PM on “01/07/2026” 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).

5.15 Bid Validity

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

5.16 One Bid Only

A Bidder (including its associates/affiliates, as applicable) shall participate in only one (1) Proposal - either individually or as a member of a Consortium. Submission/participation in more than one Proposal shall result in disqualification of all such Proposals.

5.17 Bid Evaluation

g) 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:

- i. Submitted in a manner not conforming with the manner specified in the RFP document
- ii. Submitted without appropriate Bank Guarantee/EMD as prescribed herein
- iii. Received without the appropriate power of attorney
- iv. Containing subjective/incomplete information
- v. Submitted without the documents requested in the required format
- vi. Non-compliant with any of the clauses stipulated in the RFP and
- vii. Having less than the prescribed validity period.

h) All responsive bids will be considered for further processing as below:

MoT will prepare a list of responsive Bidders, who comply with all the Terms and Conditions of the Tender. All eligible bids will be considered for further evaluation (pre-qualification evaluation, technical evaluation of pre-qualified bidders and commercial evaluation of technically qualified bidders) by the evaluation committee according to the Evaluation process defined in this RFP document. The decision of the Committee will be final in this regard.

6. Introduction to 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>**) 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 has been utilizing Adobe Experience Manager 6.5 (AEM) and bidder is expected to operate and enhance the existing Adobe based stack as the primary baseline, which is a comprehensive content management system (CMS) and digital asset management (DAM) system. 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. AEM have been used for design and development of the Incredible India website and mobile app.
- d. The Ministry of Tourism (MoT) envisions revolutionizing the tourist experience on the Incredible India Platform through the implementation of an innovative AI/ML based feature. This transformative 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. This Request for Proposal (RFP) 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.

7. Scope of Work

7.1 Project Background

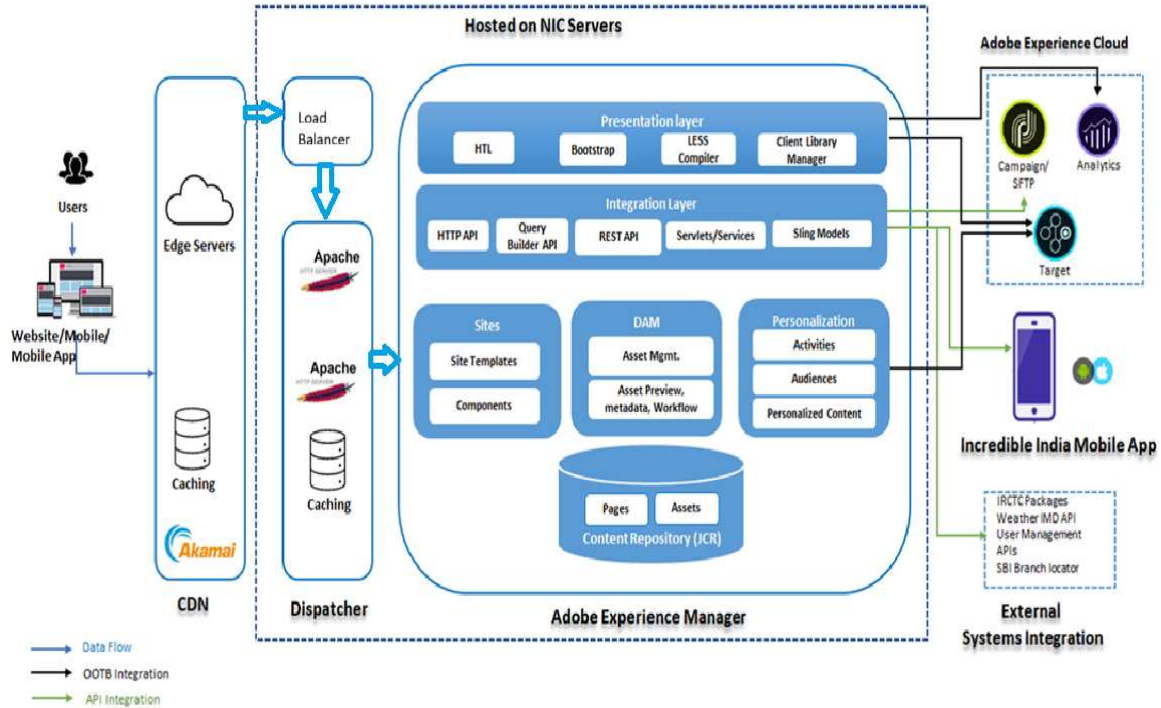
The Incredible India Digital Platform (IIDP), launched in September 2024 by the MoT, is a unified digital ecosystem designed to promote India as a world-class tourist destination. The platform serves as a one-stop solution for travel information, experience planning, bookings, and discovery of India's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

7.2 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 are used as the core CMS platform for content authoring and delivery. The website was 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 on the 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.

The details of deployed VMs are as under:

Sr. No	Environment	Server Type	No of VMs
1	Production	BigIP/Apache	7
2	Development	BigIP/Apache	1
3	Staging	BigIP/Apache	1

The Bidder is expected to conduct its own independent assessment of the existing IIDP infrastructure, architecture, and system environment based on the information provided in this RFP, which is indicative in nature. The Bidder shall be solely responsible for ascertaining all technical and integration requirements for proposal preparation and execution of the scope of work. However, the Authority may, on a best-effort basis and subject to availability, facilitate additional clarifications, demonstrations, or technical discussions if required by the Bidder.

7.3 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 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. Delivering Personalized, Seamless, and Engaging Experiences

- a. Transforming 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.

7.4 Proposed detailed Scope of Work

The selected bidder shall be responsible for the operation, enhancement, maintenance, and continuous improvement of the Incredible India Digital Platform (IIDP), including its website, mobile applications (Android and iOS), content ecosystem, digital assets, and integrated services.

The scope of work shall broadly include the following 4 Categories, but not limited to:

- (a). Recurring Operations and Maintenance
- (b). Fixed scope Enhancements
 - i. Content Hub
 - ii. API Integration & Service Enablement
 - iii. Content Development & Management
 - iv. Content Management System (CMS)
 - v. Dashboards and Analytics
 - vi. Personalization and Targeting
 - vii. Language Translation
- (c). Variable rate services
 - i. Visual Content Creation
- (d). Approval-based innovations
 - i. Gamification and User Engagement
 - ii. Artificial Intelligence Enabled Features
- (e). Stakeholder Coordination and Capacity Building

7.4.1 Platform Operations & Maintenance

(Web & Mobile Applications - Android and iOS)

The selected bidder shall be responsible for ensuring the continuous availability, performance optimization, security, and functional enhancement of the Incredible India Digital Platform (IIDP), including the website and mobile applications.

The responsibilities shall include, but not be limited to, the following:

(a). Transition & Takeover from Existing System Integrator:

- 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 2 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 1 month.
- 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, 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, latency.
- ii. Proactive issue detection and resolution, including incident management, bug tracking, and support ticketing.
- iii. Establish geo-wise performance benchmarks for key source markets (e.g., US, Europe, SE Asia), including CDN optimization requirements.
- iv. Monitor and optimize foreign-user metrics such as page-load time, session depth, and conversion performance indicators.

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

- i. All major browsers (Chrome, Firefox, Safari, Edge, etc.)
- ii. All screen sizes (Desktop, Laptop, 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. Undertake bi-annual usability studies, including foreign-user testing, and publish periodic accessibility testing reports.
- iv. Conduct periodic UI/UX refreshes based on industry's best practices and user feedback and validated against user feedback prior rollout.
- v. Design the user experience to be fully accessible and inclusive for users including visually impaired.

(f). Infrastructure and Hosting:

- i. Overall administration, operations, monitoring, maintenance of the deployed Website, Mobile app and any other component/ tool to ensure the desired uptime.

- ii. Liaise with NIC or any designated cloud hosting service provider (CSP) for infrastructure maintenance, load balancing, firewall configurations, hosting upgrades, etc.
- iii. Enable scalability and high availability architecture to handle traffic surges, especially during campaigns or festival periods.
- iv. Hardware recommendations for application hosting (DC/DR).
- v. Perform cloud migration if required, including database backup, data integrity assurance, and zero-downtime deployment.
- vi. Managing and maintaining development environments, while production, staging, and testing environments shall be provisioned by the Ministry through NIC or other infrastructure providers.
- vii. Configuring, monitoring, and maintaining application environments hosted on NIC Cloud (Meghraj) or other designated infrastructure.
- viii. Implementing regular backup and restoration procedures for data and applications.
- ix. The selected bidder shall also be responsible for server hardening and application security compliance.

(g). Platform and Content Enhancement:

- i. Update existing and incorporate new content which includes cities/destinations and their associated components like attractions, itineraries, 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). Language Translation Support:

The selected bidder shall be responsible for undertaking language translation work to make available multi-language content for the IIDP.

Going forward, the Ministry of Tourism (MoT) intends to translate the existing English content into the five UN languages (Russian, Spanish, French, Chinese & Arabic), and 5 other international languages as required by Ministry, as well as Hindi. Translation activities may be carried out through a combination of methods and tools, including AI based solutions, human resources, or a hybrid approach. Accordingly, the responsibility for translation and for ensuring technical support for multilingual capabilities (including plugins, user interfaces, etc.) will rest with the selected bidder. Bidder is required to refer standard available guidelines (as available) for language localization. (such as Bhashini (MeitY), Anuvadini (MoE) etc.).

(i). CRM and Analytics Integration

- i. The selected bidder shall implement a 360-degree CRM module for managing user's data (including prospective tourists, visitors, stakeholders, etc.) with complete breakdown of their profile, interests, visits related data

and other related details which will help define the persona of the user and shall allow to run personalized campaigns through Adobe tools.

- ii. The profiles defined under CRM shall be continuously enriched through personalization of data captured through Adobe campaign, target or analytics.

Core Modules to be Supported

The CRM platform shall include, but not be limited to, the following modules:

- i. Communication Channels (Email, SMS, Push, WhatsApp, etc.)
- ii. Customer Engagement Platform (journey orchestration and lifecycle management)
- iii. Customer 360 (single source of truth for user profiles)
- iv. Personalization Engine (real-time and rule-based personalization leveraging Adobe Target)

Analytics and KPI Framework

The CRM and analytics integration shall enable tracking and optimization of:

- i. End-to-end user funnels, including foreign-user journeys:
 - Discovery
 - Engagement
 - Trip planning
- ii. Key performance indicators (KPIs), including:
 - Itinerary creation and adoption rates
 - Click-outs to partners / OTAs
 - Retargeting effectiveness
 - Conversion rates across channels
 - Identification and profiling of high-value international user segments

(j). 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. The mobile app shall continue to integrate core content and services from the IIDP website while introducing mobile-first capabilities.
 - b. Develop and execute a strategy to transform the mobile application from a mirror of the IIDP website into a distinct, feature-rich platform.
 - c. 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) and Virtual Reality (VR):**
 - a. Identify and implement VR and AR-based use cases, in consultation with the Ministry.
 - b. The selected bidder shall provide the required content (media assets, narratives, etc.) for VR and AR modules.
 - c. Requirements for AR/VR content production is detailed under Visual Content Creation (Section 7.4.8).

7.4.2 Content Hub Operations

The Digital Asset Management, specifically Adobe DAM, 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. The IIDP utilizes Adobe DAM to develop and manage the Content Hub, enabling efficient organization, storage, retrieval, and distribution of high-quality tourism content. Currently, assets are being sourced from a wide range of stakeholders and manually uploaded via the backend. As of now, the Content Hub includes:

- Images: 4,510
- Videos: 172
- Newsletters: 19
- 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 a) proposing and implementing strategies to establish the Content Hub as India's leading tourism digital assets repository. b) Configure and enhance Adobe DAM for consolidation and repurposing of assets (documents, videos, images, texts, etc.). c) The DAM shall act as a central hub for users to organise, store and retrieve digital assets ensuring a consistent experience across the customer journey.

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:

- i. Systematically tag, categorize, and organize multimedia content such as high-resolution images, videos, creative banners, and audio files.
- ii. 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:

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

(c). Searchable Archive and Metadata Management:

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

(d). Access Control and Permissions:

- i. 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
 - ii. Facilitate role-based dashboards
- (e). User/Contributor Upload and Approval Workflow:
 - i. Provide user-friendly interfaces for citizens, tourists, influencers, photographers, etc. to upload digital assets, including images, videos, stories, etc.
 - ii. Incorporate an automated and manual moderation workflow for content validation, copyright checks, and final approval.
 - iii. Enable contributor moderation TAT, notify contributors of status updates (e.g., submission received, under review, approved/rejected).
 - iv. Establish guidelines and terms of use for public contributions.
- (f). Audit Trails and Reporting:
 - i. Maintain detailed logs of uploads, downloads, approvals, modifications, and access history.
 - ii. Provide analytical dashboards with insights into most accessed/downloaded assets, content gaps, usage trends, etc.

7.4.3 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:

- (a). 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.
- (b). Ensure de-duplication of content while populating data for accommodations, flights, buses, cabs, etc., sourced from existing and new integration partners such as OTAs.
- (c). 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. Online Travel Aggregators (OTAs)
 - ii. Utsav Portal (Festival & Events)
 - iii. IRCTC
 - iv. Any other platforms / services related to tourism
 - c. Design APIs to expose internal content, itineraries, and services to external partners, enabling wider ecosystem collaboration.
- (d). 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
- (e).Maintain integration with services such as:
 - a. Accommodation bookings and stay options
 - b. Transportation (flights, trains, cabs)
 - c. Tours, activities and experiences
 - d. Events and festivals
 - e. State and UTs Tourism Services
 - f. Weather and any other related to tourism
 - g. Maps (Google APIs/other)
- (f). Ensure regular testing and updates of all APIs.
- (g).Introduce new APIs in collaboration with other stake holders/partners (e.g., IRCTC, State portals, OTAs).
- (h).Developing new APIs to share data from IIDP to other stakeholders like State/UT/Other Ministries/Dept.

7.4.4 Content Development & Management

- (a).Regularly update/add destinations by continuous development of the new content, experience, itinerary, and thematic content.
- (b).It is envisaged that content will be developed for 400+ destinations along with minimum 5 attractions per destination.
- (c).Content writing scope shall include all tourism products, including but not limited to Festivals, MICE, Weddings, Adventure, Wellness, Spiritual Tourism, etc.
- (d).Additional attractions will also be identified and added to existing destinations.
- (e).Minimum 6-8 images as per the photography guidelines to be used for each destinations, attractions, festivals, experiences, etc.
- (f). Curate blogs, feature stories, festival calendars, and State/UT promotions.
- (g).Implement comprehensive SEO strategies, develop SEO optimized content and ensure continuous improvement in search visibility and performance. Define and track content-impact KPIs including organic traffic growth, ranking improvements for priority international search terms, and engagement metrics by destination pages.
- (h).Bidder shall ensure structured editorial governance through standard storytelling templates, maintain a cultural-sensitivity review mechanism and foreign-user readability audits.

- (i). Maintain a content calendar aligned with Ministry’s campaigns, festivals, global travel planning periods and global tourism events.
- (j). Include Generative Engine Optimization (GEO):
 - a. Structure content to ensure it is easily readable and interpretable by AI systems including JSON-LD/ structured data implementation for all destinations, canonical FAQ blocks, machine-readable event and festival calendars, authoritative-source tagging and verified destination-fact blocks.
 - b. Incorporate clear question–and–answer formats to improve AI comprehension and content retrieval
 - c. Tag and structure official data to establish Incredible India as the accredited Government source.
 - d. Incorporate AI/LLM visibility and discoverability in AI-generated responses.

7.4.5 Gamification on Incredible India Digital 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:

Category	Details
Interactive Quizzes	Thematic quizzes on Indian culture, festivals, heritage sites, cuisine, wildlife, and local experiences. Dynamic content updates aligned with tourism campaigns and events.
Treasure Hunts	Treasure hunts are engaging, interactive games where participants follow clues, solve riddles, and overcome challenges to locate a hidden "treasure"
Photo Spot Challenge	A fun game where travellers discover iconic photo locations, click pictures, upload them, and earn points or badges for visiting featured spots.
Destination-based Missions & Trails	A game where users complete themed missions, like food trails, heritage walks, adventure routes, or nature circuits, by visiting specific destinations, checking in, and unlocking rewards as they

	follow curated travel paths. Curated quests such as Golden Triangle Explorer, Himalayan Adventure, or Spiritual India Trail.
Heritage Puzzle Game	A digital jigsaw-style game where users assemble puzzles of famous monuments, artifacts, or heritage sites, unlocking facts and stories once each puzzle is completed.

Following immersive elements to be implemented along with gamification use cases (as applicable):

a. Digital Badges, Points & Rewards

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

b. Destination-based Missions & Trails

- a. Unlockable milestones as users' complete itineraries, visit places, or engage with AR/VR/content.

c. Leaderboards & Community Engagement

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

d. Personalization & Multilingual Support

- a. Gamified content tailored to user profiles, travel preferences, and locations.
- b. Availability in multiple Indian and international languages.

Indicative deliverables on Gamification:

- Gamification framework & design documentation.
- Development and integration of gamification modules on IIDP.
- Admin dashboard for content, rewards, and performance tracking.
- Analytics & reporting tools to measure user engagement.
- Training material and handholding support for Ministry of Tourism officials.

7.4.6 Artificial Intelligence Features

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 strategic applications of AI for the Ministry of Tourism's IIDP platform:

(a). Personalized Travel Planning

- i. Intelligent travel Itinerary Builder: Builds personalized and dynamic itineraries by combining tourist preferences (budget, travel history, culture, interests, nature, shopping, food, travel duration etc.), contextual data (season, time of day, local events), visa intelligence / checklists, foreign currency trip-budget estimates, cultural-etiquette guidance and downloadable / WhatsApp-shareable travel plans and real-time signals (crowd density, weather alerts). It will also deliver context-aware suggestions regarding destinations, attractions, activities, accommodations, and culinary experiences by analyzing traveler behavior, reviews, and seasonal trends.
- ii. 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.
- iii. This virtual concierge may be introduced as AI-powered avatars that act as a digital travel companion (DTC). These avatars can be tailored to user demographics (language, interests, accessibility needs). The avatar improves and evolves in accuracy and effectiveness as more users interact with it. (the system refines its knowledge and becomes more reliable over time).
- iv. For tourists who prefer voice, enable an AI Interactive Voice Response (IVR) system in regional and global languages to provide information, resolve queries, and assist with emergency support in natural language.
- v. This Concierge/Chatbot is to be integrated with WhatsApp application for user's ease of use.
- vi. Chatbot (Text and Voice based): Enables users to interact with the portal using voice commands, making the booking process more natural and accessible.
- vii. AI based Travel Companion (Virtual Travel Assistance) offering personal assistance, customized itinerary support.
- viii. AI-generated content (Generative AI can produce high-quality, engaging travel blog posts, social media captions, and video content etc.)

(b). **Enhanced Content Discovery & Engagement**

- i. Implement an AI-driven content layer to dynamically aggregate and curate information from State/UT tourism portals, delivering it on-demand to tourists.
- ii. Image Recognition & Landmark Identification: Enables users to upload photographs and receive recommendations for similar destinations or information on specific landmarks.
- iii. Natural Language Search: Interprets conversational queries like “beach destinations near Mumbai with great seafood” to deliver precise, relevant results.
- iv. Multilingual Support: Automatically translates website content and user queries to multiple global languages, enhancing accessibility for international visitors.
- v. Implement Geo-adaptive interface and discovery flow for priority international markets and require native conversational UX in the international languages as

required by Ministry across voice and text. Search and recommendations should be optimized for foreign-user intent not only generic browsing.

(c). **Data-Driven Tourism Insights**

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

(d). **Safety, Accessibility & Compliance**

- i. Real-Time Alerts: Issues timely notifications regarding weather changes, natural calamities, traffic/crowd/stampede situations, or official advisories to ensure traveler safety. Chatbot/WhatsApp application may be used for real-time alerts. Crowd-control measures (staggered entry, diversions, real-time messaging to tourists) are triggered automatically. It may be achieved through the integration with police/highway/public safety systems for rapid response.
- ii. Accessibility Mapping: Guides differently abled travelers to suitable accommodations, attractions, and transport services. Include built-in accessibility filters (e.g., wheelchair-friendly routes, dietary preferences, and a senior traveler mode).
- iii. Health & Safety Updates: Provides localized health advisories & services (including emergency response), regulatory guidelines, and precautionary measures for travelers. On request, it may provide a list of medical facilities around the current location of the tourists. This service can be provided through WhatsApp integration or through Chatbot service.

(e). **Operational Excellence & Efficiency**

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

(f). **Integration with Local Tourism Ecosystems**

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

7.4.7 Stake Holders Coordination

- (a). Coordination with Strategy, Branding, Marketing, social media Agency etc. as and when engaged by MoT:
 - i. Work closely with the designated Brand Strategy Agency to align platform development with the overall brand vision and messaging of IIDP.
 - ii. Incorporate branding inputs into the platform's UI/UX, content, and functionality to ensure consistent brand representation.
 - iii. Participate in joint planning sessions and feedback loops to enhance platform positioning and storytelling.
 - iv. Coordinate with the designated social media Agency to develop and execute digital promotion strategies for the IIDP platform across global markets.
 - v. Provide platform updates and required support in a timely manner for social media outreach.
 - vi. Align campaign timelines, messaging, and audience targeting strategies to ensure consistent and effective promotion of the platform.
- (b). Engagement with State/UT Tourism Departments and other stakeholders:
 - i. Engagement with State/UTs departments and other stakeholders
 - ii. Liaise with State/UT tourism departments, other stakeholders to gather approved content, digital assets, and updated event data for integration into the IIDP platform.
 - iii. Train designated officials on the use of IIDP portal including Content Management System (CMS), Digital Asset Management (Content Hub), etc.
 - iv. Moderate, review, and publish content submitted by State/UT and other stakeholders to ensure quality, consistency, and compliance with platform standards.
 - v. Enable and maintain dynamic microsites or dedicated sections within the platform to showcase regional tourism highlights, events, and campaigns.

7.4.8 Visual Content Creation

The Visual Content Creation component is a critical pillar in enhancing the Incredible India Digital Platform (IIDP) with compelling, high-quality, and diverse multimedia assets. The objective of is to capture the beauty and essence of India as a tourist destination, ensuring that the platform showcases India's landscapes, culture, heritage, experiences, and storytelling through rich visual formats including still photography, videography, drone footage, motion graphics, and narrative films.

The selected bidder shall be responsible for producing, sourcing, editing, and delivering high-quality visual content, including (but not limited to) images, videos, stories, motion graphics, for use across the IIDP Website, Mobile App and Content Hub. The bidder must also source imagery and video content from MoT repositories, States/UTs, licensed stock, and field based shoots, ensuring that all creatives are properly branded, quality checked, and are also archived in the Content Hub (DAM).

Photography Requirements

The bidder must produce high-resolution, high-quality photographs that effectively capture India's diversity across destinations, attractions, experiences, festivals, crafts,

cultures, landscapes, people, wildlife, rural charm, and urban vibrancy. Photography deliverables shall include, but not be limited to, the following four categories:

(a).Hero Photographs

Promotional photographs highlighting the most iconic features of India's destinations. Used for hero banners, homepage imagery, campaigns, and large-format creatives. Must depict India's signature landscapes, monuments, cultural experiences, and USP visuals.

(b). Activity Photographs

Visuals capturing what a traveler can do at a destination. May includes activities, adventure, cultural participation, culinary experiences, nature trails, wellness, rural engagements, local interactions, etc. Must emphasize content visualization, emotional connection, and storytelling.

(c).Environment Photographs

Landscape-focused visuals showcasing a region's natural environment, cityscape, cultural setting, or architectural ambience. It should depict nature, streetscapes, weather, seasons, flora & fauna, interiors, exteriors, and ambience shots. May include experience-driven environmental visuals.

(d). Drone Photographs

The bidder must use high-quality DGCA-compliant drone equipment to capture aerial imagery of destinations and landscapes. Drone outputs shall supplement heroes, activity, and environmental photographs. Bidder must obtain all local, state, and national permissions, follow DGCA/Gol norms, and ensure legal compliance.

General Photography Specifications

- a. Minimum 12 MP resolution for still images (RAW + high-quality JPEG).
- b. Accurate metadata including destination name, GPS coordinates, time/date, tags, category, copyright details.
- c. The bidder shall deliver all images in multiple aspect ratios suitable for web and mobile display. Indicative sizes include:
 - (i) Hero Banners & Destination Carousels: 1920×1080 px, 1280×720 px
 - (ii) Attractions & Explore Other States: 824×870 px, 530×800 px
 - (iii) Festivals Section: 1920×1080 px, 576×340 px
 - (iv) Explore Experiences: 1280×720 px, 576×340 px
- d. Images must be provided in high resolution and web optimized variants to ensure consistency across the Incredible India platform.
- e. Color-graded, retouched, and production-ready variations to be provided.
- f. All raw files must also be submitted to MoT.
- g. Images must be culturally sensitive, diverse, inclusive, and representative of Incredible India's positioning.

Videography Requirements

The selected agency shall conceptualize, produce, and deliver 50 high-quality promotional videos for the Incredible India Digital Platform, showcasing India's diverse tourism offerings to domestic and international audiences.

This will include 10 cover films (4–5 minutes each) designed as long-format master films that capture the story of India through its culture, heritage, nature, adventure, people, festivals, and contemporary experiences.

In addition, around 40 short films (3–5 minutes each) will highlight tourism experiences across various States and Union Territories, showcasing their unique identity, landscapes, culture, and attractions. The films will cover themes such as spiritual journeys, adventure tourism, culinary traditions, cultural festivals, heritage sites, wellness retreats, and nature-based experiences. All videos should be immersive and emotionally engaging, using cinematic storytelling, multi-angle visuals, drone cinematography, and authentic local narratives, while maintaining high production standards and the Incredible India brand identity.

Videography Guidelines

- i. All video contents shall be filmed in at least 4K Ultra HD format, in a manner allowing the videos to be suitable to be viewed from all the devices, preferably 6K/8K wherever possible.
- ii. Background music must be copyright-free, royalty-free, and appropriately matched to the mood and storyboard.
- iii. No copyrighted music may be used without pre-approval and necessary licenses (to be procured at the bidder's cost).
- iv. MoT may request multiple versions with different durations, resolutions, language edits, subtitles, and aspect ratios.
- v. Master videos in English, including editing, subtitles, 2D/3D animation, graphics, music, voiceovers, and fully mixed sound.
- vi. End to end video production with use of best-in-class cinema-grade equipment including cameras, lenses, lighting, stabilization tools, and audio gear etc.
- vii. Both raw footage and final edited versions must be provided in organized folders with metadata.
- viii. Actors/models (if required) must be cast based on approved scripts and narratives.

Augmented Reality (AR) and Virtual Reality (VR) Video Production Requirements

The bidder shall develop high-quality Augmented Reality (AR) and Virtual Reality (VR) immersive content to enhance Incredible India's digital storytelling. All AR/VR experiences must function seamlessly across the Incredible India website, and the Incredible India mobile application on both iOS and Android. The content should include interactive 360° experiences, virtual tours, augmented overlays, and other immersive formats that showcase India's culture, heritage, nature, and tourism offerings.

For Augmented Reality, the bidder will identify and implement suitable use cases in consultation with the Ministry of Tourism and develop necessary AR assets such as videos, photographs, 3D models, animations, narration, and text overlays. AR modules should support scan-based interactions that reveal contextual information about monuments and tourist sites through text, images, videos, audio, and 3D reconstructions. Features such as AR navigation, location-based discovery, and interactive storytelling for heritage and other locations must be supported. All AR content should perform reliably in outdoor environments, be optimized for mobile devices, and use industry-standard horizontal and vertical fields of vision.

Following are the Illustrative AR Use Cases (Indicative):

- 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.

For Virtual Reality, the bidder shall produce high-quality 360° immersive VR video experiences optimized for both the Incredible India website and mobile app. Illustrative VR use cases include immersive virtual previews of destinations, landscapes, monuments, and cultural sites, full 360° walkthroughs that allow users to explore locations as if physically present. VR videos must be delivered in a high quality with optimized versions for streaming, and must feature smooth stitching, stable visuals, and minimal distortion to ensure a comfortable viewing experience.

Integration with Content Hub (DAM)

All photography and videography outputs must be catalogued, tagged, classified, uploaded and archived within the Incredible India Content Hub using predefined metadata standards.

Reporting and Submission of Work

Regular reporting of activities specific to photography and videography should be shared regularly:

- i. The Bidder shall submit monthly and quarterly plan and progress reports on the work.
- ii. The Bidder will ensure submission of required creatives and any other work undertaken within the time frame that would be conveyed by MoT for each work assigned.

Deliverables

- i. The bidder is expected to produce and deliver an indicative quantity of around 15,000 high quality photographs for destinations, attractions, and associated tourism categories.
 - a. Assuming 400+ destinations and around 2000 attractions (including experiences, crafts, festivals etc.) and 6-8 usable images per page. Total image requirements would be approximately ~ 15,000 (covering across all 4 image categories, as defined in section 7.4.8 Photography Requirements).
- ii. The bidder is expected to deliver the following indicative number of videos:
 - Videos - 10 Cover films and 40 short films
 - AR videos - 10
 - VR Videos - 10
- iii. The locations, timeline and the actual number of deliverables shall be finalized by MoT.
- iv. The total number of deliverables may be lower or exceed the above-mentioned indicative number.

Strengthening Collaboration and Governance

- i. The selected bidder shall support the Ministry of Tourism (MoT) in strengthening collaboration and governance by acting as a central hub for integrating content, images, and videos sourced from MoT repositories, States, and Union Territories (UTs).
- ii. As these coordination efforts have already been initiated by MoT, the bidder will be required to take these activities forward by proactively liaising with States and UTs to obtain required visual assets, facilitate approvals, and ensure timely submissions.
- iii. The bidder shall also review, assess, and quality-check all images, videos, and content received to ensure full compliance with technical, creative, and metadata standards before publication on the Incredible India Digital Platform (IIDP).

General Guidelines, Copyright & Intellectual Property for Visual Content Creation

- i. MoT shall hold exclusive, perpetual, worldwide copyright to all photographs, raw files, edited files, footage, and derivative materials created under this assignment.
- ii. The bidder must ensure all assets created are original, free of third-party rights, and do not infringe any copyright.
- iii. Any external assets (music, graphics, stock elements, fonts, etc.) used must be licensed.
- iv. The bidder is solely responsible for any copyright disputes arising from unauthorized use of protected material. MoT shall not be liable for any such disputes.

- v. MoT may distribute the photos and videos originally shot by the bidder to stakeholders, Governments, tourism bodies, and industry partners without restriction.
- vi. All materials created under this contract shall be the property of MoT in perpetuity, including unused footage and outcomes.
- vii. The bidder must not misrepresent stock photographs as self-created photographs.
- viii. If MoT discovers that any image declared as original is actually stock or third-party sourced without disclosure, the Ministry reserves the right to take necessary action.
- ix. The bidder must adhere to strict cultural, ethical and legal norms:
 - Respect religious customs and restrictions at temples, mosques, monasteries, or sacred spaces.
 - No photographing in restricted/prohibited areas unless explicit written approval is obtained.
 - Mandatory consent for individuals, especially minors, follow Government child protection norms.
 - Avoid stereotyping or misrepresentation of communities, tribes, ethnic groups, or cultural practices.
 - Avoid visuals that may mislead tourists, misrepresent accessibility, or exaggerate amenities.

7.4.9 Dashboards and 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.
 - a. Strategic / ministerial dashboard for high-level KPIs
 - b. Operational dashboard for platform, AI and content metrics

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 search behavior
 - V. Engagement measures such as video-completion rate, scroll depth and share rate
 - VI. Predictive Analytics - Forecasts on tourist flow (monthly/quarterly predictions)
 - VII. Virtual assistant/chatbot performance (queries resolved, escalation rate), etc.
 - VIII. Booking insights from IIDP portal, etc.
 - IX. SEO health (ranking keywords, traffic sources)
 - X. Total visitors (daily, monthly, Y-o-Y trends).

7.4.10 Capacity Building

The selected bidder shall prepare quarterly capacity building plans with detailing of periodic training/workshops to be conducted for stakeholders for any changes in functionalities or features in CMS, Content Hub or refresher trainings to the identified users.

The selected bidder shall train the MoT identified personnel like admins, content owners, content uploaders, approvers, representatives from states or regions, representatives from other stakeholders, etc. on usage of CMS, Content Hub for undertaking their respective roles and responsibilities in the system.

The selected bidder shall conduct periodic trainings for personnel identified by MoT regarding the updated features, functionalities of CMS or refresher trainings to get the users to have hands-on regarding the usage, operations & management of the website and mobile application.

7.4.11 Content Management System (CMS) for collaboration

1. Configure and implement a Content Management System for easy content creation, management, approval, and publishing workflows.
2. The content management system shall be easy enough for non-technical users from MoT to create, update, replicate or delete any content, elements or templates already created by the SI's team. For e.g. if state page template(s) has been created, the non-technical users from MoT shall be able to add new states to the website using the existing state page template(s).
3. The content management system framework shall enable access control functionality to enable/ restrict users/ group of users to access the given repository.
4. Design and implement content workflow management process as per the requirement to allow content syndication from various users like states tourism

boards, industry agencies, etc. The users shall be able to request for uploading new content to their assigned pages or on other pages. Upon approval of the request from the authorized user the content shall be published directly on the website or mobile app pages.

5. The selected bidder shall manage the content metadata and link it to the respective users and repository libraries.
6. The selected bidder shall implement the content management workflow such that:
 - (a) It may be over-ridden in case of an urgent requirement. However, the audit log for the same shall be maintained in the system.
 - (b) It may be customized/ modified as per the requirements. The selected bidder shall be responsible for customization/ modification of the workflow.

7.4.12 Configuration of Adobe Target, and Analytics for personalization

Target:

1. Experience Targeting - Defining rules for targeting specific experience for specific audiences.
2. Automated Personalization - Help drive personalized experiences and improved conversion rates for digital experiences.
3. Recommendations - Automatically display experience or content that might interest customers based on previous user activity.

Personalization:

1. Personalized experience and communication basis user's explicit preferences and implicit data points captured on Incredible India Platform.
2. Contextually serving personalized digital experiences to tourists based on their origin of visit (geography), time of the year, interests, personas, demographics, etc. and take them to the relevant section of Incredible India digital platform.
3. If a prospective tourist has logged in using his/her social profile, hyperpersonalization to be done on a real-time basis, and after the visitor leaves Incredible India web properties, platform should be able to re-target the same user via digital campaigns.
4. User Data Segmentation – Segmentation of user data as per their interests, personas, demographics, etc. for running customized campaigns for each segment. This data in usable format shall be developed as per inputs received and shared for analysis and strategy development for running personalized campaigns.
5. User demographic based experience & engagement – Tailored experiences for users visiting from different geographies. For e.g., based on the persona and demographics (like geography of the visitor), the website shall show customised content in visitor language, for visitor visiting from USA the content shown on website and mobile app shall be different than the content shown for someone visiting from China, Japan, etc.

6. The visitor gets personalized communications about her/his preferred places, suggested itineraries, Visa guidelines, travel & lodging among other such information.
7. The visitor shall get personalized communication during her/his visits based on his/her location about nearby places, heritage sites, & upcoming events.

7.4.13 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:

- 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.
- 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.
- 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.
- 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.

- 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. All specific audit trails for generated responses, errors, overrides and corrective actions.
 - c. Reports shall include:
 - Summary of audit activities and findings,
 - Compliance status against applicable guidelines (MeitY, GIGW, CERT-In, etc.),
 - Identified risks and vulnerabilities,
 - Mitigation actions taken
 - Planned recommendations for continuous improvement and risk posture enhancement.
 - All quality reports and incident-remediation.
- 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.
- 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.

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.

7.4.14 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.

7.4.15 Non-Functional Requirements

(a). Performance and Scalability:

- i. The portal shall support concurrent users up to 5000 and scalable horizontally during peak tourist seasons/events.
- ii. The solution shall support horizontal auto-scaling with dynamic resource allocation.
- iii. Page load time ≤ 3 seconds
- iv. API response time ≤ 2 seconds for 95% of requests.

(b). Availability Requirements

- i. Application hosting should be on NIC, MeitY-empaneled cloud provider or similar cloud providers as guided by MoT.
- ii. The portal shall ensure minimum 99.9% up time (monthly) excluding scheduled maintenance.
- iii. Selected Bidder is required to maintain the UAT/Staging environment, which is accessible to MoT and stakeholders for testing purposes

(c). Security & Cyber Compliance

The solution must comply with:

- i. CERT-In guidelines
- ii. OWASP Top 10
- iii. ISO/IEC 27001
- iv. Government of India cybersecurity policies
- v. DPDP Act (Digital Personal Data Protection Act), as applicable
- vi. Audit logs to be retained for minimum 1 year.
- vii. VAPT (Vulnerability Assessment & Penetration Testing) as and when required.
- viii. Other compliances as applicable

(d). Data Governance & Privacy

- i. All personal data shall be processed and stored within India
- ii. Data anonymization and masking capabilities must be provided.
- iii. Consent management mechanism must be implemented.
- iv. Comprehensive audit trails for:
 - User access
 - Data modifications
 - Administrative changes
- v. Data export functionality for reporting and statutory compliance.

(e). Accessibility & Usability

The portal shall comply with:

- i. GIGW 3.0
- ii. Other applicable MeitY and relevant accessibility standards.
- iii. WCAG 2.1 AA compliance within 6 months and multilingual accessibility testing and foreign-user usability checks.

(f). Interoperability & Integration

Open APIs must be provided for integration with:

- i. State tourism portals
- ii. Booking engines

- iii. Online Travel Aggregators (OTAs)
- iv. GIS platforms etc.
- (g). Observability & Monitoring –
 - i. 24x7 proactive monitoring of:
 - Application performance
 - Healthy infrastructure
 - Security incidents
 - ii. Real-time system health dashboard access to MoT
 - iii. Alerts to be generated within 5 minutes of critical failure.
 - iv. Application Performance Monitoring (APM)
 - v. Monthly SLA compliance and performance reports.
- (h). Support and SLA management
The SI shall provide dedicated Account Manager and Technical SPOC for timely issue resolution.
- (i). Business Continuity & Exit Management
The SI shall provide:
 - i. Complete handover of source code
 - ii. Technical documentation
 - iii. Architecture diagrams
 - iv. API documentation
 - v. DevOps pipeline scripts
 - vi. Knowledge transfer sessions before contract completion.
 - vii. Exit management support for 3 months post contract termination.

7.4.16 System Testing Strategy

- (a) The selected bidder shall develop the Testing strategy including traceability matrix, Test Cases and conduct testing of various components of the platform/application that is being developed, configured and customized for MoT.
- (b) The following activities will be carried out by the agency as part of the application software testing:
- i. Prepare testing procedure for verifying and validating the various functions of the platform/application. The software testing by the Agency shall include Unit Testing, Functional Testing, System Testing, Performance Testing (Load/Stress/Volume), Integration Testing, Security & Access Control Testing and Penetration Testing.
 - ii. Prepare User Acceptance Test cases covering complete functionality of the platform/application and obtain the sign-off from MoT on the same.
 - iii. Demonstrate to MoT that the solution meets all the functional & technical requirements as per this RFP as well as performance benchmarks.
 - iv. Provide and ensure all the necessary support for conducting the User Acceptance Test by the identified representatives of MoT. The agency shall share the acceptance test scenarios and demonstrate the testing procedure to MoT prior to actual UAT in order to obtain MoT feedback and approval.
 - v. Deliver the reports from different types of testing that includes execution report, bug fixing report, and issue report.

The selected agency will perform the Testing of the digital platform/mobile application before the digital platform/mobile application is made ready for acceptance and release. The primary goal of Testing is to ensure that all the functional requirements and integration components or data exchange interfaces of the developed application are working as per the requirements and user expectations.

Additionally, the selected agency shall facilitate the audit and certification of the digital platform & mobile application by a third-party agency (e.g., STQC) engaged by the MoT. The audit will ensure that the platform/application meets required security and performance standards, while complying with recommended infrastructure, scalability, and manageability requirements.

7.4.17 Outcome-Based Performance Metrics & Success Criteria

The selected agency will be responsible for driving measurable outcomes across the platform. Performance will be monitored using the following KPIs. Monthly KPI reporting (submitted quarterly) with actionable insights is expected, along with collaboration in quarterly strategy review meetings.

Global Reach & Discoverability: Expand international audience, improve SEO visibility, and ensure platform content is discoverable by AI/LLM systems.

#	Metrics	Definition	Benchmark/Target
1	Increase in international users/traffic	Total number of users from foreign markets (primary target audience)	20 - 30% YoY growth
2	Growth in organic search visibility (SEO)	a. Ranking of priority keywords in search engines	Top 10 ranking for ≥ 50 priority international keywords
		b. Organic traffic from priority markets	25% increase in organic traffic from priority markets (US, Europe, SE Asia)
3	AI/LLM discoverability (GEO) - IIDP content referenced in AI responses	% of key tourism queries for which AI/LLM systems reference IIDP content	100% coverage for top tourism queries
4	Structured data implementation coverage	% of destination, attraction pages with proper structured data	100% coverage

User Engagement & Experience: Enhance user interactions, session depth, and retention across web and mobile

#	Metrics	Definition	Benchmark/Target
1	Average Session Duration	Average time a user spends per session	≥ 3 min
2	Bounce Rate Reduction	% of users leaving after one page	≤ 40%
3	Pages per Session	Average number of pages viewed per session	≥ 5 pages
4	Mobile App MAU (Monthly Active Users) Growth	Growth in monthly active app users	≥ 10% QoQ

5	App Retention Rate	% of users returning within 30 days	≥ 35%
---	--------------------	-------------------------------------	-------

Trip Planning & Conversion: Increase trip creation, partner engagement, repeat visits

#	Metrics	Definition	Benchmark/Target
1	Itinerary Creation Rate	% of users creating a trip plan per month	At least 10% of users create itineraries
2	Click-outs to Partners (OTAs etc.)	% of itineraries that lead to partner websites	≥ 15%
3	Trip Completion Rate	% of itineraries completed by users i.e. “saved itinerary or resulted in booking with partners”	≥ 50%

AI & Virtual Assistant: Ensure accurate, timely, satisfying AI interactions

#	Metrics	Definition	Benchmark/Target
1	Chatbot/AI assistant Resolution Rate	% of queries successfully resolved by AI	≥ 90%
2	Response Time	Average time to respond to a user query	≤ 3 sec
3	User Satisfaction (CSAT – Customer Satisfaction Score)	% of users satisfied with AI interaction	≥ 80% positive Or ≥ 4/5
4	Adoption Rate	% of users engaging with AI/virtual assistant	≥ 30%

Content Effectiveness: Optimize engagement and consumption

#	Metrics	Definition	Benchmark/Target
1	Page Engagement Rate	% of users interacting with page content - “clicks, scroll depth, shares, time spent”.	≥ 60%
2	Video Completion Rate	% percentage of viewers who watch a video all the way to the end.	≥ 50%

3	Average Watch Time	Average duration users spend watching a video	≥ 50% of total video duration
---	--------------------	---	-------------------------------

Gamification & Immersive Experience: Drive participation in gamified/AR/VR experiences

#	Metrics	Definition	Benchmark/Target
1	Gamification Participation	% of users participating in gamified elements	≥ 20%
2	AR/VR Interaction Time	Avg. time spent interacting with AR/VR features	≥ 5 min/session
3	Repeat Engagement	% of users returning for gamified/immersive experiences	≥ 30%

International User Experience: Deliver personalized experiences for foreign users

#	Metrics	Definition	Benchmark/Target
1	Foreign User Engagement	Engagement from international users	≥ 25% of total users
2	Multilingual adoption	% of foreign users using content in non-English languages	≥ 30%
3	Geo-personalized experience effectiveness	% uplift in engagement from personalized content	≥ 20%

7.4.18 Planning and reporting

1. During the project duration, the selected bidder shall prepare a monthly work plan with details of activities to be taken up during the month.
2. The work plan shall be submitted within first 3 business days of the month for client approval. The work plan shall be reviewed during the month for tracking status of planned activities.
3. Preparation and submission of monthly activity report at end of month detailing list of activities undertaken against the monthly work plan submitted.
4. Preparation and submission of monthly performance report including but not limited to incident reporting, website and mobile app availability, report on compliance of SLA parameters, etc.

8. Team Composition

The table below presents the minimum number of resources to be deployed by the bidder for the outlined scope. The bidder may propose additional profiles as required to deliver the overall scope of work. All key profiles/resources are required to be deployed full time at MoT office.

#	Resource Role	No. of Resources (Full Time)	Qualification and Experience Requirement	Relevant Experience	Key Profile
1	Project Manager	1	B.E/B.Tech/MCA and MBA/PGDM with minimum 15 years of relevant experience, preferably with minimum 3 years of similar experience in Tourism or Culture Sector.	<ul style="list-style-type: none"> a. Experience in managing cross-functional teams and coordinating with government ministries/departments. b. Experience in project management, preferably in large-scale IT projects or driving brand strategy assignments. 	Yes
Platform Maintenance & Technical Support					
2	Technical Lead	1	B.E/B.TECH/MCA with minimum 10 years of relevant experience, preferably with minimum 3 years of similar experience in Tourism or Culture Sector.	<ul style="list-style-type: none"> a. Experience in project management, preferably in large-scale IT projects. b. Experience in project management, preferably in large-scale IT projects or driving brand strategy assignments. 	Yes

3	AEM Architect	1	<p>B.E/B.TECH/MCA with minimum 10 years of relevant experience.</p> <p>Minimum 5 years of working experience on Adobe (AEM) platform preferably as an AEM Architect & AEM Certified</p>	<p>Relevant experience in:</p> <ul style="list-style-type: none"> 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	Business Analyst	1	<p>B.E/B.Tech/MCA with minimum 5 years of relevant experience.</p>	<ul style="list-style-type: none"> a. Must have strong experience in business process modeling, requirement elicitation, and adherence to documentation standards. b. Must be proficient in MS Excel, Word, PowerPoint, Visio, JIRA, Confluence, and BI platforms, with demonstrated ability to use these tools for requirement tracking and reporting. c. Must have experience in preparing functional specifications, SOPs, and user manuals for 	Yes

				digital platforms, particularly in compliance-heavy environments. d. Must have coordinated and delivered capacity building and training sessions for end-users, ensuring effective adoption and operational efficiency.	
5	AEM Frontend Developer	2	BE/B. Tech/MCA Overall, 5 yrs of experience with minimum 3 years of working experience on Adobe (AEM) platform & AEM Certified	Relevant Experience in Overseeing Frontend Development, AEM upgrades, and performance.	
6	AEM Author	1	BE/B. Tech/MCA Overall, 5 yrs of experience with minimum 3 years of working experience on Adobe (AEM) platform & AEM Certified	<ul style="list-style-type: none"> • Relevant experience in AEM Author's role to create, manage, and update digital content on the platform. • Build and maintain websites, ensuring content is structured, formatted, and published correctly. • Manage content, improve user experience, and maintain consistency across digital platforms. 	Yes
7	Full-Stack Developer	1	B.E/B.Tech/MCA Overall 5 yrs of Exp with minimum 3 years of	<ul style="list-style-type: none"> • Relevant experience in handling frontend/backend code development & fixes along with full knowledge of SQL, mobile responsiveness 	

			working experience as a full-stack developer	portals, cross-device testing, API based integration.	
8	Mobile Developer (Android)	1	B.E/B.Tech/MCA Minimum 5 years' experience in Mobile Application Development (Android)	<ul style="list-style-type: none"> • Relevant Experience in analyzing software requirements and preparation of specifications of the requirements. • 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. • Relevant documentation related to the application. 	
9	Mobile Developer (iOS)	1	B.E/B.Tech/MCA Minimum 5 years' experience in Mobile Application Development (iOS)	<ul style="list-style-type: none"> • Relevant Experience in analyzing software requirements and preparation of specifications of the requirements. • 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. • Relevant documentation related to the application. 	

10	QA & Testing Engineer	1	<p>B.E/B.Tech/MCA</p> <p>Minimum 5 years of relevant experience</p>	<ul style="list-style-type: none"> • Relevant Experience in planning, designing, and executing tests, identifying defects, and collaborating with development teams to resolve them. 	
11	Infra/Cloud/Server Expert	1	<p>B.E/B.Tech/MCA with overall 7 years of relevant experience as a Server Administration (Windows and Unix) including cloud server management</p> <p>Desirable Criteria:</p> <p>a. Expertise in managing any of the cloud AWS/Azure/GCP and RedHat/Unix based servers</p> <p>b. Should have experience of executing at least 2 projects as an Infra Engineer/ Administrator</p>	<ul style="list-style-type: none"> • Relevant experience in designing application server requirements. <ul style="list-style-type: none"> • Monitoring cloud performance. • Troubleshooting and resolving issues. • Ensuring security and compliance • Scaling cloud resources Automating cloud operations • Collaboration and Communication 	Yes

12	Lead - Data Analytics	1	B.E/B.TECH/MCA with minimum 10 years of relevant experience in Data Analytics.	<p>a. Strong foundation in data modeling, statistical analysis, machine learning, and visualization techniques.</p> <p>b. Hands-on expertise in BI tools (Power BI, Tableau, Qlik), SQL, Python/R, and cloud platforms (Azure, AWS, GCP).</p> <p>c. Experience in data governance, metadata management, and compliance frameworks.</p> <p>d. Designed and deployed data warehouses and dashboards to provide real-time insights for senior officials.</p>	Yes
13	Data Analyst/DBA	1	<p>B.E/B.Tech/MCA</p> <p>b. Overall 5 yrs of Exp</p> <p>c. Expertise in data analysis using various tools like Power BI and Tableau</p>	<p>• Relevant experience in Data Collection and Management</p> <ul style="list-style-type: none"> • Data Analysis • Data Visualization • Reporting and Communication • Problem Solving • Collaboration • Data-Driven Recommendations 	
14	UI/UX Designer	1	B.E/B.Tech/MCA with overall 3 yrs of Exp as a UI/UX Developer	Relevant Experience in UI/UX related work.	

15	DAM (Digital Asset Management) Administrator	1	B.E/B.Tech/MCA Overall, 5 yrs of experience with minimum 3 years of working experience on Adobe (AEM) platform & AEM Certified	Relevant experience in managing, organizing, maintaining, and optimizing AEM Digital Asset Management system. Experience in ensuring digital assets (images, videos, documents, creative files, etc.) are properly stored, tagged, secured, and easily accessible to stakeholders across the organization.	
16	AI Architect	1	B.E/B.Tech/MCA with overall experience of 8 years and minimum 3 years of experience hands-on experience in AI/ML solution design	Relevant experience in implementation of AI use-cases and innovative solutions such as Chatbot etc. Preferably experience of implementing innovative solutions in Tourism/Culture Sector	
17	AI Developers	2	B.E/B.Tech/MCA with overall experience of 5 years and minimum 2 years of experience hands-on experience in AI/ML solution design	Relevant experience in implementation of AI use-cases and innovative solutions such as Chatbot etc. Preferably experience of implementing innovative solutions in Tourism/Culture Sector	
Content Creation & Management					
18	Content Lead	1	Post Graduate Degree in Mass	Relevant Experience in leading Content Development, writing, SEO, Editing and	Yes

			<p>Communication/Journalism or equivalent</p> <p>Minimum experience of 8 years in content strategy development</p>	<p>proofreading, Content management systems (CMS).</p> <p>The ability to find credible sources and distill tourism topics into clear, accurate content is a core competency.</p> <p>Preferred: Experience in tourism/heritage/culture or destination marketing</p>	
19	Content Writer	3	<p>Post Graduate Degree in Mass Communication/Journalism or equivalent</p> <p>Overall experience of at least 5 years with a specific focus on writing, editing and communications</p> <p>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</p>	<p>Relevant Experience in Content Development, writing, SEO, Editing and proofreading, Quality checks, Content management systems (CMS), Familiarity with content platforms like WordPress is essential for publishing and formatting web content,</p> <p>Research skills: The ability to find credible sources and distill tourism topics into clear, accurate content is a core competency.</p>	Yes

20	State/UT Content Coordinator	1	Any post-graduate with overall 5 yrs of relevant work experience	Coordination with multiple stakeholders, Networking and Advocacy, Communication & Interpersonal Skills.	Yes
Production - Digital Assets & Management					
21	Production Lead	1	Graduate Degree in Mass Communication/Journalism or equivalent. Minimum experience of 8 years managing video production or photography projects.	Relevant experience in managing photography and video production projects, ensuring quality, compliance, and timely delivery. Should be an expert in directing and managing creative outputs, applying industry trends, suitable artistic backgrounds, color palettes, and textures in films and photoshoots. Proficiency in design software: Adobe Creative Suite (Photoshop, Illustrator, Lightroom, etc.).	Yes
	Total Team Size	25			11

9. Milestones, Deliverables and Timelines

Technology Track - Website and Mobile App O&M and Enhancement

Deliverable Category	Milestone	Deliverable Sub-Category	Deliverable Description	Quarterly Payment	Timeline
Phase 1 - Project Takeover					
Team Mobilization		Team Mobilization	Project Kickoff and Mobilization Report	-	T - Contract Signing Date
Platform Takeover and Stabilization	M1	Knowledge Transfer and related Documentation	KT Plan + Credential handover	10%	T + 3 Months
			Detailed requirement documents with milestones and risk mitigation strategies		
			Application Workflows		
			Architecture diagrams		
			AS-IS Report		
			KT Report		
			Escalation matrices		
		Infrastructure Readiness	Infra Take-over		
			Backup and disaster recovery plans		

			Server & Application Audit Reports & Server Patching Report		
			Setting up Dev, QA, Staging and Production environment		
		Application Handover	Web and Mobile codebase transfer Completion Report		
			Verified CI/CD pipelines Report		
			API integrations Implementation Report		
			Content Hub Audit Report		
			AEM baselining & env sync Report		
		Final Cutover & Sign-off	Successful takeover with zero service disruption		
			Service acceptance criteria validation		
			Transition Report		
			Post-transition support plan		
			All modules/features enhancement/addition design blueprint		
Phase 2 - Project Development					
	M2		Monthly Activity Plan	10%	T + 6

Operations, Maintenance and Development of New Features	Operations & Maintenance	Monthly Activity Report		Months
		Website and mobile app availability report		
		Server Audit Reports		
	Application Development and Infrastructure & Deployment	Ongoing Application/Mobile App Enhancements and New Features		
		Content Hub Augmentation - User/Contributor Upload Workflow, Searchable Archive and Metadata Management		
		Integration with External Systems / Agencies		
		New and Existing Content Updates and Authoring		
		Multilingual Translation in Hindi and 5 UN languages		
		AI Travel Assistant (Chatbot)		
		Cloud Migration and Application Deployment Report		
		SEO/GEO Performance Enhancement		
		Dashboards and Analytics (monitoring traffic, engagement, user behavior, and platform KPIs etc.)		
		Implementation of at least 1 AR use cases on Website and Mobile App.		

			Implementation of a minimum of five personalization use cases		
	M3	Operations & Maintenance	Monthly Activity Plan	10%	T + 9 Months
			Monthly Activity Report		
			Website and mobile app availability report		
			Server Audit Reports		
		Application Development	Ongoing Application/Mobile App Enhancements and New Features		
			Content Hub Augmentation - AI based Smart Tagging (images, videos and articles) etc.		
			Integration with External Systems / Agencies		
			New and Existing Content Updates and Authoring		
			Multilingual Translation in 5 International languages		
			AI-powered smart search, automated content curation, and dynamic insights.		
			Design and launch of the Gamification module on the IIDP (e.g., Quizzes, Badges, Leaderboards).		
			SEO/GEO Performance Enhancement		

			Dashboards and Analytics			
			Implementation of at least 1 AR use cases on Website and Mobile App.			
			Implementation of a minimum of five new personalization use cases			
	M4	Operations & Maintenance		Monthly Activity Plan	10%	T + 12 Months
				Monthly Activity Report		
				Website and mobile app availability report		
				Server Audit Reports		
		Application Development		Ongoing Application/Mobile App Enhancements and New Features		
				Integration with External Systems / Agencies		
				New and Existing Content Updates and Authoring		
				Additional Gamification Use Cases		
AI Use-cases						
SEO/GEO Performance Enhancement						
		Dashboards and Analytics				

			Implementation of at least 1 AR use cases on Website and Mobile App.		
Phase 3 - Operations and Maintenance					
Comprehensive ongoing support & continuous enhancement for Incredible India Platform and Mobile App	M5 to M8	Comprehensive ongoing support & continuous enhancement for Incredible India Platform and Mobile App	Monthly Activity Plan	10% per quarter (40%)	Respective Quarter
			Monthly Activity Report		
			Website and mobile app availability report		
			Server Audit Reports		
			Ongoing Enhancements and New Features		
			Content Authoring		
Exit Management & Knowledge Transfer			<p>1.Exit Management Plan Preparation of a detailed exit plan outlining timelines, responsibilities, documentation, and transition activities to ensure smooth handover to the new agency or internal team.</p> <p>2.Project Documentation Handover Submission of complete project documentation including architecture documents, design specifications, SOPs, user manuals, and operational guides.</p> <p>3.Source Code Repository Transfer</p>	20.00%	Post Successful handover

	<p>Handover of all application source code, version history, build pipelines, and repository access to the designated agency/MoT.</p> <p>4.Asset Libraries Transfer</p> <p>Transfer of all digital assets including UI/UX files, media content, content libraries, databases, and metadata repositories.</p> <p>5.Knowledge Transfer Sessions</p> <p>Conduct structured KT sessions covering platform architecture, application modules, integrations, operational workflows, and maintenance processes. Submission of final system credentials, admin access.</p> <p>6.Transition Support</p> <p>Provide support to the incoming agency during the transition period to ensure continuity of services and minimal disruption.</p> <p>7.KT Closure and Approval</p> <ul style="list-style-type: none"> • Submission of a Knowledge Transfer (KT) Closure Report documenting the handover activities and completion of KT sessions. • The KT Closure Report must be reviewed and signed-off by the Ministry of Tourism (MoT) for final milestone validation and payment. 		
--	---	--	--

All milestone deliverables shall be subject to review and acceptance by the Ministry of Tourism (MoT). Payments shall be released only upon formal sign-off of the respective milestone deliverables. The Quarterly Work Undertaken Report shall also be reviewed and signed off by MoT for processing of milestone payments.

Content and Production Track -

Milestone	Category	Activities to be undertaken/Deliverables	Payment	Timeline
Quarterly Milestone (M1 to M8)	Content Creation and Production Work	<p>1. New Content Development Development of content for 50 destinations covering a minimum of 400 attractions, including:</p> <ul style="list-style-type: none"> • Tourist attractions • Events/Festivals • Experiences • Rural tourism • Crafts and cultural highlights • Other relevant tourism elements <p>2. Content Quality Assurance and Publishing</p> <ul style="list-style-type: none"> • Content Quality Check (QC) for all developed content. • Authoring and publishing on the production environment after QC. <p>3. Creation of Multimedia Assets Production of:</p> <ul style="list-style-type: none"> • Minimum 1 cover film • Minimum 5 short promotional films <p>4. Immersive Content Development Implementation of:</p>	10% per quarter (80%)	Respective Quarter

		<ul style="list-style-type: none"> • At least 1 Augmented Reality (AR) use case • At least 1 Virtual Reality (VR) video experience <p>5. Digital Asset Production</p> <ul style="list-style-type: none"> • Production and sourcing of digital assets for 50 destinations and 400+ attractions across both new and existing destinations. • A minimum of 6 high-quality usable images per destination/attraction (up to 8 where available). <p>6. Existing Content Enhancement</p> <p>Review of existing content and:</p> <ul style="list-style-type: none"> • Corrections where necessary • Additions or updates to improve accuracy and completeness <p>7. Content Hub Management</p> <ul style="list-style-type: none"> • Organizing, tagging, and updating the Content Hub with all produced or sourced digital assets to ensure easy retrieval and consistency. <p>8. Quarterly Reporting and Approval</p> <ul style="list-style-type: none"> • Submission of a Quarterly Work Undertaken Report detailing deliverables completed. • The report must be reviewed and signed off by the Ministry of Tourism (MoT) for milestone validation and payment processing. 		
Exit Management & Knowledge Transfer	<p>1. Project Documentation and Repository Handover</p> <p>Preparation and submission of all project-related documentation, including but not limited to:</p>	20%	Post Successful handover	

	<ul style="list-style-type: none"> • Content documentation • Image and video repositories • Metadata and asset catalogs • Content management records • Technical documentation, if applicable <p>2. Handover to MoT / New Agency</p> <ul style="list-style-type: none"> • Complete handover of all digital assets, repositories, and documentation to the Ministry of Tourism (MoT) or a new agency nominated by MoT. • Ensure that the repositories are properly organized, accessible, and documented for seamless continuation of work. <p>3. Knowledge Transfer (KT)</p> <p>Conduct Knowledge Transfer sessions for MoT/new agency covering:</p> <ul style="list-style-type: none"> • Content management workflows • Digital asset repository structure • Content standards and publishing process • Any tools, platforms, or AR/VR implementations used in the project. <p>4. KT Closure and Approval</p> <ul style="list-style-type: none"> • Submission of a Knowledge Transfer (KT) Closure Report documenting the handover activities and completion of KT sessions. • The KT Closure Report must be reviewed and signed off by the Ministry of Tourism (MoT) for final milestone validation and payment. 		
--	--	--	--

10. Evaluation Criteria

10.1 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.

10.2 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 RFP:

#	Eligibility Criteria	Evidence Required
1.	<p>Legal Entity</p> <p>The Bidder(s):</p> <ol style="list-style-type: none">i. Should be Company registered under the Companies Act, 1956 or the Companies Act 2013 or a partnership firm registered under the LLP Act, 2008.ii. Registered with the GST Authoritiesiii. Should have been operating for the last 5 financial years in India.	<ol style="list-style-type: none">a. Certificate of Incorporationb. GST Registration Certificatec. Copy of PAN Cardd. Letter from Company Secretary/Authorized Signatory/Statutory Auditor on bidder's letter head for last five years of operation in India.

2.	<p>Average Annual Turnover</p> <p>For a Single Bidder:</p> <p>The bidder must have an average annual turnover of not less than INR 200 Crore over the last three (3) financial years (FY 2022-23, 2023-24, and 2024-25) from Brand Consultancy and IT Consultancy Services.</p> <p>or</p> <p>In case of Consortium:</p> <p>The Lead Bidder must have an average annual turnover of not less than INR 120 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).</p> <p>And</p> <p>The Consortium Partner must have an average annual turnover of not less than INR 80 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 Consortium Bidder Role).</p> <p>To this criterion, turnover of only the bidding entity will be considered. Turnover of any parent, subsidiary, associated or other related entity will not be considered.</p>	CA Certificate (Annexure A – Format 3)
3.	<p>Positive Net Worth</p> <p>The Bidder (s) must have positive net worth in each of the last 3 Financial Years (i.e., FY 2022-23, 2023-24, and 2024-25)</p>	CA Certificate. (Annexure A – Format 3)

<p>4.</p>	<p>Relevant Experience</p> <p>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 India, in the last 5 financial years as on bid submission date.</p> <p>And</p> <p>The Bidder should have handled at least 3 projects in implementation of ICT systems development in Adobe AEM and Adobe Cloud (Target, Campaign and Analytics) with a project cost of at least INR 5 crore, per project, in India, in the last 5 financial years preceding the bid submission date.</p> <p>In case of consortium, the agencies are supposed to meet the above criteria respectively according to roles undertaken.</p>	<p>Citation in required format along with</p> <p>Copy of work order / Lol / Agreement clearly specifying the project value.</p>
<p>5.</p>	<p>The Bidder (individual or either of the consortium partner) should have handled at least 1 project involving "Development of Mobile Application", with a project cost of at least INR 1 crore, per project, in India, in the last 5 financial years preceding the bid submission date.</p>	<p>Citation in required format along with</p> <p>Copy of work order / Lol / Agreement clearly specifying the project value.</p>

6.	<p>Manpower</p> <p>At least 100 personnel working in related fields such as Branding, Marketing, Content Writing, Image Production, and UI/UX design,</p> <p>and</p> <p>At least 250 personnel with IT skills, including at least 25 technically qualified personnel with relevant Adobe certifications in AEM, Campaign, Analytics, and Target.</p> <p>In case of consortium, the agencies are supposed to meet the above criteria respectively according to roles undertaken.</p>	<p>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</p>
7.	<p>Certifications:</p> <p>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</p>	<p>Copy of Valid Certificates authenticated by authorized signatory</p>
8.	<p>Office:</p> <p>The firm should have an office in Delhi NCR and the key/core resources deployed for the project should be stationed at the MoT office.</p>	<p>Self-certification by the bidder authenticated from the authorized signatory.</p>
9.	<p>Debarment:</p> <p>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 at the time of submission of bid.</p>	<p>Self-Certification letter from the bidder authenticated by authorized signatory</p>

10.3 Technical Evaluation Criteria

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 Consultancy services.	<ul style="list-style-type: none"> i. above INR 450 Cr - 10 Marks ii. above INR 300 Cr and <=450 Cr – 7.5 Marks iii. INR 200 Cr and <= 300 Cr – 5 Marks 	CA Certificate	10
2.	<p>Experience in similar Brand Consultancy projects for any Tourism or similar industry (like Airline, Hospitality, Travel aggregators, etc.) in India in last five financial years preceding the bid submission date, with a project cost of at least INR 5 crore, per project.</p> <p>In case of consortium, the agencies are supposed to meet the above criteria respectively according to roles undertaken.</p>	<ul style="list-style-type: none"> • Eligible project of value more than INR 10 crores – 5 marks per project • Eligible project of value >=INR 5 crores and <=10 Crores– 2.5 marks per project 	<p>Copy of work order / Lol / Agreement clearly specifying the project value. (Format 7)</p>	10
3.	Experience in implementation of Adobe AEM websites, Mobile App, Adobe Target, Adobe Campaign, Adobe Analytics projects (completed or ongoing) in India in last financial five years preceding the bid	<ul style="list-style-type: none"> • Eligible project of value more than INR 10 crores – 5 marks per project 	<p>Copy of work order / Lol / Agreement clearly specifying the</p>	10

	<p>submission date, with a project cost of at least INR 5 crore, per project.</p> <p>In case of consortium, the agencies are supposed to meet the above criteria respectively according to roles undertaken.</p>	<ul style="list-style-type: none"> Eligible project of value \geqINR 5 crores and \leq10 Crores – 2.5 marks per project 	<p>project value. (Format 7)</p>	
4.	<p>Experience in similar projects with Central/State Govt in Tourism or similar industry (like Aviation, Hospitality, Travel aggregators, etc.) in India, in last five financial years preceding the bid submission date, with a project cost of at least INR 5 crore.</p>	<ul style="list-style-type: none"> Eligible project of value more than INR 10 crores – 5 marks per project Eligible project of value \geqINR 5 crores and \leq10 Crores – 2.5 marks per project 	<p>Copy of work order / Lol / Agreement clearly specifying the project value. (Format 7)</p>	10
5.	<p>Technical Presentation</p>	<p>The Technical Proposal shall cover the following:</p> <ol style="list-style-type: none"> Understanding of scope of work (Max 10 Marks) Approach & Methodology including innovations proposed (Max 10 Marks) Implementation plan (Max 10 Marks) Experience in tourism, culture, aviation, travel, and hospitality industry (Max 10 Marks) 	<p>Technical Presentation</p>	40

6.	<p>Proposed Key Resources - Key Profiles are required to be present during the technical presentation, and the Project Manager is required to deliver the Technical Presentation mandatorily.</p>	<p>Resource evaluation will be based on the eligibility requirements defined in Section 8, "Indicative Team Composition."</p> <p>Key profiles shall be evaluated as below:</p> <p>Project Manager (4 marks) Technical Lead (4 marks) Content Lead (4 marks) Other Key Profiles (1 marks each)</p> <ul style="list-style-type: none"> • Relevance of profile, experience, and fitment to role: 50% marks • Participation and contribution to the technical presentation: 50% marks <p>Bidder is also required to submit remaining profiles along with their CVs as part of the technical proposal, meeting the eligibility criteria.</p>	<p>Proposed CV's (Format 12)</p>	<p>20</p>
Total				100

11. Method and Terms of Selection

- Bidders, whose bids are responsive, based on minimum qualification criteria /documents as in Pre-Qualification Criteria and score at least 70 marks in the (given) defined scoring mechanism (Tn) would be considered technically qualified. Price Bids of such technically qualified Bidders alone shall further be opened.
- The qualified bidders shall be informed about the technical presentation date after bid submission and evaluation of pre-qualification criteria.
- 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 prior to award of contract, without thereby incurring any liability whatsoever to the affected Bidder(s) and without informing the grounds of rejection/annulling.

11.1 Commercial Evaluation

- a. The Commercial Bids of technically qualified bidders will be opened on the prescribed date in the presence of bidder representatives.
- b. If a firm quotes NIL charges / consideration, the bid shall be treated as unresponsive and will not be considered.
- c. The Bidder with lowest qualifying commercial bid (L1) will be awarded 100% score (amongst the bidders which did not get disqualified based on point above). Commercial Scores for other than L1 Bidders will be evaluated using the following formula:

Commercial Score of a Bidder (Fn) = {(Commercial Bid of L1/Commercial Bid of the Bidder) X 100} % (adjusted to two decimal places)

- d. Only fixed price financial bids indicating total prices for all the deliverables and services specified in this bid document will be considered.
- e. Any conditional bid would be rejected.
- f. Errors & Rectification: Arithmetical errors will be rectified on the following basis: "If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail".

11.2 Combined and Final Evaluation

Quality and Cost based selection method: The technical evaluation and commercial scores secured by each Bidder will be added using weightage of 70% and 30% respectively to compute a Composite Bid Score.

The Bidder securing the highest Composite Bid Score will be adjudicated as the most responsive Bidder for award of the Project. The overall score will be calculated as follows:

Composite Bid Score (Bn) = 0.70 Technical Score (Tn) + 0.30* Normalized*

Commercial Score (Fn) (adjusted to two decimal places)

In the event the Composite Bid Score (Bn) are 'tied', the bidder securing highest technical Score will be adjudicated as the Best Value Bidder for award of the Project.

12. Appointment of Bidder

12.1 Award Criteria

The MoT will award the Contract to the successful Bidder whose proposal has been determined to be substantially responsive and has been determined as the most responsive bids as per the process outlined above.

12.2 Right to Accept Any Proposal and To Reject Any or All Proposal(s)

The MoT reserves the right to accept or reject any proposal, and to annul the tendering process/ Public procurement process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the grounds for MoT action.

12.3 Notification of Award

Prior to the expiration of the validity period, MoT will notify the successful Bidder in writing or by fax or email that its proposal has been accepted. In case the tendering process / public procurement process has not been completed within the stipulated period, the MoT may request the Bidders to extend the validity period of their Proposal. The decision to extend the validity period of a Bidder's Proposal shall be the Bidder's sole prerogative.

12.4 Signing of Contract

After receipt of valid Performance Guarantee from the Bidder, the parties shall enter a contract, incorporating all clauses, pre-bid clarifications and the Proposal of the Bidder, between the MoT and the Bidder.

12.5 Contract Finalization and Award

The MoT shall reserve the right to negotiate with the Bidder(s) whose Proposal has been ranked best value bid based on Technical and Commercial Evaluation, as per the guidance provided by Evaluation Committee. On this basis, the draft contract agreement will be finalized for award & signing.

12.6 Performance Guarantee

- a. On receipt of a letter of intent from the MoT, the successful Bidder will furnish a bank guarantee, by way of performance security, equivalent to 3 percent of the total contract value, on or before the signing of the subsequent contract, typically within 15 days from notification of award, unless specified to the contrary (Performance Guarantee). In case the successful Bidder fails to submit Performance Guarantee within the time stipulated, the MoT may at its sole discretion cancel the letter of intent without giving any notice, in addition to any other right available to it under this RFP.
- b. The Performance Guarantee furnished by the successful Bidder shall be in the manner prescribed at Annexure C: Template Performance Bank Guarantee. The successful Bidder shall ensure, the Performance Guarantee is always valid during the Term of the

subsequent contract (including any renewal) and for 90 days beyond all contractual obligations, including warranty terms.

- c. The Client shall have the right to invoke and appropriate the proceeds of the Performance Security, in whole or in part, without notice to the Consultant in the event of:
- (i). Breach of this agreement or for levy of penalty specified
 - (ii). Termination of this Agreement by Client for reasons attributed to the selected bidder
 - (iii). In case the selected bidder is not able to deliver the services as envisaged in the scope of work

12.7 Fraud and Corrupt Practices

- a. The Bidders and their respective officers, employees, agents, and advisers shall observe the highest standard of ethics during the Selection Process. Notwithstanding anything to the contrary contained in this RFP, the MoT shall reject a Proposal without being liable in any manner whatsoever to the Bidder, if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice (collectively the "Prohibited Practices") in the Selection Process. In such an event, the MoT shall, without prejudice to its other rights or remedies, forfeit and appropriate the Earnest Money Deposit (EMD) agreed genuine pre-estimated compensation and damages payable to the Authority for, inter alia, time, cost, and effort of the Authority, regarding the RFP, including consideration and evaluation of such Bidder's Proposal.
- b. Without prejudice to the rights of the MoT under Clause above and the rights and remedies which the MoT may have under the Lol or the Agreement, if a Bidder or Systems Implementation Bidder, as the case may be, is found by the Authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the Selection Process, or after the issue of the Lol or the execution of the Agreement, such Bidder or Systems Implementation Bidder shall not be eligible to participate in any tender or RFP issued by the MoT during a period of <2 (two) years> from the date such Bidder or Systems Implementation Bidder, as the case may be, is found by the MoT to have directly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.
- c. For the purposes of this Clause, the following terms shall have the meaning hereinafter assigned to them:
- **"Corrupt Practice" means (i)** the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected

with the Selection Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the MoT who is or has been associated in any manner, directly or indirectly with the Selection Process or the LoI or has dealt with matters concerning the Agreement or arising there from, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the MoT, shall be deemed to constitute influencing the actions of a person connected with the Selection Process); or (ii) save as provided herein, engaging in any manner whatsoever, whether during the Selection Process or after the issue of the LoA or after the execution of the Agreement any person in respect of any matter relating to the Project or the LoA or the Agreement, who at any time has been or is a legal, financial, or technical consultant/ adviser of MoT in relation to any matter concerning the Project.

- “Fraudulent practice” means a misrepresentation or omission of facts or disclosure of incomplete facts, to influence the Selection Process.
- “Coercive practice” means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any person’s participation or action in the Selection Process.
- “Undesirable practice” means (i) establishing contact with any person connected with or employed or engaged by MoT with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Selection Process; or (ii) having a Conflict of Interest; and
- “Restrictive practice” means forming a cartel or arriving at any understanding or arrangement among Bidders with the objective of restricting or manipulating a full and fair competition in the Selection Process.

12.8 Conflict of Interest

The Vendor shall disclose to MoT in writing all actual and potential conflicts of interest that exist, arise or may arise (either for the Bidder or the Bidder’s team) in the course of performing the Service(s) as soon as practical after it becomes aware of that conflict.

12.9 Right to Terminate the Process

- MoT may terminate the RFP process at any time and without assigning any reason. MoT makes no commitments, expresses or implied that this process will result in a business transaction with anyone.
- This RFP does not constitute an offer by the MoT. The Bidder's participation in this process may result in MoT selecting Bidder to engage towards execution of the subsequent contract.

12.10 Compliance with e-Governance standards

- Bidder must ensure compliance with all the relevant standards & policies of the Government related to e-Governance application development.
- In addition to above, the proposed solution must be based on and compliant with industry standards (their latest versions as on date) wherever applicable. This will apply to all the aspects of solution including but not limited to design, development, security, installation, and testing. There are some indicative standards that are listed below. However, the list below is for reference purposes only and is not to be considered as exhaustive.
 - (i). Portal development: W3C and GIGW specifications
 - (ii). Information access/transfer protocols: REST, SOAP, HTTP/HTTPS
 - (iii). Latest HTML standards

13. 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 subject to satisfactory performance of the agency 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.

14. Payment Terms

- a) Payments will be made on quarterly basis as per the deployment of the appointed personnel as per their required deployment plan and satisfactory performance against required activities. However, the submission of deliverables and reports by the bidder shall be done on monthly basis.
- b) The selected bidder shall submit the bill for payment as per terms and conditions mentioned above. In case deliverables are of satisfactory quality, MoT shall release the payment. However, in case of any discrepancy, the selected bidder shall incorporate feedback and submit it until quality is acceptable by MoT for releasing the payment.
- c) Payment would be made after deducting the penalty which is to be calculated before every payment.
- d) Payment shall be made only after assessment of performance as per agreed plan for each duration.
- e) Payment shall be made as per actual deployment of resources as approved by the MoT.
- f) MoT reserves the right to ask the Bidder to submit proof of payment against any of the taxes, duties, and levies indicated.

15. Service Level Agreement & Penalties

Service Level Agreement (SLA) will form part of the contract between MoT and the bidder. SLA defines the terms of the bidder's responsibility in ensuring the timely delivery and compliance with the Performance Indicators as detailed in this document. The bidder must comply with Service Levels requirements to ensure adherence to timelines, quality and availability of products / service.

In case SLA defined below are not achieved, MoT may decide at its discretion to impose/waive off/partially waive off the penalty if it is established that the delay is not attributable to the selected agency.

(a).Penalties definition: A maximum level of performance penalties is established and described below. Performance penalties shall be levied for not meeting each of the severity levels of performance as per the following table:

SLA Severity Level	Penalty as a percentage of Milestone applicability
9	Event of default and termination
8	4%
7	2%
6	1%
5	.5%
4	.25%
3	.2%
2	.15%
1	.1%

(b). Service Availability: The selected bidder shall deploy and configure a system and network monitoring tool (preferably open source) to assess Application Service availability, to measure the Service Level Measures (SLMs) described below for both Incredible India website and mobile app. System generated reports shall be provided by the bidder with provision of system access for MoT to verify the submitted reports.

Service Category	Definition	Target / Threshold	Measurement Criteria	SLA Severity

				Level (for Penalty Calculation)
Availability of Incredible India website and mobile app excluding planned downtime	Total Time shall be measured on 24*7 basis for Incredible India website and mobile app. Application Downtime shall be measured from the time the solution becomes unavailable (due to any reasons whatsoever attributable to the Bidder) either to the end user or for any batch job processing to the time it becomes fully available for the above requirements. Any downtime for maintenance shall be with prior written intimation to the MoT. Measurement Tool: System and Network Monitoring tool to be deployed by the bidder	Minimum 99.9% up time measured on a monthly basis.	Monthly monitoring reports	-
		>98% to <99.9% up time measured on a monthly basis.		4
		>97% to <=98.0% up time measured on a monthly basis.		5
		<=97.0% up time measured on a monthly basis. For every additional drop of 5% in SLA performance below 97%, the severity level shall be increased by one level.		6
Average time taken for opening/loading of platform on	System and Network Monitoring tool to be deployed by bidder to	<= Average daily 3 seconds	Monthly monitoring reports	-
		> Average daily 3 seconds		2

<p>website of app (Home Page) on broadband/ leased line Connectivity.</p>	<p>measure application response for every 10 minutes daily (8am to 8pm). Monthly average from the output generated from the system and network monitoring tool to be considered for measuring SLA compliance.</p>	<p>> Average daily 10 Seconds</p>		<p>4</p>
<p>Foreign-Geo Page Load Time Average time taken for opening/ loading of platform on website of app (Home Page) for visitors outside India.</p>	<p>System and Network Monitoring tool to be deployed by bidder to measure application response from multiple foreign geographies every 10 min daily (8am to 8pm local time).</p>	<p><= Average daily 3 seconds</p>	<p>Monthly monitoring reports</p>	<p>-</p>
	<p>Monthly average from the output generated from the system and network monitoring tool to be considered for measuring SLA compliance.</p>	<p>> Average daily 3 seconds</p>		<p>2</p>
	<p>Monthly average from the output generated from the system and network monitoring tool to be considered for measuring SLA compliance.</p>	<p>> Average daily 10 Seconds</p>		<p>4</p>
<p>API Availability External/Partner APIs refers to the practice of a business making specific data and functionalities of its systems accessible to users outside its</p>	<p>API calls must return a valid response. (Total Time shall be measured on 24*7 basis for API's both on Incredible India website and mobile app. excluding downtime)</p>	<p>Minimum 95% up time measured on a monthly basis.</p>	<p>Monthly monitoring reports</p>	<p>-</p>
		<p>< 95% up time measured on a monthly basis.</p>		<p>4</p>

internal network.				
DAM Search Speed	Time from search query submission to results displayed	≤ 3 sec	Monthly monitoring reports	-
		> 3 and ≤ 6 sec		2
		> 6 sec		4
AI Chatbot Response Time	Time to generate and return reply	≤ 3 secs	Monthly monitoring reports	-
		> 3 and ≤ 6 sec		2
		> 6 sec		4
AI Chatbot Accuracy (including itinerary-builder)	% of queries correctly understood and answered (Bidder to propose a approach to execute and monitor this SLA)	≥ 90%	Monthly monitoring reports	-
		<90%		2

(c). Incident management: Incident management tool shall be deployed by the bidder for ticket generation including provisions of reporting an issue, along-side an embedded workflow to track the complete lifecycle of the ticket from reporting to resolution. Provision for system generated reports accessible to MoT in the incident management tool as per the SLMs defined below.

Service Level Measurements	Severity of Bugs/Defects	Measurement Criteria	SLA Severity Level (for Penalty Calculation)
Resolution Time	Critical	At least 99% of tickets to be resolved within 2 working days	-
		>= 95% to < 99% of tickets be resolved within 2 working days	4
		>= 90% to < 95% of tickets to be resolved within 2 working days	5

		>= 85% to < 90% of tickets to be resolved within 2 working days	6
	High	At least 99% of tickets to be resolved within 3 working days	-
		>= 95% to < 99% of tickets be resolved within 3 working days	4
		>= 90% to < 95% of tickets to be resolved within 3 working days	5
		>= 85% to < 90% of tickets to be resolved within 3 working days	6
	Medium	At least 99% of tickets to be resolved within 4 working days	
		>= 95% to < 99% of tickets be resolved within 4 working days	4
		>= 90% to < 95% of tickets to be resolved within 4 working days	5
		>= 85% to < 90% of tickets to be resolved within 4 working days	6

“Resolution Time”, means time taken by the Bidder’s software support staff to troubleshoot and fix the bugs/defect from the time the call has been escalated to the Bidder team till the delivery of the solution to MoT for UAT and subsequently update.

Measurement Tool: An incident management tool shall be used for ticket generation. The bidder shall ensure submission of monthly system-generated reports from the incident management tool. For every additional drop of 5% in SLA performance below 85%, the severity level shall be increased by one level.

- (d). The Bidder’s representative will prepare and distribute Service Level performance reports in a mutually agreed format by the 3rd working day of subsequent month.
- (e). The service level performance shall be reported on a monthly basis; however, it will be aggregated on a quarterly basis to determine any applicable penalty, which will be adjusted against the corresponding quarterly milestone payment.
- (f). Non-working days – As per holiday calendar of Ministry of Tourism
- (g). Bugs/ Defects: This would include website and mobile app related problems/defects as defects analyzed and forwarded by System Integrator / System Administration team or as reported by the users on the incident management tool.

- (h). Severity for Bugs/ Defects: The severity of a bug / defect would be based on the business impact of the problem. Severity is defined as below:

Severity of Bugs/Defects	Definition
Critical	Showstoppers involving major functional failure in the application. There are no usable workarounds available to troubleshoot the problem. Affects majority of the users (more than 25%).
High	Users face severe functional restrictions in the application irrespective of the cause. Workarounds are time consuming. Affects majority of the users (more than 25%).
Medium	Moderate functional restrictions in the application irrespective of the cause. It has a convenient and readily available workaround. Affects a few users.
Low	Requiring cosmetic functional changes. Does not require any workaround. It may include user query / suggestions but has no business impact.

(i). Service Level Agreements for Human Resource

- i. In case any resource is found not working to the satisfaction of MoT, the same shall be replaced by the selected bidder within 15 days without any penalty. The decision of MoT shall be final and binding on the bidder.
- ii. The selected bidder shall not replace any resource unless that person resigns, is terminated for cause, dies, is long-term disabled, is on permitted mandatory leave under Applicable Law or retirees. Bidder should inform MoT of any such event within a week.
- iii. In case of replacement due to the above reasons given, the Bidder must provide at least 3 replacement profiles of equal or better qualification and experience as mandated in the RFP. MoT reserves the right to conduct interviews of these resources proposed by the selected Bidder in such a case to shortlist the suitable candidate. There must be proper documentation and knowledge transfer session of a minimum of 30 days between the resignation and the new appointed resource.
- iv. In case of absence (apart from allowed leaves) of any resource during project period, no payment will be made for the days a resource is absent (Per day payment will be calculated by dividing man month rate by number of working days in that month). All key profiles/resources are required to be full time available at MoT office.
- v. Except as provided in the above-mentioned clauses, if the selected bidder replaces a resource, following penalties shall apply:

#	Parameter	Service Level	Penalty
1	Replacement of resources identified as key profile as per the Technical Bid	No replacement of resources deployed as key profile will be allowed till end of contract period	Penalty of INR 50,000 per replacement of key profile as per the Technical Bid.
2	Replacement of other resources as per the Technical Bid	No replacement of resources deployed till end of contract period	Penalty of INR 20,000 per replacement of other resources as per the Technical Bid.

- vi. The selected bidder shall promptly initiate a search for a replacement and use commercially reasonable efforts to ensure that the role of any member is not vacant for any longer than 15 calendar days, subject to reasonable extensions requested by bidder.
- vii. In case of replacement, Bidder must provide at-least 3 replacement profiles of equal or better qualification and experience as mandated in the RFP. MoT reserves the right to conduct interviews of these resources proposed by the selected Bidder in such a case to shortlist the suitable candidate. There must be proper documentation and knowledge transfer session of a minimum of 30 days between the outgoing and the new appointed resource.

16. Terms and Conditions – Post Award of Contract

16.1 Termination Clause

For Material Breach

- i. In the event that either Party believes that the other Party is in Material Breach of its obligations under this Agreement, such aggrieved Party may terminate this Agreement upon giving a one month's notice for curing the Material Breach to the other Party. In case the Material Breach continues, after the notice period, the MoT or Agency, as the case may will have the option to terminate the Agreement. Any notice served pursuant to this Clause shall give reasonable details of the Material Breach, which could include the following events and the termination will become effective:
 - a. If the Agency is not able to deliver the services as per the terms defined in RFP which translates into Material Breach, then the MoT may serve a 30-days written notice for curing this Material Breach. In case the Material Breach continues, after the expiry of such notice period, the MoT will have the option to terminate this Agreement. Further, the MoT may offer a reasonable opportunity to the Agency to explain the circumstances leading to such a breach.
 - b. If there is a Material Breach by the MoT or its nominated agencies, then the Agency will give a one month's notice for curing the Material Breach to the MoT. After the expiry of such notice period, the Agency will have the option to terminate the Agreement.
- ii. The MoT may by giving a one month's written notice, terminate this agreement if a change of control of the Agency has taken place.
- iii. In the event that Agency undergoes such a change of control, MoT may, as an alternative to termination, require a full Performance Guarantee for the obligations of Agency by a guarantor acceptable to MoT or its nominated agencies. If such a guarantee is not furnished within 30 days of such demand by the MoT the MoT may exercise its right to terminate this Agreement in accordance with this Clause by giving 15 days further written notice to the Agency.

Termination for Convenience

- i. The MoT may at any time terminate the Contract for any reason by giving the Agency a notice of 90 days that refers to this clause. The agency shall receive the payment for all the deliverables accepted by MoT till the effective date of termination.
- ii. Upon receipt of the notice of termination under this clause, the Agency shall either as soon as reasonably practical or upon the date specified in the notice of termination:
 - (a). cease all further work, except for such work as the MoT may specify in the notice of termination for the sole purpose of protecting that part of the System already executed, or any work required to leave the site in a clean and safe condition;
 - (b). remove all Agency's Equipment from the site, repatriate its personnel from the site, remove from the site any wreckage, rubbish, and debris of any kind; and

(c). in addition, the Agency shall:

- I. deliver to the MoT the parts of the System executed by the Agency up to the date of termination;
- II. to the extent legally possible, assign to the MoT all right, title, and benefit of the Agency to the System, or Subsystem, as at the date of termination, and, as may be required by the MoT
- III. deliver all materials, including proprietary and non-proprietary, source code, documentation, configurations, and IPR required for full use, operation, and transition

Effects of Termination

- i. In the event that MoT terminates this Agreement pursuant to failure on the part of the Agency to comply with the conditions as contained in this Clause and depending on the event of default, Performance Guarantee furnished by Agency may be forfeited.
- ii. Upon termination of this Agreement, the Parties will comply with the Exit Management Schedule set out as Section 16.16 of this document.

Termination of this Agreement due to bankruptcy of Agency

The MoT may serve written notice on Agency at any time to terminate this Agreement with immediate effect in the event that the Agency reporting an apprehension of bankruptcy to the MoT or its nominated agencies.

16.2 Liquidated Damages

- i. Notwithstanding MoT's right to cancel the order, liquidated damages for delay in completion of milestones and associated deliverables at 1% (One percent) per week of the value of the delayed milestone shall be deducted from the quoted value after delay of 1 (one) week in achieving the milestone.
- ii. The deduction shall not in any case exceed 10% of the quoted value. Any deductions leading beyond 10% may result in termination of the contract.
- iii. MoT reserves its right to recover these amounts by any mode such as adjusting from any payments to be made by MoT to the selected bidder. Any such recovery or liquidated damages shall not in any way relieve the selected bidder from any of its obligations to complete Work or from any other obligations and liabilities under the Contract.
- iv. Delays not attributable to selected bidder shall be considered for exclusion for the purpose of computing liquidated damages.

Note: Quoted value is the amount of payment due against a particular milestone/month as per payment schedule.

16.3 Dispute Resolution Mechanism

- a) The terms and conditions of this Agreement shall at all times be construed in accordance with IT Act and Regulations, Privacy laws and other applicable laws of India thereunder as amended from time to time. All legal disputes are subject to the exclusive jurisdiction of (where Purchaser is located) courts only.
- b) In the event of any dispute or difference relating to the interpretation and application of the provisions of the contract, such dispute or difference shall be settled amicably after mutual consultations.
- c) In the event of non-settlement of the dispute, both the parties should agree on a mediator for communication between the two parties. The process of the mediation would be as follows:
 - Aggrieved party should refer the dispute to the identified mediator in writing, with a copy to the other party. Such a reference should contain a description of the nature of the dispute, the quantum in dispute (if any) and the relief or remedy sought suitable.
 - The mediator shall use his best endeavours to conclude the mediation within a certain number of days of his appointment.
 - If no resolution can be reached through mutual discussion or mediation within 30 days then the matter should be referred to Experts for advising on the issue.
- d) In case the mediation does not help in resolution and it requires expertise to understand an issue, a neutral panel of 3 experts, agreeable to both parties should be constituted. The process of the expert advisory would be as follows:
 - a) Aggrieved party should write to the other party on the failure of previous alternate dispute resolution processes within the timeframe and requesting for expert advisory. This is to be sent with a copy to the mediator.
 - b) Both parties should thereafter agree on the panel of experts who are well conversant with the issue under dispute.
 - c) The expert panel shall use his best endeavours to provide a neutral position on the issue.
 - d) If no resolution can be reached through the above means within 30 days then the matter should be referred to Arbitration.
- e) Any dispute or difference whatsoever arising between the parties to this Contract out of or relating to the construction, meaning, scope, operation or effect of this Contract or the validity of the breach thereof shall be referred to a sole Arbitrator to be appointed by mutual consent of both the parties herein. If the parties cannot agree on the appointment of the Arbitrator within a period of one month from the notification by one party to the other of existence of such dispute, then the Arbitrator shall be appointed by the High Court of New Delhi India. The provisions

of the Arbitration and Conciliation Act, 1996 will be applicable and the award made there under shall be final and binding upon the parties hereto, subject to legal remedies available under the law. Such differences shall be deemed to be a submission to arbitration under the Indian Arbitration and Conciliation Act, 1996, or of any modifications, Rules or re-enactments thereof. The Arbitration proceedings will be held at Delhi, India. Any legal dispute will come under the sole jurisdiction of New Delhi, India

- f) Compliance with laws: Each party will comply with all applicable laws and regulations.
- g) Third party components: Agency will provide all third party components solely on a pass-through basis in accordance with the relevant third party terms and conditions.

16.4 Notices

Notice or other communications given or required to be given under the contract shall be in writing and shall be e-mailed followed by hand-delivery with acknowledgement thereof, or transmitted by pre-paid registered post or courier. Any notice or other communication shall be deemed to have been validly given on date of delivery if hand delivered & if sent by registered post than on expiry of seven days from the date of posting.

16.5 Force Majeure

- a) "Force Majeure" shall mean any event beyond the reasonable control of the MoT or of the Supplier, as the case may be, and which is unavoidable notwithstanding the reasonable care of the party affected.

A Force Majeure shall include, without limitation, the following:

- An act of war, hostilities, or warlike operations (whether a state of war be declared or not), invasion, act of foreign enemy, and civil war;
 - strike, sabotage, lockout, embargo, import restriction, port congestion, lack of usual means of public transportation and communication, industrial dispute, shipwreck, shortage or restriction of power supply, epidemics, quarantine, and plague;
 - An Act of God, including earthquake, landslide, volcanic activity, fire, flood or inundation, tidal wave, typhoon or cyclone, hurricane, storm, lightning, or other inclement weather condition, nuclear and pressure waves, or other natural or physical disaster;
- b) If either party is prevented, hindered, or delayed from or in performing any of its obligations under the Contract by an event of Force Majeure, then it shall notify the other in writing of the occurrence of such event and the circumstances of the

event of Force Majeure within fourteen (14) days after the occurrence of such event.

- c) The party who has given such notice shall be excused from the performance or punctual performance of its obligations under the Contract for so long as the relevant event of Force Majeure continues and to extend that such party's performance is prevented, hindered, or delayed. The time for achieving Final Acceptance shall be extended.
- d) The party or parties affected by the event of Force Majeure shall use reasonable efforts to mitigate the effect of the event of Force Majeure upon its or their performance of the Contract and to fulfil its or their obligations under the Contract, but without prejudice to either party's right to terminate the Contract under Clause 16.1.
- e) No delay or non-performance by either party to this Contract caused by the occurrence of any event of Force Majeure shall:
 - a. constitute a default or breach of the Contract;
 - b. give rise to any claim for damages or additional cost or expense occasioned by the delay or non-performance, if, and to the extent that, such delay or non-performance is caused by the occurrence of an event of Force Majeure.
- f) If the performance of the Contract is substantially prevented, hindered, or delayed for a single period of more than sixty (60) days on account of one or more events of Force Majeure during the time period covered by the Contract, the parties will attempt to develop a mutually satisfactory solution, failing which, either party may terminate the Contract by giving a notice to the other.
- g) In the event of termination pursuant to the material breach, the rights and obligations of the MoT and the Supplier shall be as specified in the clause titled Termination.
- h) Notwithstanding Clause 16.5 (d), Force Majeure shall not apply to any obligation of the MoT to make payments to the Supplier under this Contract.
- i) It is further clarified that any negligence in performance of Services which directly causes any breach of security like hacking aren't the forces of nature and hence wouldn't be qualified under the definition of "Force Majeure". In so far as applicable to the performance of Services, Service Provider will be solely responsible to complete the risk assessment and ensure implementation of adequate security hygiene, best practices, processes and technology to prevent any breach of security and any resulting liability therefrom (wherever applicable).

16.6 Failure to Agree with the Terms and Conditions of the RFP

Failure of the successful bidder to agree with the Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event MoT may award the contract to the next best value bidder or call for new proposals from the interested bidders. In such a case, the MoT shall invoke the PBG of the selected bidder.

16.7 Indemnification and Limitation of Liability

- a) Subject to Clause 16.7 (d) below, Agency (the "Indemnifying Party") undertakes to indemnify, hold harmless the MoT (the "Indemnified Party") from and against all claims, liabilities, losses, expenses (including reasonable attorneys' fees), fines, penalties, taxes or damages (Collectively "Loss") on account of bodily injury, death or damage to tangible personal property arising in favour of any person, corporation or other entity (including the Indemnified Party) attributable to the Indemnifying Party's negligence or willful default in performance or non-performance under this Agreement.
- b) If the Indemnified Party promptly notifies Indemnifying Party in writing of a third party claim against Indemnified Party that any Service provided by the Indemnifying Party infringes a copyright, trade secret or patents incorporated in India of any third party, Indemnifying Party will defend such claim at its expense and will pay any costs or damages, that may be finally awarded against Indemnified Party.
- c) Indemnifying Party will not indemnify the Indemnified Party, however, if the claim of infringement is caused by:
 - (i). Indemnified Party's misuse or modification of the Service.
 - (ii). Indemnified Party's failure to use corrections or enhancements made available by the Indemnifying Party;
 - (iii). Indemnified Party's use of the Service in combination with any product or information not owned or developed by Indemnifying Party;
 - (iv). However, if any service, information, direction, specification or materials provided by Indemnified Party or any third party contracted to it, is or likely to be held to be infringing, Indemnifying Party shall at its expense and option either
 - (a). Procure the right for Indemnified Party to continue using it
 - (b). Replace it with a non-infringing equivalent
 - (c). Modify it to make it non-infringing.
 - (v). The foregoing remedies constitute indemnified Party's sole and

exclusive remedies and indemnifying Party's entire liability with respect to infringement

- d) The indemnities set out in this Clause 16.7 shall be subject to the following conditions:
- (i). the Indemnified Party as promptly as practicable informs the Indemnifying Party in writing of the claim or proceedings and provides all relevant evidence, documentary or otherwise;
 - (ii). the Indemnified Party shall, at the cost of the Indemnifying Party, give the Indemnifying Party all reasonable assistance in the Défense of such claim including reasonable access to all relevant information, documentation and personnel provided that the Indemnified Party may, at its sole cost and expense, reasonably participate, through its attorneys or otherwise, in such Défense;
 - (iii). if the Indemnifying Party does not assume full control over the Défense of a claim as provided in this Article, the Indemnifying Party may participate in such Défense at its sole cost and expense, and the Indemnified Party will have the right to defend the claim in such manner as it may deem appropriate, and the cost and expense of the Indemnified Party will be included in Losses;
 - (iv). the Indemnified Party shall not prejudice, pay or accept any proceedings or claim, or compromise any proceedings or claim, without the written consent of the Indemnifying Party;
 - (v). all settlements of claims subject to indemnification under this Clause will:
 - (a). be entered into only with the consent of the Indemnified Party, which consent will not be unreasonably withheld and include an unconditional release to the Indemnified Party from the claimant or plaintiff for all liability in respect of such claim; and
 - (b). include any appropriate confidentiality agreement prohibiting disclosure of the terms of such settlement;
 - (vi). the Indemnified Party shall account to the Indemnifying Party for all awards, settlements, damages and costs (if any) finally awarded in favour of the Indemnified Party which are to be paid to it in connection with any such claim or proceedings;
 - (vii). the Indemnified Party shall take steps that the Indemnifying Party may reasonably require to mitigate or reduce its loss as a result of such a claim or proceedings;
 - (viii). in the event that the Indemnifying Party is obligated to indemnify an Indemnified Party pursuant to this Article, the Indemnifying Party will,

upon payment of such indemnity in full, be subrogated to all rights and defences of the Indemnified Party with respect to the claims to which such indemnification relates; and

- (ix). if a Party makes a claim under the indemnity set out under Clause 16.7 (a) above in respect of any particular Loss or Losses, then that Party shall not be entitled to make any further claim in respect of that Loss or Losses (including any claim for damages).
- e) The liability of either Party (whether in contract, tort, negligence, strict liability in tort, by statute or otherwise) for any claim in any manner related to this Agreement, including the work, deliverables or Services covered by this Agreement, shall be the payment of direct damages only which shall in no event exceed one time the total contract value payable under this Agreement. The liability cap given under this Clause shall not be applicable to the indemnification obligations set out in Clause 16.7 and breach of Clause 16.8 and 16.13.
- f) In no event shall either party be liable for any consequential, incidental, indirect, special or punitive damage, loss or expenses (including but not limited to business interruption, lost business, lost profits, or lost savings) nor for any third party claims (other than those set-forth in Clause 16.7 (a)) even if it has been advised of their possible existence.
- g) The allocations of liability in this Section 16.7 represent the agreed and bargained-for understanding of the parties and compensation for the Services reflects such allocations. Each Party has a duty to mitigate the damages and any amounts payable under an indemnity that would otherwise be recoverable from the other Party pursuant to this Agreement by taking appropriate and commercially reasonable actions to reduce or limit the amount of such damages or amounts.

16.8 Confidentiality

The Bidder, their partners, suppliers, associates and their personnel shall not, at any time either during implementation/ operation and maintenance or after completion of the project, collect, compile, record, store, copy, forward or disclose in any manner any proprietary or confidential or personal information relating to the services, Agreement, the MoT's official data or information / data being recorded into the systems without the prior consent and authority of the Competent Authority. Bidder and its personnel shall not disclose any information stored in the servers of the system to any person on any ground except with the express permission of competent authority unless it is legally required as per direction of court of competent jurisdiction. For any breach of confidentiality the bidder

organization shall be responsible under all civil and criminal law in addition to the personal liability of the person indulging in such misconduct.

16.9 Laws and Jurisdiction

The Contract and the transactions contemplated therein shall be governed by and construed in accordance with the laws of India. All the parties and their personnel deciding to participate in this process shall be deemed to be submitting themselves to the laws of India.

16.10 Agreement

- a) The Successful Bidder will have to enter into an Agreement with the MoT, for the performance of the contract on INR 1,000/- Non Judicial Stamped Paper, within 15 days of the communication of the final order on Bids, the cost of which has to be borne by the Bidder. MoT shall provide Performa for such an Agreement. No variation is permitted in this Agreement.
- b) Till such an Agreement is signed, there is no liability for MoT.
- c) MoT may scrap the tender or any of its part without assigning any reason at any time before the signing of the Agreement. In case of scrapping of tender or its part MoT will not be liable for any loss or cost to Bidder.
- d) Till the signing of Agreement the Selected Bidder shall bear its own cost for all the activities relating to this tender.
- e) Draft copy of the Agreement will be provided to the Successful Bidder.
- f) Security deposit will have to be submitted along with the agreement signing.
- g) On submission of security deposit and signing of the agreement, the timeline for completion of tasks under the RFP shall commence forthwith.
- h) The Selected Bidder shall be required to sign a Non-Disclosure Agreement (NDA) in a format provided by MoT, concurrently with the execution of the final agreement.

16.11 Approvals and Required Consents

- a) The selected bidder (or agency) shall cooperate to procure, maintain and observe all relevant and regulatory and governmental licenses, clearances and applicable approvals (hereinafter the "Required Consents") necessary to provide the Services. The costs of such Approvals shall be borne by the agency normally responsible for such costs according to local custom and practice in the locations where the Services are to be provided.

16.12 Ethics

The selected agency represents, warrants and covenants that it has given no commitments, payments, gifts, kickbacks, lavish or expensive entertainment, or other things of value to any employee or agent of MoT or its nominated agencies in connection with this agreement and acknowledges that the giving of any such payment, gifts,

entertainment, or other things of value is strictly in violation of MoT standard policies and may result in cancellation of this Agreement.

16.13 Security and Safety

- a) The Agency shall comply with the technical requirements of the relevant security, safety and other requirements specified in the Information Technology Act or Telegraph Act including the regulations issued by dept. of telecom (wherever applicable) and follow the industry standards related to safety and security (including those as stated in the RFP), insofar as it applies to the provision of the Services.
- b) Each Party to the Agreement shall also comply with MoT or the Government of India security standards and policies in force from time to time at each location of which MoT or its nominated agencies make the Agency aware in writing insofar as the same apply to the provision of the Services.
- c) The Parties to the Agreement shall use reasonable endeavours to report forthwith in writing to each other all identified attempts (whether successful or not) by unauthorized persons (including unauthorized persons who are employees of any Party) either to gain access to or interfere with the MoT as the case may be or any of their nominees data, facilities or Confidential Information.
- d) The Agency shall upon reasonable request by the MoT as the case may be or their nominee(s) participate in regular meetings when safety and information technology security matters are reviewed.
- e) As per the provisions of this Agreement, the Agency shall promptly report in writing to the MoT or its nominated agencies, any act or omission which they are aware that could have an adverse effect on the proper conduct of safety and information technology security at the facilities of MoT as the case may be.

16.14 Financial Matters

Terms of Payment

- a) In consideration of the Services and subject to the provisions of this Contract, the MoT shall pay the Agency for the Services rendered in pursuance of this Contract, in accordance with the Payment Schedule set out in this RFP.
- b) Save and except as otherwise provided for herein or as agreed between the Parties in writing, the MoT shall not be required to make any payments in respect of the Services (or, without limitation to the foregoing, in respect of the Agency performance of any obligations under this Agreement) other than those covered in in this RFP. For the avoidance of doubt, it is expressly clarified that the payments shall be deemed to include all ancillary and incidental costs and charges arising in the course of delivery of the Services including project costs, implementation and management charges and all other related costs including taxes which are addressed in this Clause.

Invoicing and Settlement

- a) Subject to the specific terms of the Agreement, the Agency shall submit its invoices in accordance with the following principles:
 - i. MoT shall be invoiced by the Agency for the Services and Deliverables, Generally, and unless otherwise agreed in writing between the Parties or expressly set out in the agreement, the Agency shall raise an invoice as per schedule stated in Section 9 of this RFP;
- b) The Agency alone shall invoice all payments after receiving due approval of completion of payment milestone from the competent authority. Such invoices shall be accurate with all adjustments or changes in the terms of payment as stated in Section 9 of this RFP.
- c) Payment shall be made within 30 working days of the receipt of invoice along with supporting documents by the MoT subject to deduction of applicable penalties.

Tax

- a) The MoT or its nominated agencies shall be responsible for withholding taxes from the amounts due and payable to the Agency wherever applicable. The Agency shall pay for all other taxes in connection with this Agreement, scope of work and any other engagement required to be undertaken as a part of this Agreement, including, but not limited to, property, sales, use, excise, value-added, goods and services, consumption and other similar taxes or duties.
- b) The MoT or its nominated agencies shall provide Agency with the original tax receipt of any withholding taxes paid by MoT or its nominated agencies on payments under this Agreement. The Agency agrees to reimburse and hold the MoT or its nominated agencies harmless from any deficiency including penalties and interest relating to taxes that are its responsibility under this paragraph. For purposes of this Agreement, taxes shall include taxes incurred on transactions between and among the MoT or its nominated agencies and the Agency.
- c) If, after the date of this Agreement, there is any change of rate of levy under the existing applicable laws of India with respect to taxes and duties, which are directly payable by the MoT for providing the goods and services i.e. service tax or any such other applicable tax from time to time, which increase or decreases the cost incurred by the Agency in performing the Services, then the remuneration and reimbursable expense otherwise payable to the Agency under this Agreement shall be increased or decreased accordingly by correspondence between the Parties hereto, and corresponding adjustments shall be made to the amounts specified in schedule stated in Section 9. However, in case of any new or fresh tax or levy imposed after submission of the proposal the Agency shall be entitled to reimbursement on submission of proof of payment of such tax or levy.

16.15 Exit Management Schedule

a) Purpose

- i. This Schedule sets out the provisions, which will apply on expiry or

termination of the MSA or the Project.

- ii. In the case of termination of the Project, the Parties shall agree at that time whether, and if so during what period, the provisions of this Schedule shall apply.
- iii. The Parties shall ensure that their respective associated entities carry out their respective obligations set out in this Exit Management Schedule.

b) Cooperation and Provision of Information

- i. During the exit management period:
 - The Agency will allow the MoT or its nominated agency access to information reasonably required to define the then current mode of operation associated with the provision of the services to enable the MoT to assess the existing services being delivered;
 - promptly on reasonable request by the MoT, the Agency shall provide access to and copies of all information held or controlled by them which they have prepared or maintained in accordance with this agreement relating to any material aspect of the services. The MoT shall be entitled to copy of all such information. Such information shall include details pertaining to the services rendered and other performance data. The Agency shall permit the MoT or its nominated agencies to have reasonable access to its employees and facilities as reasonably required by the MoT to understand the methods of delivery of the services employed by the Agency and to assist appropriate knowledge transfer.

c) Confidential Information, Security and Data

- i. The Agency will promptly on the commencement of the exit management period supply to the MoT or its nominated agency the following:
 - information relating to the current services rendered and customer and performance data
 - Documentation relating to Computerization Project's Intellectual Property Rights
 - all current and updated data as is reasonably required for purposes of MoT or its nominated agencies transitioning the services to its Replacement Agency in a readily available format nominated by the MoT, its nominated agency;
 - all other information (including but not limited to documents, records and agreements) relating to the services reasonably necessary to

enable MoT or its nominated agencies, or its Replacement Agency to carry out due diligence in order to transition the provision of the Services to MoT or its nominated agencies, or its Replacement Agency (as the case may be).

- ii. Before the expiry of the exit management period, the Agency shall deliver to the MoT or its nominated agency all new or up-dated materials and shall not retain any copies thereof, except that the Agency shall be permitted to retain one copy of such materials for archival purposes only.
- iii. Before the expiry of the exit management period, unless otherwise provided under the MSA, the MoT or its nominated agency shall deliver to the Agency all forms of Agency confidential information, which is in the possession or control of MoT or its users.

d) Employees

- i. Promptly on reasonable request at any time during the exit management period, the Agency shall, subject to applicable laws, restraints and regulations (including in particular those relating to privacy) provide to the MoT or its nominated agency a list of all employees (with job titles) of the Agency dedicated to providing the services at the commencement of the exit management period.

e) Rights of Access to Premises

- i. At any time during the exit management period, where Assets are located at the Agency's premises, the Agency will be obliged to give reasonable rights of access to (or, in the case of Assets located on a third party's premises, procure reasonable rights of access to) the MoT or its nominated agency and/or any Replacement Agency in order to make an inventory of the Assets.
- ii. The Agency shall also give the MoT or its nominated agency or its nominated agencies, or any Replacement Agency right of reasonable access to the Implementation Partner's premises and shall procure the MoT or its nominated agency or its nominated agencies and any Replacement Agency rights of access to relevant third party premises during the exit management period and for such period of time following termination or expiry of the MSA as is reasonably necessary to migrate the services to the MoT or its nominated agency, or a Replacement Agency.

f) General obligations of the agency

- i. The Agency shall provide all such information as may reasonably be necessary to effect as seamless a handover as practicable in the circumstances to the MoT or its nominated agency or its Replacement

- Agency and which the Agency has in its possession or control at any time during the exit management period.
- ii. For the purposes of this Schedule, anything in the possession or control of any Agency or associated entity is deemed to be in the possession or control of the Agency.
 - iii. The Agency shall commit adequate resources to comply with its obligations under this Exit Management Schedule.
 - iv. The MoT reserves the right to interview the personnel proposed that shall be deployed as part of the project team. If found unsuitable, the MoT may reject the deployment of the personnel, but ultimate responsibility of the project implementation shall lie with Agency.
 - v. In case of change in its team members, for any reason whatsoever, Agency shall also ensure that the existing members are replaced with at least equally qualified and professionally competent members.
 - vi. In addition to the aforementioned, Agency shall provide services to manage and maintain the adequate system and infrastructure as mentioned in RFP and its corrigenda.

g) Exit Management Plan

- i. The Agency shall provide the MoT or its nominated agency with a recommended exit management plan ("Exit Management Plan") which shall deal with at least the following aspects of exit management in relation to the MSA as a whole and in relation to the Project.
 - A detailed program of the transfer process that could be used in conjunction with a Replacement Agency including details of the means to be used to ensure continuing provision of the services throughout the transfer process or until the cessation of the services and of the management structure to be used during the transfer;
 - plans for the communication with such of the Agency's staff and any related third party as are necessary to avoid any material detrimental impact on the MoT's operations as a result of undertaking the transfer;
 - plans for provision of contingent support to MoT, and Replacement Agency for a reasonable period after transfer.
 - The Agency shall re-draft the Exit Management Plan annually (if the project gets extended beyond one year) thereafter to ensure that it is kept relevant and up to date.
- ii. Each Exit Management Plan shall be presented by the Agency to and

- approved by the MoT or its nominated agencies.
- iii. The terms of payment as stated in the Terms of Payment Schedule include the costs of the Agency complying with its obligations under this Schedule.
 - iv. In the event of termination or expiry of MSA, each Party shall comply with the Exit Management Plan.
 - v. During the exit management period, the Agency shall use its best efforts to deliver the services.
 - vi. Payments during the Exit Management period shall be made in accordance with the Terms of Payment Schedule.
 - vii. This Exit Management plan shall be furnished in writing to the MoT or its nominated agencies within 90 days before the Expiry Date of this Agreement.

16.16 Intellectual Property Rights

Definitions

For the purposes of this Agreement:

- a) “Authority” shall mean the Ministry of Tourism (MoT), Government of India.
- b) “Deliverables” shall mean all outputs, works and materials created, developed, configured, customized or delivered under this Agreement.
- c) “Bespoke Deliverables” shall mean all Deliverables specifically created or modified for the Authority, including but not limited to:
 - (i) software applications, source code, object code, scripts, APIs and integrations;
 - (ii) system architecture, configurations, workflows, and databases;
 - (iii) UI/UX designs, wireframes, prototypes and design systems;
 - (iv) branding, brand strategy, creative concepts and communication assets;
 - (v) audio-visual content including videos, animations, graphics and multimedia;
 - (vi) AR/VR experiences, immersive content, simulations, and 3D models;
 - (vii) documentation, manuals, reports and datasets; and
 - (viii) all drafts, intermediate outputs, and editable/source files in any format.
- d) “Pre-existing Work” shall mean intellectual property, tools, frameworks, software, libraries or materials owned or developed by a Party independently of this Agreement.
- e) “Products and Fixes” shall have the meaning assigned in this Agreement and shall remain subject to third-party license terms.

Ownership of Bespoke Deliverables

- a) All rights, title and interest, including all Intellectual Property Rights (IPR), in the Bespoke Deliverables shall vest exclusively in the Authority upon creation and shall stand irrevocably assigned.
- b) The Agency hereby assigns to the Authority all rights in the Bespoke Deliverables, including all copyright and related rights, database rights, and all other proprietary rights, whether registered or unregistered.
- c) The Agency shall deliver to the Authority, without limitation:
 - complete source code;
 - editable design files and creative source files;
 - AR/VR project files and associated assets;
 - raw and processed multimedia files;
 - technical, functional and user documentation.

The Authority shall have the unrestricted right to use, reproduce, modify, adapt, integrate, translate, publish, distribute, display, and create derivative works from the Bespoke Deliverables for any governmental or public purpose.

Customizations and Lifecycle Changes

For the avoidance of doubt, all customizations, configurations, enhancements, upgrades, modifications, patches, integrations, bug fixes, developments, and improvements made to the Deliverables at any stage during the Term of this Agreement, including implementation, operations, or maintenance phases, shall be deemed to form part of the Bespoke Deliverables and shall vest exclusively with the Authority.

Pre-existing Work

- a) Each Party shall retain ownership of its Pre-existing Work.
- b) Where any Pre-existing Work of the Agency is embedded in or required for the use of the Deliverables, the Agency grants to the Authority a non-exclusive, perpetual, irrevocable, worldwide, royalty-free, fully paid-up license, with the right to sublicense, to:
 - use, host, modify, adapt and integrate such pre-existing Work.
 - disclose or provide access to Government entities, agencies, contractors, and system integrators.
 - use for public-facing and internal governmental purposes without restriction.

Products and Third-Party Materials

All Products and Fixes shall remain the property of their respective owners and shall be governed by applicable license terms. The Agency shall obtain and maintain all necessary third-party licenses and ensure uninterrupted use by the Authority.

Residual Knowledge

Subject to confidentiality obligations, the Agency may use general knowledge, skills, experience, ideas, concepts, and techniques acquired during performance of the Services. However, the Agency shall not use, replicate, or commercialize any Authority-specific Deliverables or confidential information, or develop substantially similar outputs derived therefrom.

Third-Party Intellectual Property and Indemnity

The Agency shall ensure that Deliverables do not infringe any third-party intellectual property rights and shall obtain all necessary permissions for third-party components (including software libraries, fonts, media, and tools). The Agency shall indemnify the Authority against all claims arising from infringement.

No Restriction on Authority

Nothing in this Agreement shall restrict the Authority from:

- using, modifying, or extending the Deliverables;
- engaging third parties for maintenance, enhancement, or operations;
- deploying Deliverables across departments, platforms, or jurisdictions.

16.17 Consortium Liability and Applicability of Penalties

In case the Bidder is a consortium, the Lead Member of the consortium shall be solely responsible and liable for the performance of the entire scope of work under this RFP. All penalties, liquidated damages, or any other deductions or financial consequences stipulated in this RFP shall be applicable and recoverable from the Lead Member of the consortium, irrespective of the internal arrangements between consortium members. MoT shall not be responsible for enforcing or apportioning such penalties among consortium members.

16.18 Special Conditions of Contract (SCC)

- a) The Agency shall adhere to and abide by the scope of work and timelines as mentioned in the RFP document and corrigenda released by the MoT.
- b) Any advancement in functionality that is moreover as per the scope mentioned in RFP document and corrigenda should not be considered as a change request by the Agency.
- c) All the manpower resources proposed and deployed for the project shall only work dedicatedly for the Incredible India digital platform project. The dedicated resources shall not be deployed on any other work/project by the Agency.
- d) Monthly progress report of all the deployed manpower resources to be submitted by Agency in every month-end, describing the work done by each resource on weekly basis along with the timelines for the completed and undergoing tasks.

17. Annexures & Formats

Annexure A: Pre-Qualification and Technical Bid Templates

The Bidders are expected to respond to the RFP 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: Financial of the Bidder
- 4) Format 4: Bank Guarantee (Earnest Money Deposit)

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 Proposal & Presentation
- 9) Format 9: Letter for No Deviation
- 10) Format 10: Pre-bid queries format
- 11) Format 11: Team Composition
- 12) Format 12: Curriculum Vitae (CV) of Resources

Format 1: Compliance Sheet for Pre-Qualification Proposal

#	Eligibility Criteria	Evidence Required	Provided (Yes/No)	Reference Page No.
1.	<p>Legal Entity</p> <p>The Bidder(s):</p> <p>i. Should be Company registered under Companies Act, 1956 or Companies Act 2013 or a partnership firm registered under LLP Act, 2008.</p> <p>ii. Registered with the GST Authorities</p> <p>iii. Should have been operating for the last 5 years in India.</p>	<p>a. Certificate of Incorporation</p> <p>b. GST Registration Certificate</p> <p>c. Copy of PAN Card</p> <p>d. Letter from Company Secretary/Authorized Signatory/Statutory Auditor on bidder's letter head for last five years of operation in India.</p>		
2.	<p>Average Annual Turnover</p> <p>For a Single Bidder:</p> <p>The bidder must have an average annual turnover of not less than INR 200 Crore over the last three (3) financial years (FY 2022-23, 2023-24, and 2024-25) from Brand Consultancy and IT Consultancy Services in India.</p> <p>or</p> <p>In case of Consortium:</p> <p>The Lead Bidder must have an average annual turnover of not less than INR 120 Crore over the last three (3) financial years (FY 2022-23, 2023-24, and 2024-25) from Brand Consultancy or IT Consultancy Services in India. (as per the Lead Bidder Role).</p>	<p>CA Certificate</p> <p>(Annexure A – Format 3)</p>		

	<p>And</p> <p>The Consortium Partner must have an average annual turnover of not less than INR 80 Crore over the last three (3) financial years (FY 2022-23, 2023-24, and 2024-25) from Brand Consultancy or IT Consultancy Services in India. (as per the Consortium Bidder Role).</p> <p>To this criterion, turnover of only the bidding entity will be considered. Turnover of any parent, subsidiary, associated or other related entity will not be considered.</p>			
3.	<p>Positive Net Worth</p> <p>The Bidder (s) must have positive net worth in each of the last 3 Financial Years (i.e., FY 2022-23, 2023-24, and 2024-25)</p>	<p>CA Certificate. (Annexure A – Format 3)</p>		
4.	<p>Relevant Experience</p> <p>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 India, in the last 5 financial years as on bid submission date.</p> <p>And</p> <p>The Bidder should have handled at least 3 projects in implementation of ICT systems</p>	<p>Citation in required format along with Copy of work order / Lol / Agreement clearly specifying the project value.</p>		

	<p>development in Adobe AEM and Adobe Cloud (Target, Campaign and Analytics) with a project cost of at least INR 5 crore, per project, in India, in last 5 financial years as on bid submission date.</p> <p>In case of consortium, the agencies are supposed to meet the above criteria respectively according to roles undertaken.</p>			
5.	<p>Manpower</p> <p>At least 100 personnel working in related fields such as Branding, Marketing, Content Writing, Image Production, and UI/UX design,</p> <p>and</p> <p>At least 250 personnel with IT skills, including at least 25 technically qualified personnel with relevant Adobe certifications in AEM, Campaign, Analytics, and Target.</p> <p>In case of consortium, the agencies are supposed to meet the above criteria respectively according to roles undertaken.</p>	<p>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</p>		
6.	<p>Certifications:</p> <p>The bidder should have the certification below on the date of submission of the bid:</p> <p>Adobe certified Gold Partner Certification or above with specialization in Adobe AEM, Campaign, Target, and Analytics applications</p>	<p>Copy of Valid Certificates authenticated by authorized signatory</p>		

7.	<p>Office:</p> <p>The firm should have an office in Delhi NCR and the key/core resources deployed for the project should be stationed at the MoT office.</p>	<p>Self-certification by the bidder authenticated from the authorized signatory.</p>		
8.	<p>Debarment:</p> <p>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 at the time of submission of bid.</p>	<p>Self-Certification letter from the bidder authenticated by authorized signatory</p>		

Format 2: Particulars of the Bidder

#	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	

Format 3: Financial of the Bidder

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

Particulars	Timeline			Average Annual Turnover (in Rs. Crores)
	2022-2023	2023-2024	2024-2025	
Turnover from Brand Consultancy and IT Consultancy (In Rs. Crores) (Separately for both bidders in case of consortium)				
Net Worth (Separately for both bidders in case of consortium)				

Annexure: A

Format 4: Bank Guarantee (Earnest Money Deposit)

(To be stamped in accordance with Stamp Act)

The non-judicial stamp paper should be in the name of issuing Bank

Ref..... Bank Guarantee No.....

Date.....

To,

The Pay and Account Officer,

Ministry of Tourism, Government of India,

New Delhi.

Dear Sir/Madam,

1. In accordance with Invitation to Bid under your Specification No..... M/shaving its Registered/Head Office at..... (hereinafter called the 'Bidder') wish to participate in the said Bid or..... and you, as a special favor have agreed to accept an irrevocable and unconditional Bank Guarantee for an amount of..... valid up to on behalf of Bidder in lieu of the Bid deposit required to be made by the Bidder, as a condition precedent for participation in the said Bid.
2. We, the Bank at (local address) having our Head office at guarantee and undertake to pay immediately on demand by Ministry of Tourism (MoT), the amount of (in words & figures) without any reservation, protest, demur and recourse. Any such demand made by said 'Owner' shall be conclusive and binding on us irrespective of any dispute or difference raised by the Bidder.
3. This guarantee will not be discharged due to the change in the constitution of the Bank or the Bidder.
4. Notwithstanding anything contained hereinabove:
 - a. Our liability under this guarantee is restricted to INR. (in words and figures).
 - b. This Bank Guarantee will be valid up to; and
 - c. We are liable to pay the guaranteed amount or any part thereof under this Bank Guarantee only upon service of a written claim or demand by you on or before In witness whereof the Bank, through its authorized officer, has set its hand and stamp on this..... day of.....2026.....at.....

WITNESS

(Signature) (Signature)

.....

(Name) (Name)

.....

(Official Address) (Designation with Bank Stamp)

Attorney as per Power of Attorney No..... Dated.....

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 Annexure A Format 3		
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.	Resource Profiles	As per Annexure A Format 11 & Format 12		
7.	Letter for no deviation	As per Annexure A Format 9		

Format 6: Covering Letter for Technical Proposal

<Date>

To,

DDG (MPIC)

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 with your Request for Proposal dated <insert date>and our Proposal. We are hereby submitting our Proposal, which includes this technical bid and the Commercial 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 undertake, if our Proposal is accepted, to initiate the Implementation services related to the assignment not later than the date indicated in Fact Sheet.

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

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	

Format 8: Technical Proposal & Presentation

Approach, methodology and work plan are key components of the Technical Proposal and 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

Format 9: Letter for No Deviation

To

DDG (MPIC)

Ministry of Tourism, Government of India,

Transport Bhawan, New Delhi

Dear Sir:

Subject: No Deviations

This is to certify that our offer is exactly in line with your tender enquiry/RFP for “Selection of Agency for Operations, Maintenance & Enhancement of Incredible India Digital Platform” (including Amendments / corrigendum). This is to expressly certify that our offer contains no deviation on Technical, legal, or Commercial aspects in either direct or indirect form.

(Authorized Signatory)

Signature:

Name:

Designation:

Address:

Annexure: A

Format 10: 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 into email body as well

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

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

- e. Page Number – Page Number of this RFP as reflected at the bottom right corner. The bidder is to mention only the page number. Ex. '29' as page number and not '29 of 156'.
- f. Clause No. – Example – '8' and not 'Clause 8'
- g. Clause Name – Example – Scope of Work & Deliverables (Should be the same as provided in the RFP)

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

Format 11: Team Composition

#	Name of Staff	Resource Category (Key Profile/ Additional Profiles)	Experience and qualification	Position Assigned

Format 12: Curriculum Vitae (CV) of Resources

The bidder is required to submit CV of all proposed resources (Key profiles and all other profiles) along with their roles and responsibilities as part of RFP response.

General Information	
Name of the person	
Current Designation / Job Title	
Current job responsibilities	
Proposed Role in the Project	
Proposed Responsibilities in the Project	
Academic Qualifications: <ul style="list-style-type: none"> • Degree • Academic institution graduated from • Year of graduation • Specialization (if any) • Key achievements and other 	
Professional Certifications (if any)	
Total number of years of experience	
Number of years with the current company	
Summary of the Professional / Domain Experience	
Number of complete life cycle implementations carried out	
Names of customers (Please provide the relevant names)	

<p>Past assignment details (For each assignment provide details regarding name of organizations worked for, designation, responsibilities, tenure)</p> <p>Prior Professional Experience covering:</p> <ul style="list-style-type: none"> • Organizations worked for in the past <ul style="list-style-type: none"> ○ Organization name ○ Duration and dates of entry and exit ○ Designation Location(s) ○ Key responsibilities • Prior project experience <ul style="list-style-type: none"> ○ Project name ○ Client ○ Key project features in brief ○ Location of the project ○ Designation 	
<p>Proficient in languages (Against each language listed indicate if</p>	

Annexure B: Commercial Bid Templates

The Bidders are expected to respond to the RFP using the formats given in this section and all documents supporting commercial Evaluation Criteria.

Commercial Proposal shall comprise of the following:

Format to be used in Commercial Proposal

1. Format 13: Covering Letter for Commercial Proposal
2. Format 14: Commercial Proposal

Format 13: Covering Letter for Commercial Proposal

<Date>

To,

DDG (MPIC)

Ministry of Tourism, Government of India,

Transport Bhawan, New Delhi

Subject: Submission of the Commercial Proposal for “Selection of Agency for Operations, Maintenance & Enhancement of Incredible India Digital Platform (IIDP)” - reg

Dear Sir/Madam,

We, the undersigned, offer to provide the **Selection of Agency for Operations, Maintenance & Enhancement of Incredible India Digital Platform (IIDP)** in accordance with your Request for Proposal dated <<Date>> and our Proposal (Technical and Commercial Proposals).

1. Price and Validity

- i. All the prices mentioned in our bid are in accordance with the terms specified in the RFP documents. All the prices and other terms and conditions of this Bid are valid for a period of <180> calendar days from the last date of submission of the Bid.
- ii. GST payment shall be made as per relevant tax provisions. No other taxes or duties shall be reimbursed. We understand that the actual payment would be made as per the existing tax rates during the time of payment.

2. Unit Rates

We have indicated in the relevant forms enclosed, the unit rates for the purpose of on account

of payment as well as for price adjustment in case of any increase to / decrease from the scope of work under the contract.

3. Tender Pricing

We further confirm that the prices stated in our bid are in accordance with your Instruction to Bidders included in Tender documents.

4. Qualifying data

We confirm having submitted the information as required by you in your Instruction to Bidders. In case you reevaluate further information/documentary proof in this regard before evaluation of our bid, we agree to furnish the same in time to your satisfaction.

5. Bid Price

We declare that our Bid Price is for the entire scope of the work as specified in Section 7.

6. Performance Bank Guarantee

We hereby declare that if the contract is awarded to us, we shall submit the Performance Bank Guarantee as specified in the RFP document.

Our Commercial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e., [Date].

We hereby declare that our bid is made in good faith, without collusion or fraud and the information contained in the bid is true and correct to the best of our knowledge and belief.

We understand that our bid is binding on us and that you are not bound to accept bid you receive.

Yours sincerely

Authorized Signature:

Name and Title of Signatory:

Name of Bidder:

Address:

Format 14: Commercial Proposal

Instructions	
1	Bidder must provide all prices as per the prescribed format. Bidder should not leave any field blank. In case the field is not applicable, Bidder must indicate "0" (Zero) in all such fields.
2	Bidder must refer to the RFP for details on the requirements for each cost component and ensure that quoted price is all inclusive. MoT will not pay any additional amount for any missing item(s) which is deemed to be necessary for the successful roll out of the project.
3	Prices must be entered in Indian Rupees ONLY.
4	Price bid evaluation will be done on the total cost.
5	Bidders are required to provide per unit rate wherever applicable as per the commercial bid template; per unit rate should not exceed the rate used for calculating the total cost.
6	MoT reserves the right to increase or decrease the number of resources, photographs, AR, VR, Cover/Short films, Language Translation and payment will be made based on the actual number of the quantity.
7	The bidder will ensure that the quoted prices for all components will be valid for the entire period of the contract and without any additional charges for the same.
8	Bidders are advised NOT to mention Rebate/Discount separately, either in this Annexure or anywhere else in the offer. In case bidder(s) intend to offer any Rebate/Discount, they should include the same in the item rate(s) itself within this Annexure and indicate the discounted unit rate(s) only. In case, it is observed that any of the bidder(s) has/have mentioned Discount/Rebate separately, the same shall not be considered for evaluation.
THE UNIT RATES PRESCRIBED FOR ANY OF THE ITEMS MENTIONED WILL BE VALID FOR ADDITIONAL PROCUREMENT OF THOSE ITEMS DURING THE CONTRACT PERIOD AND EXTENDED PERIOD IF ANY, IF MoT FEELS THE NEED FOR ADDITIONAL ITEMS TO BE PROCURED.	

Table A: Total Cost

#	Project Name	Track	Item Name	Table Name	Total Cost in INR (excl. of taxes)
1	Cost for Operations, Maintenance & Enhancement of Incredible India Digital Platform (IIDP)	Technology	Technical Team	B	
		Content & Production	Content Creation	C	
			Cost for Other Components	D	
Total Cost (excl. of taxes):					
Total Cost in words (excl. of taxes):					

Table B: Technology Track Cost

#	Resource Role	No. of resources (a)	Per Month Cost (excl. of taxes) (b)	Duration (months) ©	Total Cost in INR (excl. of taxes) D = a*b*c
1	Project Manager	1		24	
2	Technical Lead	1		24	
3	AEM Architect	1		24	
4	Business Analyst	1		24	
5	AEM Frontend Developer	2		24	
6	AEM Author	1		24	

7	Full-Stack Developer	1		24	
8	Mobile Developer (Android)	1		24	
9	Mobile Developer (iOS)	1		24	
10	QA & Testing Engineer	1		24	
11	Infra/Cloud/Server Expert	1		24	
12	Lead – Data Analytics	1		24	
13	Data Analyst/DBA	1		24	
14	UI/UX Designer	1		24	
15	DAM (Digital Asset Management) Administrator	1		24	
16	AI Architect	1		24	
17	AI Developers	2		24	
	Add additional rows (if reqd)				
Total Cost (excl. of taxes):					
Total Cost in words (excl. of taxes):					

Table C: Cost for Content Track

#	Resource Role	No. of resources (a)	Per Month Cost (excl. of taxes) (b)	Duration (months) ©	Total Cost in INR (excl. of taxes) $D = a*b*c$
1	Content Lead	1		24	
2	Content Writer	3		24	
3	State/UT Content Coordinator	1		24	
4	Production Lead	1		24	
	Add rows for additional roles (if reqd)				
Total Cost (excl. of taxes):					
Total Cost in words (excl. of taxes):					

Table D: Cost for other components

#	Items	Estimated Units (a)	Per Unit Cost (excl. of taxes) (b)	Final Price (in INR) (excl. of taxes) $C = a*b$
1	Cover Films	10		
2	Short Films	40		
3	AR Videos	10		
4	VR Videos	10		
Sub Total (i)				
#	Items	Estimated Units (a)	Cost per 100 Units (excl. of taxes) (b)	Final Price (in INR) (excl. of taxes) $C = a*b/100$

1	Photography	15,000		
Sub Total (ii)				
#	Items	Estimated Units (a)	Per Unit Cost (excl. of taxes) (b)	Final Price (in INR) (excl. of taxes) C = a*b
1	Language Translation	11		
Sub Total (iii)				
Total Cost (excl. of taxes): Sum of Sub Total (i+ii+iii)				
Total Cost in words (excl. of taxes):				

Instructions:

- Only accepted and approved quantity shall be considered for actual payment.
- Actual quantity/units may vary during project execution, per unit cost will be considered for actual payment.
- For any work undertaken beyond the estimated units, per unit cost shall be applicable.
- Bidder has to include all OPE's for travel, lodging, and other expenses relevant for undertaking the work

Annexure C: Template Performance Bank Guarantee

Performance Security

<Name>

<Designation>

<Address>

<Phone Nos.>

<Fax Nos.>

<Email id>

Whereas <<name of the supplier and address>> (hereinafter called “the Bidder”) has undertaken, in pursuance of contract no. <Insert Contract No.> dated. <Date> to provide Operations, Maintenance & Enhancement of Incredible India Digital Platform to MoT (hereinafter called “the beneficiary”)

And, whereas it has been stipulated by in the said contract that the Bidder shall furnish you with a bank guarantee by a recognized bank for the sum specified therein as security for compliance with its obligations in accordance with the contract.

And, whereas we, <Name of Bank> a banking company incorporated and have its head /registered office at <Address of Registered Office> and having one of its offices at <Address of Local Office> have agreed to give the supplier such a bank guarantee.

Now, therefore, we hereby affirm that we are guarantors and responsible to you, on behalf of the supplier, up to a total of Rs. <Insert Value> (Rupees <Insert Value in Words> only) and we undertake to pay you, upon your first written demand declaring the supplier to be in default under the contract and without cavil or argument, any sum, or sums within the limits of Rs. <Insert Value> (Rupees<Insert Value in Words> only) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the Bidder before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the Bidder shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition, or modification.

This Guarantee shall be valid until <<Insert Date>>

Notwithstanding anything contained herein:

Our liability under this bank guarantee shall not exceed Rs. <Insert Value> (Rupees <Insert Value in Words> only)

This bank guarantee shall be valid up to <Insert Expiry Date>

It is condition of our liability for payment of the guaranteed amount or any part thereof arising under this bank guarantee that we receive a valid written claim or demand for payment under this bank guarantee on or before <Insert Expiry Date> failing which our liability under the guarantee will automatically cease.

Annexure D: Self-declaration - Non-Blacklisting

(On the Bidder's letterhead)

<Date:>

To,
DDG (MPIC)
Ministry of Tourism, Government of India,
Transport Bhawan, New Delhi

Sub: Selection of Agency for Operations, Maintenance & Enhancement for Incredible India Digital Platform - 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:

Annexure E: Consortium MOU

Between

M/s _____ having its registered office at _____ (hereinafter referred to as) acting as the Lead Partner of the first part,

And

M/s _____ having its registered office at _____ (hereinafter referred to as) in the capacity of a Joint Partner of the other part

The expressions of _____ and _____ shall wherever the context admits, mean and include their respective legal representatives, successors-in-interest and assigns and shall collectively be referred to as “the Parties” and individually as “the Party”

WHEREAS:

Ministry of Tourism (MoT) [hereinafter referred to as “Purchaser”] has invited bids for _____
(insert name of the work).

NOW, THEREFORE, THE PARTIES AGREE AS FOLLOWS:

The following documents shall be deemed to form and be read and construed as an integral part of this MOU.

- i. Notice for Bid, and
- ii. Bidding document
- iii. Any Addendum/Corrigendum issued by Ministry of Tourism
- iv. The bid submitted on our behalf jointly by the Lead Partner

The ‘Parties’ have studied the documents and have agreed to participate in submitting a ‘bid’ jointly.

M/s _____ shall be the lead partner of the Consortium for all intents and purpose and shall represent the Consortium in its dealing with the Purchaser. For the purpose of submission of bid proposals, the parties agree to nominate _____ as the Leader duly authorized to sign and submit all documents and subsequent clarifications, if any, to the Purchaser. However M/s _____ shall not submit any such proposals, clarifications or commitments before securing the written clearance of the other partner which shall be expeditiously given by M/s _____ to M/s _____.

The lead partner shall be authorized to incur the liabilities and receive instructions for and on behalf of any and all partners of consortium. The lead partner will be solely responsible

for operations, maintenance and enhancement of Incredible India Digital Platform, including change management and training.

The 'Parties' have resolved that the following distribution of responsibilities will be followed in the event that the Consortium Bid is accepted by Ministry of Tourism.

- a) Lead Partner share ____ %;
Responsibilities
 - (i)
 - (ii)
 - (iii)

- b) Consortium Partner share ____ %;
Responsibilities
 - (i)
 - (ii)
 - (iii)

Assignment and Third Parties

The parties shall co-operate throughout the entire period of this MOU on the basis of exclusivity and neither of the Parties shall make arrangement or enter into agreement either directly or indirectly with any other party or group of parties on matters relating to the Project except with prior written consent of the other party and MoT.

Responsibilities

All partners of the Consortium shall be liable jointly and severally for the execution of the Contract in accordance with the Contract terms,

Executive Authority

The said Consortium through its authorized representative shall receive instructions, payments from the Purchaser. The management structure for the project shall be prepared by mutual consultations to enable completion of project to quality requirements within permitted cost and time.

Guarantees and Bonds

Till the award of the work, the lead partner shall furnish bid bond and all other bonds/guarantees to the Purchaser on behalf of the Consortium which shall be legally binding on all the partners of the Consortium.

Bid Submission

Each Party shall bear its own cost and expenses for preparation and submission of the bid and all costs until conclusion of a contract with the Purchaser for the Project.

Common expenses shall be shared by both the parties in the ratio of their actual participation.

Indemnity

Each party hereto agrees to indemnify the other party against its respective parts in case of breach/default of the respective party of the contract works of any liabilities sustained by the Consortium.

For the execution of the respective portions of works, the parties shall make their own arrangements to bring the required finance, plants and equipment, materials, manpower and other resources. All the payments from MoT will be received by the Lead partner.

Documents and Confidentiality

Each Party shall maintain confidence and not use for any purpose related to the Project all commercial and technical information received or generated in the course of preparation and submission of the bid.

Arbitration

Any dispute, controversy or claim arising out of or relating to this agreement shall be settled in the first instance amicably between the parties. If an amicable settlement cannot be reached as above, it will be settled by arbitration in accordance with the Indian Arbitration and Conciliation Act 1996 or any amendments thereof. The venue of the arbitration shall be Delhi.

Validity

This Agreement shall remain in force till the occurrence of the earliest to occur of the following, unless by mutual consent, the Parties agree in writing to extend the validity for a further period.

- a) The bid submitted by the Consortium is declared unsuccessful, or
- b) Cancellation/ shelving of the Project by the Purchaser for any reasons prior to award of work
- c) Execution of detailed Consortium agreement by the parties, setting out detailed terms after award of work by the Purchaser.

This MOU is drawn in ___ number of copies with equal legal strength and status. One copy is held by M/s _____ and the other by M/s. _____ and a copy submitted with the proposal.

This MOU shall be construed under the laws of India.

Notices

Notices shall be given in writing by fax confirmed by registered mail or commercial courier to the following fax numbers and addresses:

Lead Partner

Other Partner

(Name & Address)

(Name & Address)

IN WITNESS WHEREOF, THE PARTIES have executed this MOU the day, month and year first before written.

M/s _____

M/s _____

(Seal)

(Seal)

Witness

1. _____ (Name & Address)

2. _____ (Name & Address)