

**CIVIL AVIATION DEPARTMENT
GOVERNMENT OF HARYANA**

TERMS OF REFERENCE

FOR

EMPANELMENT OF DIGITAL MARKETING AGENCY

FOR

CIVIL AVIATION DEPARTMENT, HARYANA

September 2025

Issued By

**CIVIL AVIATION DEPARTMENT, HARYANA
3rd Floor, 30 Bay's Building, Sector 17 B, Chandigarh**

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1. INTRODUCTION & BACKGROUND

The Civil Aviation Department, Government of Haryana (GoH) is mandated to oversee and manage various aspects of civil aviation in the Haryana State which involves General Aviation, Flying Training, Air Transportation, Airstrips, Airports, Aerodromes, Helipads, Heliports and ancillary aviation related infrastructure, machinery, services and facilities that cater to the growing aviation demands of the state and region.

Additionally, the state is also focusing on taking advantage of the growing demands in manufacturing, assembly, industrial and related investment opportunities in the Aerospace & Defense Sector in India and become a forefront state for impetus to regional and national development plans. For the same, the Haryana Aerospace & Defense Policy, 2022 is being hailed as a step towards realizing the growing potential in the sector to attract Aerospace & Defense Companies, MRO's, FTO's, Manufacturing & Industrial Units and bring in investments for the development of the same in the state.

As per the mandate of the Civil Aviation Department, promotion and marketing of various aeronautical services, products and establishment of Aerospace & Defense eco-system is crucial to attract large companies and related investment in the sector to ensure the rising demand is met with adequate supply of aeronautical services. Therefore, the Civil Aviation Department, Haryana is seeking to empanel a Digital Marketing Agency to provide end-to-end services covering the entire gamut of scope of social media, digital marketing and promotional services of the Department and ancillary organizations operating under it.

2. INVITATION FOR PROPOSAL

2.1 RFP Notice

This RFP is being published by the Civil Aviation Department, Government of Haryana, Government of Haryana for the “Empanelment of Digital Marketing Agency” and invites sealed tender offers (technical and financial proposal) from agencies for providing Digital Marketing Services.

Bidder agencies are advised to study this bid document carefully before submitting their bids in response to the bid Notice. Submission of bid in response to this notice shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions and implications.

This bid document is not transferable.

2.2 Pre-Qualification Criteria

The companies/agencies that have a digital marketing company incorporated under the Indian law and satisfying the eligibility conditions (under Clause 8) and General Terms and Conditions specified in this document and ready to provide the said ‘Services’ in conformity with the Scope and Output of Work (under Clause 4 & 5), may submit their bid through physical sealed proposal documents in the prescribed format on or before the timelines stipulated (under Clause 2.4).

Bids submitted by any other means other than through physical copies will not be accepted.

2.3 Pre-Bid Queries

Bidders can submit their queries/seek clarification by sending e-mails to the Department at cavation@hry.nic.in to the Department before the date of submission of Pre-Bid queries (under clause 2.2). The queries should necessarily be submitted in the following format through e-mail by the authorized representative of the interested bidder –

Section/ No.	Page	Content of requiring clarifications	ToR/Change/ Clarifications Requested	Remarks

The Civil Aviation Department, Haryana reserves the right to respond to queries received, as deemed appropriate.

2.4 Important Dates/Information

Information	Details
Project Name	Social Media Management & Digital Marketing Services for Civil Aviation Department, Haryana
e-Tender No:	2025_HRY_469148_1
RFP Reference No. and Date	September 2025, 02-09-2025
Tender Fee	--
Earnest Money Deposit	50,000 (Rupees Fifty Thousand only)
Proposal Validity Period	01 Months from the date of submission of proposals by the agencies
Last Date for submission of written pre-bid queries for clarifications over mail	15 days from date of issue of this RFP (D+15 Days) -- 16-09-2025
Date & Time for sharing responses for clarifications over mail	
Last Date for receipt of proposal in response to this RFP notice	21 Days from date of issue of this RFP (D + 21 Days) – 22-09-2025 1700 Hrs
Place, Time and Date of opening of Technical Proposals received in response	Place: Civil Aviation Department, Haryana 3 rd Floor, 30 Bay's Building, Sector 17 B,

to the RFP notice	Chandigarh – 160017 Time and Date: Will be notified by the department.
Place, Time and Date of opening of financial proposals received in response to the RFP Notice	Place: Civil Aviation Department, Haryana 3 rd Floor, 30 Bay's Building, Sector 17 B, Chandigarh – 160017 Time and Date: Will be notified by the department.
Presentation on technical solution by bidders	Individual time slots of for the agencies will be notified by the department.
Contact person for queries	1. Sh. Pawan Kumar Sharma, Account Officer, Ph – 9416866955 2. Sh. Sandeep Kumar, Deputy Superintendent, Ph – 9780493979
Addressee and Address for the submission of Tender documents to be submitted	Sh. Sandeep Kumar, Deputy Superintendent, Civil Aviation Department, Haryana 3 rd Floor, 30 Bay's Building, Sector 17 B, Chandigarh – 160017
Addressee and Address for the submission of EMD and Tender Fees to be submitted	Online on https://etenders.hry.nic.in/

2.4 Proposal

2.4.1 The proposal shall include the company profile, resumes of resources, and compliance table indicating compliance against all the ToR requirements.

2.4.2 The financial bid of only the highest technical scorer will be opened. Monthly Retainership Fee from the top technical scorer based on the Monthly Unit Cost of Creatives/Work will be opened and discussed with the company by the Department before finalizing the agency.

2.4.3 The proposal shall be signed on each page by the authorized representative of the agency. The letter of authorization shall be indicated by a written power-of-attorney//Board Resolution accompanying the proposal.

2.4.4 The proposal validity period will be for 01 months from the date of submission of proposals by the agencies.

2.5 Amendment to the Terms of Reference

At any time prior to the deadline for submission of proposals, the Civil Aviation Department, for any reason, whether on its own initiative or with response to the clarification requested by a prospective empaneled agency, may modify, change,

incorporate or delete any condition in the Terms of Reference by amendment, which will be notified on the official website of the department i.e. www.haraviation.gov.in or to the agencies. Such amendment shall be binding on them. The Civil Aviation Department may, at its discretion, extend the deadline for the submission of proposals which will be notified on the official website of the Department.

2.6 Contract period

The contract shall be valid for a period of 02 years starting from the date of signing of the contract which may be further extended (01 years) on mutual agreement and subject to satisfactory performance of the empaneled agency during the contract period.

2.7 Proposal Cost

The agency shall bear all costs associated with the preparation and submission of the proposal, including the cost of presentation for clarification of the proposal, the preparation or execution of any benchmark demonstrations or any work performed before the execution of a formal contract if so desired by the Civil Aviation Department. For any reason or in any case, the Civil Aviation Department will not take responsibility or liability for these costs. All materials submitted become the property of the Civil Aviation Department and may be returned at its sole discretion.

2.8 Submission of Proposal

Agencies are advised to study the Terms of Reference carefully and the submission of the proposal is to be done after careful study and examination of the Terms of Reference with a full understanding of its implications.

2.8.1 The agencies are expected to submit their offers sealed in two parts namely a “Technical Proposal” and a “Financial Proposal” in a prescribed format as per the requirements of the Terms of Reference.

2.8.2 The agency shall prepare the proposal marked as “Envelope One” for “Technical Proposal” and “Envelope Two” for “Financial proposal”, which shall include the following: -

I. Technical Proposal: Original - One Hard Copy along with its soft copy.

II. Financial Proposal: Original - One Hard Copy.

2.8.3 An electronic copy of the qualification criteria and technical proposal should also be given on CD/pendrive. However, the duly signed hard copy version shall be final for evaluation purposes.

2.8.4 The Proposal shall be typed and signed by the agencies, or a person or persons duly authorized by such agencies.

2.8.5 The proposal shall contain no interlineations, erasures or overwriting except as necessary to correct errors made by the agencies, in such case, corrections shall be initialled and stamped by the person or persons signing the proposal in original.

2.9 Address for Submission and Correspondence

The address for proposal Submission and Correspondence is as under.

**The Advisor, Civil Aviation Department Haryana,
3rd Floor, 30 Bays Building, Sector 17-B, Chandigarh.
Pin- 160017.
E-mail: – cavation@hry.nic.in**

Contact Person:

Mr. Pawan Kumar Sharma, Account Officer CAD (Mob- 9416866955)

Mr. Sandeep Kumar, Assistant Est. Branch CAD (Mob- 9780493979)

2.10 Commencement and Signing of Contract

2.10.1 The contract will commence within 07 days from the date of award of the work order and should be signed within 30 days from the date of award of the work order.

2.10.2 In the event, any date specified in Clause 2.4 is declared as a holiday for the Civil Aviation Department or will be a government holiday, the due date will be the following working day.

2.11 Timelines and Validity Period

Items	Description/Validity Period
Proposal Validity Period	01 months from date of submission of proposals by agencies
Period for furnishing Performance Bank Guarantee	As per the performance bank guarantee clause given in Terms of Reference i.e. within 10 days of receipt of Award of Contract.
Performance Bank Guarantee	As per the performance bank guarantee clause given in terms of Reference i.e. 2% of the total contract value.
Performance Bank Guarantee	06 months beyond Contract Period.

2.12 Submission

2.12.1 Agencies are solely responsible for the timely submission of the proposal physically at the location as mentioned above in “**Important Dates**”. Proposals received after the last date and time of submission will not be considered.

2.12.2 The response to Terms of Reference/proposal submitted by the agencies through courier/ fax/ only through email without hard copy will not be considered. No further correspondence will be entertained in this matter.

2.13 Opening of Proposals

2.13.1 Proposals will be opened in the presence of agencies representatives (if they are present, else it will be opened in the presence of the other representatives, or officials present).

2.13.2 Civil Aviation Department will open all proposals as per the schedule mentioned in “**Important Dates**”. If all documents mentioned in the proposal are not found, then the proposal will be summarily rejected.

2.13.3 The agencies representative willing to attend the opening of the proposals shall bring an authorization letter duly signed by an authorized signatory and counter-signed by the representative who is willing to attend the opening of proposals. The agencies representative shall sign the attendance register during the opening of proposals.

2.13.4 The agencies name, technical solutions given by them, proposal prices and the presence or absence of requisite proposal security and such other details, as the Civil Aviation Department at its discretion may consider appropriate, will be announced at the time of the corresponding opening of proposals.

2.13.5 The proposals submitted after the due date and time shall not be considered for further evaluation, irrespective of the circumstances. The Civil Aviation Department reserves the right to postpone or cancel a schedule mentioned under the “**Important Dates**” clause at any time without assigning any reason.

2.14 Selection

2.14.1 An Internal Committee of the Department shall evaluate the proposals received from the bidders.

2.14.2 Selection of the agency shall also be done based on CVs submitted (under Clause 9) along with interviews of the proposed technical resources on the Approach & Methodology by the Internal/Delegated Committee of the Department in this regard.

2.14.3 The decision of the Internal Committee in the evaluation of responses shall be final. No correspondence will be entertained outside the process of negotiation/ discussion.

2.14.4 The Internal Committee of the department shall reserve the right to reject any or all proposals without assigning any reason.

3. PURPOSE OF ENGAGEMENT

The Civil Aviation Department, Haryana is looking to engage one Social Media Management & Digital Marketing Agency on retainership model and not on agency commission. The Agency will be responsible for managing the Department’s presence across all digital social media channels but not restricted to creatives asset creation, video creation, campaign,

content and online reputation management as per defined scope of work in Section 4 and 5 of this document.

The Agency will be hired for an initial period of 02 years and may be extended further for 01 year at the sole discretion of the Civil Aviation Department, Haryana if the services of the agency are found to be satisfactory.

4. SCOPE OF WORK

The selected agency will be responsible for end-to-end social media management across all digital media platforms.

- 4.1 Preparation of monthly and half-yearly social media content calendars aligned with the planned activities of the Civil Aviation Department, Haryana.
- 4.2 Deployment of platform-specific creative assets tailored for effective engagement across various social media platforms.
- 4.3 Documentation of Civil Aviation Department, Haryana development works across various aviation activities across the state of Haryana
- 4.4 Development of Monthly and 6 Monthly Marketing strategy for various aviation activities (Civil Aviation Department, Haryana, HADC and HICA) for increased public awareness, publicity, lead generation for both revenue (HADC) and students (HICA)
- 4.5 Implementation of marketing activities and advertising strategy across regional and national markets
- 4.6 Strategizing & media planning in target markets and demography based on market research.
- 4.7 Service segmentation and use of appropriate creatives for relevant markets and demography
- 4.8 Analytics and reporting for improvement in Department works for efficiency including providing suggestions/feedback on the market and industry trends.
- 4.9 Digital Media Planning, buying and execution across various platforms and scheduling content/campaign/communication in various media properties. Negotiating with media owners, print, digital and others for lowest media cost and maximizing ROI.
- 4.10 Post procurement/buying analysis and all billing/payment or invoices along with implementation, certification, archiving etc.
- 4.11 Regular analytics and performance reporting of all activities undertaken by the agency to ensure efficiency, transparency, and actionable feedback.
- 4.12 Execution of any additional tasks or responsibilities regards to social media marketing as may be assigned by the Civil Aviation Department from time to time.

5. REQUIRED OUTPUTS FROM AGENCY

5.1 Media and Advertising

Content Strategy & Engagement Planning: Develop a comprehensive content strategy with targeted engagement tactics to identify high-impact opportunities for increasing public awareness and digital visibility. This includes strategic recommendations for content themes, creative formats, brand storytelling, campaign planning, and amplification of events, and activities for disseminating departmental achievements and works.

Platform & Media Selection: Recommend efficient and cost-effective media platforms tailored to campaign objectives, including digital channels such as Google Ads, Google Display Network (GDN), Gmail Sponsored Promotions (GSP), Native Advertising platforms, and relevant physical media like hoardings and banners. Selection will be optimized for maximum reach and impact across Haryana,

5.2 Creating a digital marketing roadmap

Identifying core objectives of various initiatives and projects of Civil Aviation Department and suggest a 360-degree digital marketing campaign including branding, awareness, uptake of services, leads, etc. through all possible digital and print media formats such as Search Engine, Social-Media, E-Mail, Print and Visual Media, etc.

All marketing efforts through Search Engine Marketing (SEM), Display, paid and organic social media and affiliate marketing including but not limited to creative development, media buying, developing overall service and brand strategy, content management online reputation management etc. related to digital and social media marketing space. The Agency must be capable to run both performance as well as digital campaigns along with aviation industry aligned creatives.

5.3 HICA

5.3.1 Target individuals across Haryana State (and neighbouring regions) for uptake of Pilot's training course.

5.3.2 Target individuals across Haryana State (and neighbouring regions) for uptake of cabin crew training course.

5.3.3 Target industry stakeholders for uptake of students in industry jobs/employment opportunities

5.3.4 Microsite design, maintenance and development

5.4 HADC

5.4.1 Recommend and have the ability to provide a set of proven and cost-effective marketing strategies across multiple channels (social media, search engines, media channels, public displays, etc.)

5.4.2 Suggest optimal audience segmentation, aligned with institutional needs and priorities, including goals, budget and demographics.

5.4.3 Microsite design, maintenance and development

6. PERIOD OF THE ASSIGNMENT

The tenure of assignment/contract would be for a period of 02 years (extendable by 01 years based on performance at the discretion of the Civil Aviation Department, Haryana (on mutual consent) from the date of signing of agreement.

7. BID INVITATION

CIVIL AVIATION DEPARTMENT, HARYANA invites the bidders to submit their technical proposals and financial offers for the project of “Empanelment of Digital Marketing Agency”, in accordance with conditions and manner prescribed in this Bid Document.

Bidders are required to note that this is an empanelment RFP to select the agencies for management of Social Media for Civil Aviation Department, Haryana. The Civil Aviation Department, Haryana has the right to choose one or more of the bidding agencies based on the evaluation process defined in the RFP.

Bidders are advised to study all instructions, forms, terms, requirements and other information in the Bid Documents carefully. Submission of bid shall be deemed to have been done after careful study and examination of the Bid Document with full understanding of its implications. The response to this Bid Document should be full and complete in all respects. Failure to furnish all information required by the Bid Documents or submission of a proposal not substantially responsive to the Bid Documents in every respect will be at the bidder's risk and may result in rejection of its Proposal.

8. TECHNICAL ELIGIBILITY CRITERIA/ PRE-QUALIFICATION CRITERIA/ TERMS & CONDITIONS

The bidding agency must be able to meet the following criteria for qualifying to participate in the proposal. The bidder, as part of the proposal must submit required documents to demonstrate qualification for the tender.

Pre-Qualification Requirements		
S. No	Particulars	Supporting Documents
1	Agency must be a legally registered company in India under the Indian Company's Act or any partnership Firm/Individual or Sole Proprietorship Firm registered in any law of India	Certified copy of incorporation/Any Registration Proof of in India
2	Agency must not be blacklisted by any government (Central or State) or PSU in Haryana.	Self-Certified Certificate
3	Agency should have at least 02 years of experience in targeted program advertising/marketing campaigns involving large scale digital media campaigns	Agency Profile with documentary proof.
4	Agency should have at least 02 years of experience in program advertising/marketing campaign for specific/targeted audience segment across various social	Agency Profile with documentary proof.

	media platforms.	
5	Agency should have in house production and technical support team with minimum 5 staff strength.	Company HR profile of each of these staff.
6	Agency should have handled 02 or more digital media or social media or mix marketing programs with a budget of 25 Lakh and above.	Agency Profile with documentary proof.
7	Agency should have a proven track record of 02 years of handling various segments of marketing and advertising programs and end-to-end campaign for large budget national/international companies and brands.	Agency Profile with documentary proof.
8	Complete list of agency's current clients (in the category of digital campaign)	Agency Profile with documentary proof.
9	Total Annual Turnover of the Agency at least for F.Y. 2022-2023 and 2023-2024.	ITR Certificate
10	Total Income tax Return of the Agency for FY. 2022-2023 and 2023-2024.	ITR Certificate
11	Agency company website, profile and detailed agency deck.	Agency profile with documentary proof.
12	Agency should be able to provide a full-service offering digital services across conventional, traditional and upcoming media platforms.	A self-declaration.
13	Testimonials from 02 clients across the last 02 years for providing digital marketing services would be an added advantage.	Testimonials on client letter head.
14	Agency should have a one view platform for all social media accounts	Document with platform screenshots/view
15	Agency should have an inhouse live streaming & production team.	Agency Profile with documentary proof.

- i. After selection of the suitable firm / firms, the amount of EMD Rs. 50,000 shall be refunded to the unsuccessful Bidders. The EMD of the successful Bidder(s) shall be retained by the Authority till the completion of the assignment.
- ii. No cost variation/price escalation shall be entertained (not payable).

9. ADDITIONAL MANDATORY REQUIREMENT

Civil Aviation Department, Haryana is seeking to empanel a prominent communication/marketing/advertising firm with a proven track record in Designing and implementing social media & digital marketing strategies of substantial complexity and scale, Experience in conceptualizing, designing and producing creative content for large-scale mass campaigns relevant to industry requirements and industry trends with an average annual turnover of marketing/advertising firm of the last two years should be more than 40 Lakhs.

Therefore, to carry out the scope of work and services as defined in this document, the Agency must also deploy a professional qualified team with appropriate experience for Digital Media Advertising Media planning, buying and implementation services for providing prompt and efficient services to the Department on all days as required by the Civil Aviation Department, Haryana.

For this purpose, the agency must assign Project Manager / Team Head who shall be a single point contact to the Civil Aviation Department, Haryana from the agency side with the following qualifications –

No of Resources	Position	Minimum Qualification	Nature of Deployment
1	Project Manager/Team Head/ Account Manager	Graduate with 03 years proven track record of liasoning & client management, designing, production and execution of mass media campaigns and holds a senior position on the Agency payroll.	Full-Time / LEAD SPOC 1

In addition to the above, the Agency must always have the following resources available as required by the Civil Aviation Department, Haryana

No. of resources	Position	Minimum Qualification	Nature of Deployment
1	Social Media Executive (Agency Resource)	Post – Graduate/Diploma/Certificate in Commercial Arts with at least 1.5 years of work experience in content planning, strategizing and execution on social media platforms dedicated for client for efficient client management	Full-Time/ POC 2 Stationed at CAD

1	Creative Lead	Post – Graduate /Diploma/Certificate in Commercial Art with at least 1.5 years’ work experience in heading creative department/branch/line for advertising/media/marketing firms and holds a senior position on the Agency payroll.	Agency Resource
1	Graphic Designer	Post – Graduate/Diploma/Certificate in Commercial Arts with at – least 01 years’ work experience in development of creative content, graphic designing, sketching, ADOBE Suite, artwork, etc.	Agency Resource
1	Content Writer (Agency Resource)	With at least 1.5 years of experience in drafting contents for social media, public literature, campaigns etc.	Agency Resource

10. STRUCTURE AND PROCEDURES FOR THE AGENCY

10.1.1 The Agency will house a project team comprising a core team consisting of professionals with demonstrated expertise in their area of communication tool development, logistics, management.

10.1.2 The key staff should be conversant with the local languages for better interaction with stakeholders and partners. The agency shall ensure consistency in the team through the project period; take on board people with extensive experience of development of communication tools like behavior change communication etc.

10.1.3 The staff engaged by the Agency will have employer-employee relationship with the parent organization and all Human Resource matters of the Agency will be the responsibility of Agency. Civil Aviation Department, Haryana will hold no responsibilities in this regard.

10.1.4 The Agency will use the reporting formats as per Civil Aviation Department, Haryana and follow their accounting and auditing procedures, report on performance and expenditure to Civil Aviation Department, Haryana.

10.1.5 Final financial and reporting accountability lies with the Agency. It will ensure that proper administrative, contract and financial systems are put in place.

10.1.6 The Agency is expected to setup a functioning team within 4 weeks from the date of signing of the contract.

11. REPORTING REQUIREMENTS

11.1 Developing plans

- a. Within 4 weeks of signing of the contract, the Agency should develop a draft action plan-based targets for one year for presentation to Civil Aviation Department, Haryana. These plans will be used to access and monitor the performance of the Agency by Civil Aviation Department, Haryana.
- b. The Agency will hold regular meetings with officials at Civil Aviation Department, Haryana for sharing and discussing marketing strategy and campaign structure. The frequency of the meetings will be specified by the Department and in accordance with the periodic work plan as agreed upon by Civil Aviation Department, Haryana. The date and time for meetings would be intimated through formal communications.
- c. The Agency shall provide to Civil Aviation Department, Haryana an annual plan with supporting budget and a monthly update.

11.2 The Agency will provide Reports as per the following –

- a. Monthly Reports to analyze effectiveness of the marketing strategy
- b. Weekly Reports of activities on various social media platforms.
- c. Campaign Report indicating KPI's, goals and targets reached w.r.t campaign proposal output in the scheduled timeline
- d. Market Intelligence Report (monthly) covering brand audit, competition intelligence, industry intelligence w.r.t digital media performance report.

11.3 The Agency will collate and analyze social media/traditional media discourse and latest trends in the aviation industry (regionally and nationally) on real time basis every month. This includes but not limited to technology trends, aviation trends, financial trends and any other ancillary data.

12. EVALUATION OF TECHNICAL BIDS

Only those Bids which have a minimum score of 75% of total marks in technical evaluation will be considered for opening of their Financial Bid. Only the Bids qualifying the technical evaluation will be considered for financial evaluation.

Technical Evaluation of the bids would be carried out on 4 broad parameters as given below:

- a. Technical Capability of Bidder (40% of total weightage)
- b. Knowledge of Team/Manpower (30% of total weightage)
- c. Approach & Methodology (20% of total weightage)
- d. Annual Turnover for last three years (10% of total weightage)

S. No	Evaluation Criteria	Max. Marks	Documental Evidence Submitted
1.	Technical Capability	40	
1.1	Experience in handling marketing/advertising/mass media targeted programs with budget of 25 Lakhs or above (in the last 02 years only)	10	Documentary evidence, work orders, sanction letters, completion certificates, account proofs, event proofs, media snippets, etc.
1.1.a	< = 02 Projects	8	
1.1.b	> = 02 Projects	16	
1.1.c	> = 03 Projects	20	
1.2	Experience in handling end-to-end campaign management and marketing experience such as events, digital campaign, print and social media campaign, SMS/Phone/Mail campaign, promotional campaign, etc. (in the last 02 years)	10	
1.2.a	< = 50 lakhs	6	
1.2.b	> = 50 lakhs	10	
1.3	Experience with running at least 01 outreach/media portal on a digital/print media platform running for minimum 01 years.	10	
1.3.a	No-Govt. involvement running for > = 01 years	6	
1.3.b	Govt. backed portal and running for >= 01 years	10	
2	Manpower & Resources	30	
2.1	Whole time permanent Team Members	20	Letter from HR on team size, qualifications, evidence and roles. Letter and evidence of purchase form HR on In-House Production Unit material.
2.1.a	Project Manager, Creative Director, Graphic Designer, Social Media Specialist, Content Writer, Media Manager, Translator, etc.	10	
2.2	In House Production Resources	10	
3	Approach and Methodology	20	The Approach & Methodology Document to be submitted and presented by the shortlisted Team.
3.1	Project Scope & Approach Methodology	3	
3.2	Project Implementation Work Plan	3	
3.3	Project Plan Marketing Plan	5	

3.4	Project Creatives (Sample Approach and Design)	5	
3.5	Project Innovate activities/campaigns/events	4	
4	Annual Turnover for the last 02 years	10	
4.1	> = 20 Lakhs	4	Account Evidence to be submitted.
4.2	> = 30 Lakhs	7	
4.3	> = 40 Lakhs	10	

13. OPENING AND EVALUATION OF COMMERCIAL BIDS

Commercial evaluation will be done to arrive at the L1 rate for various activities specified in the tender for creatives and digital media management. Rate specified by L1 will be considered for rate contract for retainership for designing creatives, marketing campaigns and digital media management for duration of contract.

The Civil Aviation Department, Haryana will open the Financial Bids of only Technically Qualified Bidders, in the presence of the nodal officer / designated representatives of the Bidder who choose to attend, at the time, date and place, as decided and communicated by Civil Aviation Department.

The Commercial Bids will be evaluated by Civil Aviation Department, Haryana for completeness and accuracy. In case of any calculation errors or 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. The amount stated in the proposal form, adjusted in accordance with the above mentioned procedure, shall be considered as binding, unless it causes the overall proposal price to rise, in which case the proposal price shall govern.

If the bidder does not accept the correction of errors, its bid will be rejected and the bid security may be forfeited.

14. EMPANELMENT CRITERIA

Technically qualified agencies that agree to carry out the work / Match the L1 rate in congruence with the Retainership Fee as quoted by the L1 bidder would be empanelled.

CIVIL AVIATION DEPARTMENT, GOVERNMENT OF HARYANA reserves the right to accept or reject any proposal, and to annul the bidding process and reject all Bids 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 CIVIL AVIATION DEPARTMENT's action.

15. PERFORMANCE ASSESSMENT

In case of default, the Bidder shall, notwithstanding issuance of a prior notice in this regard, pay prospectively as liquidated damages an amount up to 1% of the amount of contract value per week (subject to maximum of 10%) or such lesser amount that may be imposed by Civil

Aviation Department, Haryana for which the work remains un-commenced after 10 days of the issue of acceptance letter; or the minimum progress of work is not achieved; or for the work remains unfinished after the completion date or for the following acts on the part of bidders:

- 15.1.1 Quality of deliverable is not up to the mark, (till the quality is improved to the required extent)
- 15.1.2 Delays in deliverables
- 15.1.3 Not assigning adequate resources in time
- 15.1.4 Not engaging resources on a dedicated basis, even when required
- 15.1.5 Assigning resources that do not meet Civil Aviation Department, Haryana requirements
- 15.1.6 Inadequate interaction with the Civil Aviation Department, Haryana
- 15.1.7 The work is either not complete or not completed satisfactorily as per the approved time schedule or the quality of deliverable
- 15.1.8 If the delay is beyond 10 weeks then Civil Aviation Department, Haryana may rescind the Contract and shall be free to get it done from other Agencies at the risk and costs of the appointed Agencies. Civil Aviation Department, may debar the Agencies for applying in its future empanelment also.

16. PAYMENT TERMS

Civil Aviation Department, Haryana agrees to pay retainership charges for the various digital services rendered by the Agency as detailed below-

- 16.1 The Agency will submit monthly invoice for retainership fees and invoices on the completion of the activities for necessary settlement. The invoices should be submitted along with a comprehensive list of works initiated and duly submitted verified by the Civil Aviation Department along with supporting documents and bills as well as copies of the supplier bills where relevant.
- 16.2 Civil Aviation Department will pay to the agency only and not to the publisher/any other sub-contractor/third party whose services would be utilized to implement any of Civil Aviation Department's campaigns or relevant work.
- 16.3 The Tax and GST and other applicable charges shall be payable as applicable and as per actuals.

17. GENERAL TERMS AND CONDITIONS

17.1 General terms

- a. The response to the Terms of Reference must be submitted in accordance with the Terms and Conditions mentioned in this document.
- b. The scope of work mentioned in the Terms of Reference is subject to revision and changes as and when required.

- c. The Department reserves the right to cancel the Terms of Reference at any stage and can invite fresh Terms of Reference without assigning any reasons.
- d. Forming a consortium or Joint Venture is not allowed.

17.2 Signature

- a. A representative of the empanelled company, who is authorized to commit the empanelled company to contractual obligations, must sign with the empanelled company's name and seal on all pages of the proposal. All obligation committed by such signatory (ies) must be fulfilled.

17.3 Language of Proposal

The language and all correspondence/documents shall be written in English.

17.4 Notification of Award

- a. The Department will notify the successful empanelled agency in writing by email or speed post that its proposal has been accepted and issue a Letter of Award (LoA).
- b. The successful empanelled agency must furnish a Performance Bank Guarantee (3%) of the contract value) to the Department within 15 days from the receipt of LoA.
- c. Subsequently, the contract agreement will be shared with the successful bidder and the agency will be required to enter into a contract agreement with the Department and commence work within 15 days after submission of Performance Bank Guarantee.

17.5 Department's Right

The Department, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to

- a. Suspend and/or cancel the Selection process and/or amend and / or supplement the selection process and / or modify the dates or other terms and conditions relating thereto
- b. Consult with any bidder to receive clarification or further information
- c. Retain any information and / or evidence submitted to the Department by, on behalf of and / or in relation to any Bidder, and / or
- d. Independently verify, disqualify, reject and / or accept all or any submissions.

17.6 Limitation of Liability

The aggregate liability of the Agency under this Agreement, or otherwise in connection with the services to be performed hereunder, shall not exceed the total fees payable to the Agency as per the award of work order/contract.

a. Termination

The Department may, without prejudice to any other remedy for breach of contract, by not less than thirty (30) days' written notice to the empaneled company, terminate the contract in whole or in part:

- a.1 If the agency fails to provide satisfactory services at the desired level within the time-period specified in the contract, or any extension thereof granted by the Department.
 - b.2 OR if the empaneled company fails to perform any other obligations under this contract.
 - c.3 OR if the empaneled company, in the judgement of the Department has engaged in corrupt or fraudulent practices in competing for or in executing the contract.
- b. Agency, without prejudice to any remedy for breach of contract, by not less than thirty (30) days' written notice to the Department, terminate the contract in whole or in part:
 - b.1 If the Department fails to pay any money due to Agency pursuant to the contract within forty-five (45) days' after receiving written notice from the Agency that such payment is overdue.
 - b.2 OR if as result of Force Majeure, the Agency is unable to perform a material portion of the services.
 - b.3 OR if the Department fails to perform any other obligations under the contract.
- c. The Agency may terminate this agreement, or any services, immediately upon written notice to the Department if Agency reasonably determines that it can no longer provide the services in accordance with applicable law or professional obligations.

18. INSTRUCTIONS TO AGENCIES

18.1 Preliminary Examination of Proposals

The Civil Aviation Department will examine the proposals to determine whether it is complete in all the respects, including checking of computational errors, furnishing of required sureties, properly signing of the documents, and generally the proposals are in order. A proposal determined as non-responsive will be rejected by Civil Aviation Department and may not subsequently be made responsive by the empaneled company by correcting of the non-conformity.

18.2 Technical Proposal

18.2.1 The Technical proposal (comprising of qualification criteria and technical proposal) shall be submitted in a separate sealed envelope stating as ***“Envelope – One”*** super scribing ***“Technical proposal for Empanelment of Digital Marketing Agency for Civil Aviation Department”***.

18.2.2 The technical proposal should be complete in all respects and contain all information asked for in this Terms of Reference. It is mandatory to submit all the details in the prescribed formats duly filled in, along with the proposal.

18.2.3 The Civil Aviation Department, at its discretion, may not evaluate a technical proposal in case of non- submission or partial submission of technical details. The Technical proposal must be submitted by empaneled company in an organized and structured manner. No brochures/leaflets etc. should be submitted in loose form.

18.2.4 The technical proposal should comprise of following:

- (i) Section I – Technical Proposal covering letter (Annexure-I)
- (ii) Section II - Organization profile
- (iii) Section III –Compliance Table
- (iv) Section IV – CVs of proposed resources
- (v) Section V– Agency project experience
- (vi) Section VI - Description of the approach and methodology
- (vii) Section VII - Any other documents as per evaluation criteria

18.3 Financial Proposal

18.3.1 The Agency must quote a monthly retainership fee based. The charges, once offered, must remain fixed and will not attract any price variation for any reason during the contract period. A conditional proposal will be declared as non-responsive and shall be rejected.

18.3.2 The charges quoted must contain the basic retainership fee exclusive of taxes, as applicable up to the completion of the contract period as per ‘Financial Proposal’ template. GST shall be charged separately for the charges quoted. A proposal submitted with an adjustable price quotation will be deemed as non-responsive and shall be rejected.

18.3.3 All taxes, as applicable from time to time, shall be borne by the Department.

18.3.4 The Financial proposal shall be submitted in a separate envelope as ***“Envelope - Two”*** super scribing ***“Financial Proposal for Empanelment of Digital Marketing Agency for Civil Aviation Department”***.

18.3.5 The complete charges schedule should be submitted only in the “Financial Proposal” template provided Annexure A (Retainership Fee Schedule) and Annexure II (Covering Letter) and the charges must be quoted only in Indian Rupees.

18.4 Correction of Errors

The agencies are advised to take adequate care in quoting the rate. No requests of excuse for corrections in the quoted rate will be entertained afterwards. The corrections or overwriting in proposal documents should be initialed and stamped by person signing the proposal form.

18.5 Price Composition

18.5.1 The charges shall be on a fixed basis and should not be linked to foreign exchange.

18.5.2 No out-of-pocket expenses shall be provided to the empaneled agency.

18.5.3 Expenses for tours approved by the Department for official visits (only limited to Events) as planned and organized by the Agency shall be borne by the Department for the Agency.

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Retainership Fee Schedule

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To,

The Advisor,

Civil Aviation Department,

Government of Haryana.

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Subject: Submission of Retainership Fee Schedule for Selection of Digital Marketing Agency for empanelment with Civil Aviation Department, Haryana

Dear Sir,

With reference to the Terms of Reference (ToR), having examined and understood the requirements, instructions, terms and conditions forming part of the ToR, we hereby enclose our Retainership Fee Schedule, exclusive of taxes, for a period of 12 months to provide services for the project as detailed in the ToR.

We also confirm that the proposal shall remain valid for a period of 01 months from the date of submission.

We confirm that the proposal is in conformity with the Terms and Conditions as mentioned in your referred ToR.

<u>S. No</u>	<u>Description</u>	<u>Unit (in Rs.)</u>	<u>Total Lump Sum Monthly Price in INR (in Words Also)</u>
1	Retainership Fee for Experts/Skilled Manpower (A)	Lump Sum monthly fee	-

-

Note (not to be deleted in the financial proposal)

1. The price offer for the Assignment should be quoted on lump sum monthly basis exclusive of all taxes and duties etc. as may be applicable. No escalation for any reason whatsoever shall be allowed over and above the bid price till completion of the assignment. However, GST and any other applicable taxes at applicable rates, on the date(s) of payment(s) shall be paid over and above the bid price.
2. The Agency shall be paid the lump sum monthly fees quoted by the agency w.r.t scope of work carried out and invoices of the same.
3. The Agency shall quote prices taking into consideration the complete scope of work and services, any item left out and not specifically mentioned but are required for completion

of the work shall be carried out by the agency with confirmation from the competent authority of the CIVIL AVIAITION DEPARTMENT, HARYANA.

4. The financial proposal with condition (s) or alternate price bid will be summarily rejected.

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Yours Sincerely,

Authorized Signatures

(Name, Designation, Contact No., Email and Seal of Company)

Place:

Date:

-

-

Technical Proposal Cover Letter
(Letter on the bidder's letter head)

To,
The Advisor,
Civil Aviation Department,
Government of Haryana.
3rd Floor, 30 Bay's Building,
Sector 17 B, Chandigarh

Subject: Submission of Technical Proposal for Selection of Digital Marketing Agency for empanelment with Civil Aviation Department, Haryana

Dear Sir,

With reference to the Terms of Reference (ToR), having examined and understood the requirements, instructions, terms and conditions forming part of the ToR, we hereby enclose our Technical Proposal to provide services for the project as detailed in the ToR.

We also confirm that the proposal shall remain valid for a period of 01 month from the date of submission.

We confirm that the proposal is in conformity with the Terms and Conditions as mentioned in your referred ToR.

We also understand that the Civil Aviation Department is not bound to accept the proposal either in part or in full. If the Civil Aviation Department rejects the proposal in full or part, the Civil Aviation Department may do so without assigning any reasons thereof.

Enclosures: as per RFP

Yours Sincerely,

Authorized Signatures

(Name, Designation, Contact No., Email and Seal of Company)

Place:

Date:

Financial Proposal Cover Letter
(Letter on the Firm's letter head)

To,
The Advisor,
Civil Aviation Department,
Government of Haryana.
3rd Floor, 30 Bay's Building,
Sector 17 B, Chandigarh

Subject: Submission of Financial Proposal for Selection of Digital Marketing Agency for empanelment with Civil Aviation Department, Haryana

Dear Sir,

With reference to the Terms of Reference (ToR), having examined and understood the requirements, instructions, terms and conditions forming part of the ToR, we hereby enclose our Financial Proposal of Rs. _____ (In words _____), exclusive of taxes, for a period of 12 months to provide services for the project as detailed in the ToR.

We also confirm that the prices offered shall remain fixed for a period of 01 months from the date of submission of proposal.

We confirm that the proposal is in conformity with the terms and conditions as mentioned in your referred ToR.

We also understand that the Civil Aviation Department is not bound to accept the proposal either in part or in full. If the Civil Aviation Department rejects the proposal in full or part, the Civil Aviation Department may do so without assigning any reasons thereof.

Yours Sincerely,

Authorized Signatures

(Name, Designation, Contact No., Email and Seal of Company)

Place:

Date:

GENERAL GUIDELINES FOR ONLINE BID SUBMISSION

Note:

Bid Security/EMD Bid Document Fee.

Bid Processing Fee The Bidder shall furnish e-service fee as part of its Bid. Non-refundable e-service fee @Rs. 1000/- plus GST per bidder will be credited into the account of Society of IT initiative fund for e-Governance where a separate account with the link 'DSD □ NIC e Tender Service Fee Fund' will be maintained.

“Instructions for Online Bid Submission”

The bidders are required to submit soft copies of their bids electronically on the CPP Portal Haryana, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal Haryana, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal Haryana. More information useful for submitting online bids on the CPP Portal Haryana may be obtained at: <https://etenders.hry.nic.in>

REGISTRATION

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal Haryana (URL: <https://etenders.hry.nic.in>) by clicking on the link “Online bidder Enrollment” on the CPP Portal Haryana.
- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal Haryana.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / nCode / eMudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.
- 6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

SEARCHING FOR TENDER DOCUMENTS

- 1) There are various search options built in the CPP Portal Haryana (<https://etenders.hry.nic.in>), to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal Haryana.
- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal Haryana to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.
- 3) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk (24x7 CPP Portal Haryana help desk).

PREPARATION OF BIDS

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- 2) Bidder should go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents – including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
- 3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
- 4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

SUBMISSION OF BIDS

- 1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission deadline. Bidder will be responsible for any delay due to other issues.
- 2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the bidding document.
- 3) Bidder has to select the payment option as “offline” to pay the Bid Security as applicable and enter details of the instrument.
- 4) Bidder should prepare the bid security as per the instructions specified in the bidding document. The original should be posted/couriered/given in person to the concerned official, latest by the last date of bid submission or as specified in the bidding documents. The details of the DD physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.
- 5) Bidders are requested to note that they should necessarily submit their financial bids in the format provided in Section IV and no other format is acceptable. If the price bid has been given as a standard BoQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BoQ file, open it and complete unprotected cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. The price schedule format shall not be modified or altered. If the Price Schedule file is found to be modified by the bidder, the bid will be rejected.
- 6) The server time (which is displayed on the bidders’ dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- 7) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 7) Upon the successful and timely submission of bids (i.e. after Clicking “Freeze Bid Submission” in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- 8) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

ASSISTANCE TO BIDDERS

- 1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.

Any queries relating to the process of online bid submission or queries relating to CPP Portal Haryana in general may be directed to the 24x7 CPP Portal Haryana Helpdesk.

For queries on Tenders Haryana Portal, kindly contact

Note- Bidders are requested to kindly mention the URL of the while emailing any issue along with the Contact details. For any issues/ clarifications relating to the tender(s) published kindly contact the respective Tender Inviting Authority.

Tel : 0120-4200462, 0120-4001002

Mobile : 8826246593

E-Mail : support-eproc[at]nic[dot]in

For any technical related queries please call at 24 x 7 Help Desk Number

0120-4001 002

0120-4200 462

0120-4001 005

0120-6277 787

International Bidders are requested to prefix 91 as country code Email Support

- A) For any Issues or Clarifications relating to the published tenders, bidders are requested to contact the respective Tender Inviting Authority

Technical : support-eproc(at)nic(dot)in