



**Request For Proposal
for
Selection of Agency for Digital and Social Media Management for
DNH & DD Tourism**

No: 8/119/DT/TOURISMSMM/202223/309

Date: 30/07/2024

Available on: www.ddtenders.gov.in

ISSUED BY:

Department of Tourism, DNH & DD

Vidhyut Bhavan

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**U.T. ADMINISTRATION OF DADRA & NAGAR HAVELI AND DAMAN & DIU,
DEPARTMENT OF TOURISM**

SECTION 1: NOTICE INVITING TENDER (NIT)

Tender No. 8/117/DT/WEBSITE/2022-23/309

Date: 30/07/2024

1. Department of Tourism, UT Administration of Dadra & Nagar Haveli and Daman & Diu intends to outsource Social Media operations and management services for various social media platforms of DNH and DD Tourism for Department of Tourism, DNH & DD.

Sr. No.	Name of Work & Location	RFP/Tender Fee (₹)	EMD (₹)
1.	RFP for Selection of Agency for Digital and Social Media Management for DNH & DD Tourism	₹ 10,000/-	₹ 1,45,000/-

2. Tender schedule is as follows:

1.	Document Downloading Starts	30/07/2024
2.	Closing date and time for submission of tender and important documents Online and offline	20/08/2024 18:00 Hrs
3.	Pre-Bid Meeting	06/08/2024 12:00 Hrs VC Link: meet.google.com/giu-adts-acu
4.	Technical Bid Opening	06/08/2024 12:00 Hrs

3. Accepting Authority:

Director (Tourism), DNH & DD, *Department of Tourism, Vidhyut Bhawan, Nani Daman – 396 215 Phone: 0260 2250002*

Sd/-
Director (Tourism),
DNH & DD

SECTION 2: INTRODUCTION

2.1 Department of Tourism, DNH & DD (hereinafter referred to as “DoT” or “Authority” or “Society”) aims to develop DNH & DD as one of most preferred tourist destinations in India. Concerted efforts are being put in place by DOT to position the state prominently in the domestic and international tourist source markets. In this background, DOT has decided to enhance its presence and expand its digital footprint in promoting the tourism potential of the state with the global and regional tourists in a holistic manner.

2.2 Accordingly, DOT intends to appoint an agency (hereinafter referred to as “Agency”) for Social Media operations and management for DNH and DD Tourism for Department of Tourism, DNH & DD for a period of One (01) year and further extendable upto 1 (one) year subject to the satisfaction of Tender Inviting Authority (hereinafter referred to as “contract duration”).

2.3 DNH & DD Tourism currently has the following social media handles:

- Facebook
- Instagram
- X
- YouTube
- LinkedIn

2.4 The key objective is to ensure the new website seamless experience to end users and thereby attract domestic and foreign tourists looking forward to experience and discover UT of DNH & DD.

SECTION 3: SCOPE OF WORK

Social Media Operations and Management refers to marketing & brand building, contents, activities, upcoming events / fairs & festivals promotion and search engine optimization on social media such as social networking sites with the intent of increasing visibility and attracting visitors. In order to help shape media highlights on various public initiatives, both nationally as well as internationally, the bidder shall perform, inter - alia, in consultation with the tender inviting authority, the following tasks:

3.1 Period of Contract:

The successful bidder would be appointed for a period of 01 (one) year and further extendable upto 1 (one) year subject to the satisfaction of Tender Inviting Authority, work performance, subject to a monthly review and with the provision that services of the bidder may be terminated at any time, giving a maximum of one week notice, in the event of non-performance, under performance or any other reason which would be specified.

3.2 Part A

(i) Social Media Strategy

Strategize, plan and continuously improvise the Social Media Strategy for DNH&DD Tourism. This includes how to optimize social media as a platform to strengthen DNH&DD Tourism as a brand and Tourism in DNH&DD in general. Proactively engage with DoT to validate the strategy. Furthermore, leverage social media analytics to feedback into the overall strategy. Assess and target key influencers (seeds and drivers of popularity) in the overall strategy.

(ii) Social Customer Relationship Management (CRM)

Provide accurate, complete, polite and prompt feedback to user interactions on the social media sites. The bidder shall seek input from department where the feedback requires such information. User interactions shall be replied in the originating language of the user (limited to Hindi and English languages only); in all other cases, reply in English language shall be provided.

(iii) Content Service Provider (CSP)

Create, update and publish content that is photo-rich & video-rich, original, engaging and factually & grammatically correct. The content may be derived from the existing portal and associated sites; however, the solution provider shall be responsible for the delivery of overall content, including any new content that may be desired. Content is medium- agnostic and thus may be text, photo, video, audio, diagram, scanned document etc. The ownership of and right to all content shall be of the Tender Inviting Authority. The bidder must provide original creative writing.

(iv) Relevance

Ensure that the target audience for social media is relevant (people with interest in Travel or Tourism, or with interest in DNH&DD or India etc.) and thus consequently that the actual audience for social media is relevant.

(v) Integration

Assist in Integrating social media with the available official portal (web-based and mobile-based) and vice-versa; as well as integrate with each other where ever possible. The solution provider shall ensure that the content & activities on the social media platforms do not restrict accessibility of the platform on mobile devices.

(vi) Analytics

Collect, monitor, leverage social media site analytics (for example, Facebook Insights) to improvise Social Media Optimization. Submit analytics and their interpretation to the Purchaser as supporting document with the bill raised by the bidder. Additionally, purchaser / procurement entity may ask to successful bidder to provide analytics and their interpretation as and when required.

(vii) Copyright

Mark DNH&DD Tourism Logo on electronic content (text, photo, video or otherwise) as Copyright of the Department of Tourism, Government of India, wherever requires; and monitor & report unauthorized use.

(viii) Privacy and Security

Apply suitable privacy and security controls for a given social media site and regular monitor the same.

3.3 Part B - Platforms:

The Bidder shall be responsible to provide SMO services covering the following:

A. Facebook:

- (a) Posts highlighting and featuring the art, culture, monuments, folk dances, youth, events, Fairs & Festivals etc. along with the miscellaneous off beat content are regularly placed on official Facebook page of DNH&DD Tourism through text, images, videos etc.
- (b) Minimum 90 posts (including videos) per month wherein on an average 2 posts per day. Minimum 90 Stories per month wherein on an average 3 stories per day.
- (c) Creation/Updating of cover images as and when required
- (d) Messages in public interest
- (e) Use of Tags and Hashtag.
- (f) Response Management.
- (g) It also includes a particular theme-based campaign / event creation, management, execution and promotion on official Facebook page of the Department. At-least one campaign /event/contest per month during the project period should be managed and promoted. (Gratification for contest shall be provided by the Department)
- (i) Organized activities and posts time to time as per directions of procurement authority
- (j) "Facebook Spam" should be controlled (for example, spam followers) as per the defined requirements for moderation etc.

B. Twitter:

- (a) Posts highlighting and featuring the art, culture, monuments, folk dances, youth, events, Fairs & Festivals etc. along with the miscellaneous off beat content are regularly placed on official twitter handle of DNH&DD Tourism through text, images, videos etc.
- (b) Minimum 100 Tweets per month wherein on an average 3-4 Tweets per day.
- (c) Creation/Updating of cover images as and when required.
- (d) Messages in public interest.
- (e) Use of Tags and Hashtags.
- (f)"Twitter Spam" should be controlled (for example, spam followers) as per the defined requirements for moderation etc.

(g) Response Management

C. Instagram:

(a) Pictures of the art, culture, monuments, folk dances, youth, events, Fairs & Festivals etc, along with the hashtags & brief captions.

(b) The agency is expected to publish content that is engaging, trending and visually appealing. The content may be derived from the official government sites and department of Tourism's website or as provided by the Authority. Post may be text, photo etc. or it can be shared content from the online media.

(c) The ownership of and right to all content shall be of the department.

(d) Minimum 90 Posts (including videos) and 90 Stories per month wherein on an average 3 posts/ 3 stories per day.

(e) Use of Tags and Hashtags.

(f) Response Management etc.

D. YouTube

a) Uploading of Videos / Short on official YouTube, channel of DNH&DD Tourism for different tourist places, events, fairs & festivals or DNH&DD Tourism based themes provided by Tourism Department on YouTube channel.

b) Creation of Minimum 2 Videos of at-least 90 Second in HD Quality (Minimum 720 Pixel) per month. The Theme may be related to Destination, fairs & festivals, Events. Art & Culture etc.

c) Posting of minimum 30 Community posts per month.

d) Response Management

E. LinkedIn

a) Posts highlighting and featuring Meetings, Incentives, Conventions, events etc. along with the miscellaneous off beat content are regularly placed on official LinkedIn page of DNH&DD Tourism through text, images, videos etc.

b) Minimum 20 Post per Month

c) Creation/Updating of Cover Images as and when required

d) Use Tags and Hashtags

e) Response Management

f) Message in Public Interest

3.3.1 Expansion of Digital Outreach (Amplification):

a) The Selected Bidder shall achieve 10% growth (increasing followers, likes, and engagement on social media platforms) each month starting from 2nd month upto remaining period for each Mass Media Network.

b) The Selected Bidder shall develop and execute Digital Outreach Expansion (amplification) Strategy to achieve the above targets. Procuring Entity / Concerned Departments shall monitor and provide feedback on the same from time to time.

3.4 The List of key personnel required and Responsibility

- a. The Bidder must position a dedicated team at its office in Daman (HQ) to handle the 'Scope of Work' detailed in this RFP, during the period of contract.
- b. The identified team would work closely with the Department of Tourism. In the event of any change in any of the identified team members during the contract period, the same is to be conveyed to the Department of Tourism in advance, along with details of the new Team Member identified as a replacement and is to be approved by the Department of Tourism.
- c. The Bidder will provide a dedicated team with the following expertise:
 - Project Management
 - Social Media Analysis
 - Social Media Content Creation
 - Content Writing
 - Graphic Design and Video Editing

At least three (3) team members, including the Graphic Designer/Video Editor, must be deployed full-time in the Daman district office. This minimum includes the Project Manager.

- d. The team is liable to coordinate 'between the different ministries/departments/divisions for any social media related work'.
- e. The team should have requisite qualifications in Public Relations / Marketing / social media management/ business communications/ Graphic Design/ IT with minimum job experience of 03 years in same field. The details of individual team members should be provided in form of a Curriculum vitae The above team would be equipped with required IT equipment's and infrastructure and mobility of vehicle to enable itself to cover event/meetings/conference etc. across the territory as and when required.

3.5 Social Media Management

- a. Creation & Maintenance of Social Media Platforms for Department of Tourism: The Bidder shall create (as and when may be required) and maintain Social Media Platforms for DOT including but not limited to the DOT promotional accounts on Facebook, Instagram, LinkedIn, Twitter and Youtube. Content Creation and Management of all Social Media handles. The Bidder shall create, curate, update and publish content that is photo-rich & video-rich, original, engaging and factually & grammatically correct for various languages (both national and international) for better engagement with users.
- b. New Look: Give the Social Media Platforms a new look every week by putting up new creative features, theme, links etc.
- c. Updates: Daily informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news, quiz, contest etc.
- d. Creatives: e Developing creative units like banners / posters and video content of up to one minute duration including Animation videos on events, achievements, etc. for posting on social media handles, as and when may be required. Developing and producing creatives and videos of up to one-minute duration including Animation videos for campaigns on thematic subjects to be posted on the DOT Social Media handles.
- e. The solution provider shall provide live coverage of all event(s)/fairs & festivals, to organize live sessions and contests and others as asked by the Department on Social Media Platform as per written request by the Department of Tourism. The coverage should be on the same day itself, across all applicable social media sites as per contract. It is understood that live event coverage on the same day of event of several hours may translate as one or more posts on the social media with text, snapshot and live video of actual coverage (per post).
 - i. The solution provider shall provide link of live coverage to Department of Tourism or its nominated agency, so the live coverage may webcast on DNH&DD Tourism and its event partner's websites/social media platforms etc.
 - ii. The bidder shall also organize various contest/quiz on social media platforms for which the Prize Money if any to be given to the winner of such contest shall be decided well in advance by the Department and only on the written confirmation of the Department the firm would distribute these prizes and claim the amount for reimbursement with due details.

- iii. Scope - The scope of work for live event coverage includes the scope of work defined for overall Social Media Optimization including Content Service Provider services. The solution provider shall ensure apt live digital photography and videography of the event, as required for social media websites content, including any scanning, processing, refinement etc. works that may be required. The solution provider, in addition to delivery on the social media sites, shall deliver or submit on an appropriate recordable medium or in electronic format, the contents for an event at its own cost, to the Department.
- f. Engage with users: Regularly organize online surveys, quizzes, contests on all platforms in consultation with the Department of Tourism.
- g. Publicity: Publicize all festivals and cultural events as suggested by the Department of Tourism, using the relevant social media platforms.
- h. Query Management: Provide accurate, complete, polite and prompt feedback to user interactions on the social media sites. The Bidder may seek input from Department where the feedback requires such information. All queries received on all platforms which need not require inputs from Department of Tourism must be replied to within 24 hours and all queries which require a consultation with the Department of Tourism should be answered within five working days.
- i. Gate Keeping: Constant moderation of all platforms in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- j. Tagging: Create relevant tagging & linkages of content on all platforms.
- k. Relevance: Ensure that the target audience for social media is relevant (people with interest in Travel or Tourism, or with interest in India).
- l. Integration: Integrate social media with the official portal (web-based and mobile based) and vice-versa; as well as integrate with each other where ever possible. The Bidder shall ensure that the content & activities on the social media platforms do not restrict accessibility of the platform on mobile devices.
- m. Analytics: Collect, monitor, leverage social media site analytics (for example, Facebook Insights etc.) to improvise Social Media Optimization.
- n. Procuring: Purchasing third party photographs and videos as may be required by the bidder with permission of the Department. Department may have the perpetual rights for the usage of the same.

- o. Privacy and Security: Apply suitable privacy and security controls for a given social media site/platform and regular monitor the same.
- p. Copyright: Content shared online must be copyright protected and unauthorized use of this must be monitored.
- q. Reporting:
 - (i) The Selected Bidder must submit Monthly, Quarterly, Annual Digital Outreach & Social Media Reports to the Procuring Entity / Concerned Department, containing detailed analysis, insights, results, performance, KPIs, improvement areas and future course of action.
 - (ii) Any ad hoc reports required by the Procuring Entity / Concerned Department.
 - (iii) Selected Bidder shall provide the online dashboard for the Procuring Entity to access the real-time status, insights, reports, etc.
- r. Presentations: Prepare promotional presentations with multi-media content for the Department, as and when required.
- s. User Generated content: Posting/reposting of user generated content for tourism promotion in form of images/videos/reels etc. In case, of usages of user generated content the Bidder shall ensure the authenticity of the content. However, no separate payment will be made by the Department for usage of user generated content.
- t. Adding of new SM Handles/Platforms: Bidder on the written directions of the Department may need to add or remove the Department of Tourism Social Media Account on the respective social media handles/platform/app/site.

3.6 Amplification:

- a. Providing amplification of Digital Marketing Communication and Messaging through planning and execution of a Social Media Marketing activity across both Paid Media and Non-Paid Media avenues. Media planning & providing professional inputs and support in buying of media for Social Media Campaigns for running banners, adverts etc. during the period of contract on themes / subjects to be decided in consultation with the Department of Tourism. This would entail assistance and supervision of buying of the media slots by the Department of Tourism to ensure best rates and negotiations directly from the media owner.
- b. Executing and managing the paid campaigns of the Department of Tourism on Social Media platforms (Facebook, Instagram, Twitter, LinkedIn, Google, etc.) including undertaking activities like optimization of campaign, reporting etc.
- c. For the above paid Social Media campaigns, the creative units have to be provided by the bidder. It is the responsibility of selected Social Media Management Bidder to work in close coordination with the Department of Tourism to execute the same.

3.7 Social Media Tracking, Monitoring & Reporting:

- a. Monitor the presence of, and discussions about, DOT in social and tourism circles.
- b. Planning and executing a “Social Media Monitoring Program” on Social Media platforms.
- c. This can be achieved through, among other activities, continuously monitoring and tracking all national and regional newspapers, magazines, TV channels, the inter-web, blogs and other channels of external communication at regular intervals.
- d. Track all relevant social media - Facebook pages, Twitter handles, Instagram, YouTube channel, etc. and generate reports for appropriate action.
- e. Report the above findings to the tender inviting authority through an efficient feedback system.
- f. Social Media Monitoring Program will create and manage a Monitoring platform which will be both predictive and reactive in approach.
- g. The Bidder shall be required to devise monitoring frameworks such that the impact of the Social Media engagement efforts that can be measured with tangible outcomes. The Bidder shall be required to submit such reports on a quarterly basis to the Department.
- h. The Bidder is expected to provide the tender inviting authority with the following reports on the activities undertaken and completed by it in order to achieve the objectives stated above:
 - Details of media coverage handled by the Bidder upon completion of any event, press conference or any other activity undertaken to be sent to the tender inviting authority within a week of its completion.
 - Other reports of events / BTL activities as and when ordered by the Tender inviting authority.
- i. Social Media Listening / Monitoring: Social Media Listening with 100-150 key words, with a dedicated personnel for listening / monitoring and providing monthly, quarterly, yearly reports to the Department. The data tool shall be procured by the Bidder.
- j. The key Languages to be monitored will be Hindi and English.
- k. Submission of compiled reports every month (Hard Copy as well as Soft Copy).

3.8 Additional Terms & Conditions The following terms and conditions shall apply:

1. The department may assess the accuracy, completeness, promptness and politeness of the work on average and may take suitable action if found otherwise.
2. The name, description, slogan, tag line, username, URL or URL shortened for a given platform should be apt and SEO friendly; and should be finalized in accordance with the department.
3. The username and password credentials under which these social media sites are registered shall be exclusive for the department and property of the department; the solution provider must submit the credentials to the department on-demand and on termination/completion of the work. Failure to comply would be deemed as breach of contract.
4. If any of the social media accounts or assets is disabled due to violation of its Terms of Use, it would be deemed as breach of contract, unless stated otherwise by the department based on the understanding of disablement criteria in light of actions that led to it.
5. If any of the social media accounts is hacked, such that the hacking incident is not deemed widespread across the social media platform and such that it is particular to the account managed by the solution provider on behalf of the department, then the solution provider shall be deemed liable and the department may declare breach of contract.
6. All content on the social media sites is subject to approval from the department.
7. Not More than 30% retweet/ repost allowed in the existing Scope of work. However, Department may allow for this in some special circumstances. Subject to approval of Department.
8. All assets developed by the solution provider for the entire project or any derivative work from an asset owned by the department shall be perpetual, irrevocable and exclusive property of the department, unless stated explicitly otherwise in this RFP or in any further communication by the department.
9. The above however excludes any pre-existing Intellectual Property used in the project that is owned by the solution provider, which shall be non-exclusively jointly owned by the department and the solution provider. Secondly, it also excludes any third-party Intellectual Property used in the project that is not owned by the solution provider in

any way. Thirdly, it also excludes Intellectual Property in the public domain used in the project.

10. The solution provider is permitted to reuse Intellectual Property fully owned by it, third party Intellectual Property (subject to the approval) or Intellectual Property in the public domain that is legal and does not violate Intellectual Property Rights in this work. The verification of continued legality of the Intellectual Property will be solely solution provider's responsibility. The department shall not be liable for any Intellectual Property Rights violation and the full liability for the same shall be towards the solution provider.
11. The solution provider under no circumstances shall promote its brand name or any other non-Government brand name on a property of the department, unless such promotion is done by the underlying platform outside solution provider's control.
12. The solution provider shall not monetize, in any form, from a property of the department or from any activity based on scope of the work, in addition to the contracted financials with the department.
13. Any entities (third-party or otherwise) (hotels, restaurants, taxi services etc.) that are mentioned, referenced or included in an asset are subject to approval from the department, unless mentioned, referenced or included in an asset by the underlying platform outside solution provider's control.
14. The solution provider shall clearly mark a property of the department, resulting from scope of the work, to reflect its ownership, for example, mark it as "Official (asset) for Department of Tourism, DNH & DD" where (asset) is replaced with appropriate text; and/or by the department Logo; and/or by use of watermarking techniques in photograph and video content.
15. The solution provider shall appropriately acknowledge, link, reference, or mention etc. the "Terms of Use" etc. for the underlying platform, in cases where a departmental property is based on the stated underlying platform.
16. The solution provider shall ensure that the "Terms of Use" etc. for the underlying platform are suitable for the project throughout the entire project period.
17. Furthermore, the solution provider shall inform the department in writing any terms or changes in the "Terms of Use" etc. that restrict or impact the scope of work defined in this RFP, any other aspect of the project or the Purchaser, directly or indirectly, in any way or form.

18. Additionally, the solution provider shall monitor the domain area under its scope of work and report any unauthorized use of departmental property to the department.
19. The correctness and completeness of content (text, audio, video, clipart etc.) used in the project, including any third-party, tools-based or otherwise translations, shall be liability of the solution provider.
20. The solution provider shall adhere to all applicable law, acts, amendments, guidelines, policies, gazettes, circulars, notifications, rules etc. imposed by the Government from time to time. The solution provider shall ensure Data Protection such that:
 - a. No personally identifiable information about a person (password, financial information, physical, physiological, mental health condition, sexual orientation, medical records and history, biometric information, etc.), with or without the consent of the said person, is made available, directly or indirectly, through or by means of a property of the department. It however excludes the required Tender inviting authority details (name and contact information only) etc.
 - b. No confidential information about the department, its allied units, its employees, partners, clients, suppliers, service providers, or any other organization is made available, directly or indirectly, through or by means of a property of the department.
 - c. No information that is inappropriate — factually, grammatically or politically incorrect; inaccurate or incomplete; misrepresentation; unauthorized; spamming, based on spamdexing _ techniques, advertising, unsubstantiated claims or unauthorized branding; false, misleading, fraudulent or deceptive; threatening, harassing, insulting to a user; offensive, profane, vulgar, obscene; defamatory; political, sexual, religious hatred; illegal activities or terrorism related; gambling, scams related; uncertified pharmaceutical products; spying related; related to non-accredited educational organizations; related to legal cases or proceedings or any matter related to court of law; content that advocates against any person or organization etc. — is made available, directly or indirectly, through or by means of a property of the department.
 - d. The Posts, tweets etc should be based on credible source authentic books of history and travel, The Bidder should be in a position to give details of this credible source, if any dispute arises with regards to any tweets, posts or any material uploaded by it.

All responsibility with regard to content posted by the Bidder shall lie solely with Bidder. This also includes legal and penal responsibility. This Does not apply to the content given by the department.

21. The solution provider shall expeditiously remove or disable access to any information that violates the terms and conditions stated above, within 15 minutes or as stated by the department, after receiving actual knowledge or on being notified by the appropriate Government or its Bidder, without vitiating the evidence in any manner.
22. The solution provider shall comply with the Data Retention policies implied by the above stated Acts, Rules etc. In particular, the solution provider shall provide a complete dump/export of the content, for a property of the department where it is applicable, excluding the underlying technology or platform, at a periodicity defined by the department or at-least once per calendar quarter, in softcopy on a suitable write-once non-tamperable medium such as a CD or DVD, clearly marked with relevant meta information and in two copies to the department. Any third-party charges incurred to obtain the stated data export, charges towards the delivery medium, delivery etc. shall be fully borne by the solution provider. Data previously submitted in an earlier deliverable need not be submitted again in subsequent deliverable, unless explicitly stated otherwise by the department. The data export shall be collected in the following manner, in order of strict preference:
 - i. using the underlying platform (directly or indirectly via an API, feature, add-on etc.), or
 - ii. using a third-party tool or service, or
 - iii. any means that programmatically enables such data export, or
 - iv. by brute-force collection of screenshots saved as PDF or PNG files, such that the collection of screenshots is sufficient enough to capture all of the content generated in course of interaction with the users of the system.
23. In context of the Social Media Optimization, all content generated in course of interaction with the users of the system, must be captured and retained as defined above

SECTION 4: BID EVALUATION PROCESS AND CRITERIA

4.1 Minimum Eligibility Criteria

To be eligible for pre-qualification and short-listing for evaluation of Technical and Financial Bid, the agency shall fulfil the following eligibility conditions.

- a) The Agency should be an entity incorporated/ registered under the Companies Act 2013 or a Limited Liability Partnership registered under the LLP Act 2008 or a Sole Proprietorship. No other legal entities are allowed to bid. The Agency must submit a proof of Registration of the legal entity (Certificate of Incorporation, PAN, GST registration certificate to be submitted).
- b) Indian subsidiary of any foreign company registered under the applicable Indian laws fulfilling eligibility conditions are also eligible to participate.
- c) The Bidder must have experience of working at least one social media project/ related social media projects for any Central Government / State Government / PSU/prominent public figure during the last FIVE years (as on the last date of bid submission) having value INR 50 lakhs or above. [Proof of Eligibility: Work Order + Completion Certificates from the client OR "Work order + Undertaking of completion (Certified by the statutory auditor) OR "Work order + phase completion certificate from the client.]
- d) The Agency should have Minimum Average Annual Turnover of INR 20 Crore for the last 4 (Four) financial years (i.e. FY 2020-21, FY 2021-22, FY 2022-23, FY 2023-24). CA certified copy should be submitted for the aforementioned turnover.
- e) The Agency should have on its payrolls a minimum of 15 professionals as on the RFP publishing date. The Agency shall submit a letter from HR as documentary evidence.
- f) The Agency should not be blacklisted by any Department/ Agency/ PSU in any State or Central Government of India as on date of submission of bid. Self-Undertaking must be submitted.
- g) Tender Fee: Non-refundable bid processing fee in the form of Demand Draft (DD) from any scheduled commercial bank in favour of "Director (Tourism), DNH & DD", payable at Daman for INR 10,000/- (Rupees Ten Thousand only) is to be furnished by the Agency along with the Technical Proposal. Proposals without bid processing fee shall be rejected.
- h) EMD (Earnest Money Deposit): The Proposal shall be accompanied with separate Earnest Money Deposit (EMD) in the form of DD or Bank Guarantee for INR 1,45,000/- (Rupees One Lakh Forty-Five Thousand Only)
 - a. EMD shall be drawn in the form of a Demand Draft issued by any Scheduled Commercial Bank in favor of "Director (Tourism), DNH & DD" payable/ cashable at Daman.
 - b. Proposals without the requisite EMD shall be treated as non-responsive and rejected. Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME)

are exempted from submission of EMD (Rule 170 of GFR 2017). Unsuccessful Agency's EMD will be discharged/ returned. No interest will be paid on EMD. The EMD of the successful Agency shall be returned immediately upon execution of the Work order. The EMD shall be forfeited in the following cases:

- i. If an Agency withdraws its bid during the period of validity of the Bid.
- ii. In case of a successful Agency, if the Agency fails within the specified time limit to start the work.
- iii. In case of a successful Agency, if the Agency fails within the specified time limit to furnish the required performance security.

4.2 Technical Evaluation Criteria

Sr. No.	Criteria	Maximum 100 Marks
A.	Technical Bid Evaluation	60
i.	Average Annual Turnover (AAT) for the last three financial years (2020-2023) AAT of 40 Cr+: 20 points AAT of 30-40 Cr: 10 points AAT of 20-30 Cr: 5 points Less than 20 Cr: 0 points	20
ii.	The Bidder must have experience of working at least one social media project for Central Government / State Government / PSU / during the last FIVE years (as on the last date of bid submission) having value INR 50 lakhs or above. [Proof of Eligibility: Work Order + Completion Certificates from the client OR "Work order + Self Certificate of completion (Certified by the statutory auditor) OR "Work order + phase completion certificate from the client.] 2 Projects – 20 marks For each additional work order – 10 marks	40
B.	Presentation Score: Approach & Methodology but not limited to the following <ul style="list-style-type: none"> • Overall proposition for DNH & DD Tourism • Team Composition • Innovative ideas and suggestions • Detailed Project Plan and Road Map 	40

4.3 BID EVALUATION PROCESS (QCBS)

- i. A tender evaluation committee will evaluate the bidders on basis of Prequalification criteria on last date of submission. The qualified bidder's, technical as well as financial bids for each event will be evaluated separately and the below evaluation process shall be carried for each event. The technical bids of all Tenderers will be opened first. The following evaluation criteria shall be used for each event separately.
 - a. The technical evaluation will carry a weightage of total 100 marks with minimum marks to be qualified be 60 marks. After analysis of Technical Bids and presentation, the financial bids of only qualified bidders will be opened (Agencies with more then 60 marks).
 - b. The financial score will be calculated as per the formula mentioned below:
$$\text{Financial Score} = (\text{LFB}/\text{F}) * 100$$
Where LFB = Lowest Financial Bid and F = Quoted Amount
 - c. Combined Technical and Financial Score (CTFS) with Weightage 70:30 will be calculated.
$$\text{CTFS} = \text{Technical Score} * (70/100) + \text{Financial Score} * (30/100)$$
- ii. The agency which scores the highest aggregate marks on the basis of cumulative marks obtained in technical bid and financial bids (after adding the scores from the technical, presentation and financial evaluation) will be awarded the contract for Engaging of Agency for Executing the work of Social Media operations and management for DNH and DD Tourism.

SECTION 5: MINIMUM REQUIRED DELIVERABLES

Sr No	Deliverable	Details
i.	Social Media Management	<p>The Bidder manpower will be responsible for creating posts, posting it on social media handle, filtering of user comments, giving responses to all official social media handles & profiles.</p> <p>All posts, tweets on all social media handles of MPT should be in accordance with the tourism related activities going on at the time.</p> <p>Repackaging of the content (videos and photographs) into suitable formats (video packages and others)</p>
ii.	Innovative Social Media campaign	<p>The team shall be responsible for designing, managing Campaign and evaluating innovative digital media campaigns to support digital media presence of DNH & DD tourism.</p> <p>The Team shall also be responsible for creating banners Content Writer for all campaigns organized during the tenure.</p> <p>(Including Blogger’s Outreach, Bloggers Short Trails etc)</p>
iii.	Planning and Media Buying for Digital Marketing	<p>The Bidder shall be responsible for planning and Media Buying for digital marketing throughout the tenure of operation for all calendared events of DNH & DD Tourism; as and when required newly added events will also be the part of Media Planning & Buying. Consultation should be provided by the Bidder for finding top media houses in specific genres, evaluating them and provide comparative chart for at least 3 media agencies.</p>
iv.	Content Creation	<p>Creation of Blogs/News articles/Articles/Social media posts/Content for banners/ Landing pages content /Product descriptions/Creative Photography and videography relating to promotion of tourism, art, culture, cuisine, festival, events and fairs</p>

v.	Expansion of Digital Outreach (Amplification)	<p>a) The Selected Bidder will implement a social media strategy designed to achieve significant and sustainable follower growth on the following platforms: Instagram, Facebook, [Platform X], YouTube, and LinkedIn.</p> <p>Target Follower Growth: Follower growth will be measured based on the following minimum targets:</p> <table border="1" data-bbox="491 546 1267 936"> <thead> <tr> <th>Platform</th> <th>Current Followers (as of Tender date)</th> <th>Target Followers (At the end of 1 year operation)</th> </tr> </thead> <tbody> <tr> <td>Instagram</td> <td>9,800</td> <td>25,000</td> </tr> <tr> <td>Facebook</td> <td>18,000</td> <td>45,000</td> </tr> <tr> <td>X (Formerly Twitter)</td> <td>4,726</td> <td>10,500</td> </tr> <tr> <td>YouTube</td> <td>1,830</td> <td>4500</td> </tr> <tr> <td>LinkedIn</td> <td>242</td> <td>600</td> </tr> </tbody> </table> <p>b) The Selected Bidder shall develop and execute Digital Outreach Expansion (amplification) Strategy to achieve the above targets. Procuring Entity / Concerned Departments shall monitor and provide feedback on the same from time to time.</p>	Platform	Current Followers (as of Tender date)	Target Followers (At the end of 1 year operation)	Instagram	9,800	25,000	Facebook	18,000	45,000	X (Formerly Twitter)	4,726	10,500	YouTube	1,830	4500	LinkedIn	242	600
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LinkedIn	242	600																		

5.1 The Daily/Weekly performance of the agency will be assessed based on the following:

a. Content Performance

- **Post Frequency:** Number of posts published each week across all relevant platforms.
- **Content Reach:** Monitor the number of people who saw your posts (impressions/views) and the unique users reached (reach/like/interact).
- **Engagement Rate:** Calculate the average engagement rate per post (likes, comments, shares divided by impressions).

b. Audience Growth

- **Follower Growth:** Monitor the number of new followers gained each week on each platform.
- **Demographic Insights:** Analyze the demographics of your audience to see if the agency is reaching your target audience.

c. Brand Awareness

- **Brand Mentions:** Track how often your brand is mentioned on social media, positive or negative.
- **Social Listening:** Use tools to monitor online conversations about the UT and its tourism offerings.

SECTION 6: TERMS & CONDITIONS

6.1 FORCE MAJEURE

Neither party shall be responsible or liable for any delay, malfunctions, or failure to complete any work due to forces beyond their control, including strikes, accidents, acts of war or terrorism, nuclear, natural, civil or military disturbances, or acts of God.

6.2 TERMINATION OF THE CONTRACT

- a. In case of deficiency or non-fulfilment of obligations as per the scope of work or quarterly deliverables, DoT shall serve a notice to the concerned agency to rectify / fulfil the obligations within a specified period of not more 10 days to ratify or fulfil the deliverables assigned by DoT, failing which DoT shall be at the liberty to execute the work through any other agency at the cost of the selected agency. DoT also reserves the right to cancel the contract.
- b. DoT reserves the right to terminate the work order/LOA in case of deficiency in services or poor performance of the agency for any subsequent month/ quarter/ year. For this, DoT shall intimate the agency during monthly report discussion. In this respect, the view of DoT about the performance is final and binding.
- c. DoT reserves the right to drop or remove any or all scope of work deemed not suitable or in line with the objectives for DoT which may necessitate termination of contract. However, in such scenario DoT shall provide a maximum time period of 10 days to the agency to terminate the contract and complete all the requisite formalities and responsibilities assigned.

6.3 PENALTY

Failure in fulfilment of scope of work and deliverables as indicated in Section 3 and Section 5 respectively, shall warrant the following:

- a. In the event that the agency fails to achieve the target growth while adhering to the agreed-upon scope of work, a performance penalty of 5% will be deducted directly from the monthly payment. This penalty will be assessed for each instance of non-achievement.
- b. Forfeiture of Performance Bank Guarantee in case of failure to successfully perform/complete the deliverables by a large margin and/ or in case of any midway unilateral withdrawal from the contract.

6.4 VALIDITY OF BID

Proposal shall remain valid for 180 (One Hundred and Eighty) days from the last date of submission. A proposal valid for a shorter period shall be rejected as non-responsive.

6.5 CURRENCIES OF BID AND PAYMENT

The prices shall be quoted by the Agency in Indian Rupees (INR) only.

6.6 DISPUTES

All legal disputes are subject to the jurisdiction of Courts in Bhubaneswar only.

6.7 ACKNOWLEDGMENT BY AGENCY

It shall be deemed that by submitting the Proposal, the Agency has:

- a. Made a complete and careful physical examination of the requirements for the project (website maintenance, augmentation, mobile app development etc), details mentioned RFP, general condition of contract, submission formalities and evaluation mechanism.
- b. Received all relevant information requested from DoT.
- c. Acknowledged and accepted the risk of inadequacy, error or mistake in the information provided in this invitation document or furnished by or on behalf of DoT.
- d. Satisfied itself about all matters, things and information necessary and required for submitting the proposal and performance of all of its obligations there under.
- e. Agreed to be bound by the undertaking provided by it under and in terms hereof. DoT shall not be liable for any omission, mistake or error on the part of the Agency in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to this invitation document or the selection process, including any error or mistake therein or in any information or data given by the DoT.

DoT shall not be liable for any omission, mistake or error on the part of the Agency in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to this invitation document or the selection process, including any error or mistake therein or in any information or data given by the DoT.

6.8 RIGHT TO REJECT ANY OR ALL PROPOSALS

Notwithstanding anything contained in this invitation document, DoT reserves the right to accept or reject any proposal and to annul this selection process and reject all proposals, at any time during the bidding process without any liability or any obligation for such acceptance rejection or annulment, and without assigning any reasons thereof. DOT, also, reserves the right to reject any Proposal if:

- a) at any time, a material misrepresentation is made or uncovered, or
- b) the Agency does not submit in time any information or clarification asked for

6.9 SUBMISSION OF PROPOSAL- PACKING, SEALING & MARKING

- A. Duly sealed proposal from the Agency filled in all respect must reach DoT at the address, time and date specified in the RFP through Speed/ Regd. Post/ courier/ hand delivery with proper Index. The same technical proposal must be uploaded on ddtenders.gov.in.
- B. The Technical Proposal must be inserted in sealed envelope with Tender Fee and EMD, along with Agency's name and address in the left-hand corner of the envelope and super scribed in the following manner.

“Technical Proposal for RFP for Selection of Agency for Digital and Social Media Management for DNH & DD Tourism”

6.10 LANGUAGE

The Proposal and all communications in relation to or concerning the selection process shall be in English language and strictly in the formats provided in this invitation document.

6.11 LATE SUBMISSION

Proposal received after the deadline for submission prescribed by DoT will not be entertained and be rejected.

6.12 CONSORTIUM / JOINT VENTURE

Agencies are NOT allowed to form consortium/Joint Venture for participating in the bid.

6.13 PERFORMANCE SECURITY AND AGREEMENT

DoT shall issue a Letter of Award (LoA) along with the Draft Agreement to the selected Agency post opening of the financial proposals. Within 15 days of issuance of LoA from DoT to the selected Agency, the selected Agency is required to submit a Performance Security in the form of Bank Guarantee for an amount equivalent to 5% of the total quoted financial bid for Two (2) years (as per revised Rule 171 (i) of GFR 2017) and enter into a working agreement with DoT. The performance security shall be retained by the DoT till the completion of project or 2 years from the date of enforcement of agreement, whichever is later. The performance security shall be forfeited at the sole discretion of DoT towards any liquidated damages that may be payable by the selected agency, under the Terms of the Agreement. The validity of Performance Security should be up to 90 days beyond the end of all contractual obligation of the Agency.

6.14 Payment Schedule

The payment for execution of the work for social media operation and management for DNH & DD tourism will be released on monthly basis after submission of the invoice by the successful bidder.

SECTION 7: FINANCIAL BID

BOQ TO BE SUBMITTED IN FINANCIAL BID TO EXECUTE THE WORK OF SOCIAL MEDIA OPERATIONS AND MANAGEMENT FOR DNH AND DD TOURISM FOR DEPARTMENT OF TOURISM, DNH & DD				
Sr No	Particulars	Quantity	Unit	Cost in Rs
1.	Charges for Social Media operations and management for DNH and DD Tourism (NOTE THE RATES SHALL BE SUBMITTED ONLINE ONLY AS PER THE ELEMENTS MENTIONED IN THE SCOPE OF WORK) (Inclusive of Taxes)	1	Year	

ANNEXURE I: COVER LETTER

(On the Letter head of the Agency)

To,

Date: _____

Director Tourism

Department of Tourism

Paryatan Bhawan, Nani Daman,

Daman - 396210

Ref: Request for Proposal (RFP) For Selection of an agency for Social Media operations and management for DNH and DD Tourism for Department of Tourism, DNH & DD

Sub: Selection of an agency for Social Media operations and management for DNH and DD Tourism for Department of Tourism, DNH & DD

1. With reference to your RFP document _____, dated _____, I, having examined the RFP Documents and understood their contents, hereby submit my / our proposal for the subject RFP. The Proposal is unconditional and unqualified.
2. I acknowledge that the Authority will be relying on the information provided in the Proposal and the documents accompanying the proposal for selection of the Agency, and we certify that all information provided in the proposal and its Annexures along with the supporting documents are true and correct; nothing has been omitted which renders such information misleading; and all documents accompanying the proposal are true copies of their respective originals.
3. This statement is made for the express purpose of our selection as Agency for the design and execution of the aforesaid Project.
4. I shall make available to the Authority any additional information it may find necessary or require supplementing or authenticate the Proposal.
5. I acknowledge the right of the Authority to reject our Proposal without assigning any reason or otherwise and hereby waive, to the fullest extent permitted by applicable law, our right to challenge the same on any account whatsoever.
6. I certify that in the last three years, we have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.
7. I declare that:
 - (a) I have examined and have no reservations to the Bidding Documents, including any Addendum issued by the Authority; and
 - (b) I have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice,

as defined in the RFP document, in respect of any tender or request for proposal issued by or any Agreement entered into with the Authority or any other public sector enterprise or any government, Central or State; and

(c) I hereby certify that we have taken steps to ensure that in conformity with the provisions of the RFP, no person acting for us or on our behalf has engaged or will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice; and

(d) the undertakings given by us along with the Proposal in response to the subject RFP and information mentioned for the evaluation of the bid capacity were true and correct as on the date of making the Proposal and are also true and correct as on the Proposal Due Date and I shall continue to abide by them.

8. I understand that you may cancel the Bidding Process at any time and that you are neither bound to accept any BID that you may receive nor to invite the Agencies to BID for the Project, without incurring any liability to the Agencies, in accordance with the RFP document.

9. I certify that in regard to matters other than security and integrity of the country, we have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which could cast a doubt on our ability to undertake the Project or which relates to a grave offence that outrages the moral sense of the community.

10. I undertake that in case due to any change in facts or circumstances during the Bidding Process, we are attracted by the provisions of disqualification in terms of the guidelines referred to above, we shall intimate the Authority of the same immediately.

11. I further acknowledge and agree that in the project such change in control occurs after signing of the Agreement up to its validity, it would, notwithstanding anything to the contrary contained in the Agreement, be deemed a breach thereof, and the Agreement shall be liable to be terminated without the Authority being liable to us in any manner whatsoever.

12. I hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority in connection with the selection of the Agency, or in connection with the Bidding Process itself, in respect of the subject RFP and the terms and implementation thereof.

13. In the project of my/ our being declared as the Selected Agency, I / we agree to enter into an Agreement in accordance with the draft that has been provided to me / us by the Authority. We agree not to seek any changes in the aforesaid draft and agree to abide by the same.

14. I have studied all the Bidding Documents carefully and also surveyed the website of DoT. We understand that except to the extent as expressly set forth in the Agreement, we shall have no claim, right or title arising out of any documents or information provided to us by the Authority or in respect of any matter arising out of or relating to the Bidding Process including the award of Agreement.

15. I offer the Earnest Money Deposit (EMD) to the Authority in accordance with the RFP Document. The documents accompanying the Technical Proposal, as specified in the RFP, have been submitted in separate files.

17. I agree and understand that the Proposal is subject to the provisions of the Bidding Documents. In no case, I shall have any claim or right of whatsoever nature if the Project not awarded to me or our Proposal is not opened or rejected.

18. The Financial Proposal has been quoted by me after taking into consideration all the terms and conditions stated in the RFP, draft Agreement, our own estimates of costs and after a careful assessment of the website and all the conditions that may affect the implementation cost .

19. I agree and undertake to abide by all the terms and conditions of the RFP document.

20. I shall keep this offer valid for 180 (One Hundred Eighty) days from the Proposal Due Date specified in the RFP.

21. I hereby certify that we have not changed any quantity as mentioned in the financial figures and confirm that any discrepancy arrives at any time, decision of Authority (DoT) will be considered as final.

22. I hereby submit our Proposal and quote an amount as indicated in Financial Proposal for undertaking the aforesaid Project in accordance with the Bidding Documents and the Agreement.

In witness thereof, I submit this Proposal under and in accordance with the terms of the RFP document.

Yours faithfully,

Date:

(Signature, name and designation

Place:

of the Authorized signatory)

Name & seal of Agency

ANNEXURE II: UNDERTAKING

(On the Letter Head of the Agency)

Date:

To,

Director Tourism

Department of Tourism

Paryatan Bhawan,

Nani Daman, Daman - 396210

Ref: Selection of an agency for Social Media operations and management for DNH and DD Tourism for Department of Tourism, DNH & DD

Dear Sir,

We have examined in detail and have understood the terms and conditions stipulated in the RFP issued by DoT. Our Proposal is consistent with all requirements of submission as stated in the RFP or in any of the subsequent communication issued by the DoT. We would be solely responsible for any errors or omissions in our Proposal.

We hereby declare that we have read and understood the rules governing the development of project as given above, examined and understood and satisfied ourselves regarding the content of the various agreements, declarations and deeds to be executed and do hereby undertake to execute them when called upon to do so, and commit in unequivocal terms, in letter and spirit, that the project shall be implemented as per the comprehensive stipulations and requirements that have been spelt out by the DoT, in this RFP and Bidding Documents including adherence to the areas / capacities / specifications / regulations as have been detailed by the DoT in this regard.

We also commit to abide by the decision of DoT on all matters relating to the implementation of the Project and thereafter, the Operations and Maintenance of the Projects.

Duly signed by the Authorized Signatory of the Bidder
(Name, Title and Address of the Authorized Signatory)