

**THE ADMINISTRATION OF UNION TERRITORY OF LADAKH**

**DIRECTORATE OF TOURISM LADAKH**

**REQUEST FOR PROPOSAL (RFP)/TENDER  
DOCUMENT**

**For**

**Appointment of a  
Social Media Management Agency**

**File No:DTL/Acctts/01/2020**

**Date: 03.02.2020**

**Pre-bid Meeting : -----**  
**Last date for submission of Bids : 25.03.2020 till 4:00PM**

**TOURISM DEPARTMENT  
LADAKH**

## **1. Introduction**

1.1 The Directorate of Tourism, Union Territory of Ladakh intends to appoint a Social Media Management Agency for over all promotion of Tourism in Ladakh. The Directorate through its sub offices at Leh , kargil and Zaskar undertakes publicity and promotion of Tourism in Ladakh in association with the Travel Trade Bodies at leh and kargil. The specific elements of promotional efforts include advertising in print, electronic, outdoor and online media, participation in National and International travel fairs and exhibitions, organizing road shows, etc.

1.2 In order to build a strong audience community and to aggressively promote and market Ladakh both in the domestic and overseas markets, the Tourism Department Ladakh proposes to enhance its presence in all leading social media platforms including Facebook, Twitter, Instagram, YouTube, LinkedIn, Vimeo and other Platforms.

## **2. Objectives**

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

- ✓ To reach out to the ever growing population of netizens worldwide to create awareness about Tourism in Ladakh.
- ✓ Drive traffic to the Tourism Ladakh Portal and eventually increase tourist traffic to Ladakh.
- ✓ To create a strong audience community
- ✓ To increase visibility of Ladakh in the global tourism markets.
- ✓ To create a simple and user-friendly system for exchanging ideas and feedback.

2.2 Towards achieving the above objectives, the Department of Tourism proposes to commission a professional agency for Social Media Management for a period of three years, subject to yearly review and with the provision that services of the agency may be dispensed with at any time, giving three month notice, in the event of nonperformance, under performance or any other reason which would be specified.

### 3. Eligibility Criteria

S. NO	Criteria	Documentary Evidence to be produced
3.1	The bidding agency should be a registered company	Certificate of Incorporation/ Registration.
3.2	The bidding agency must have a valid PAN and GST Number	Photo copy of the PAN Card and GST Registration Certificate.
3.3	The Firm / Agency must have been in operation for a minimum period of 5 years as on 01 <sup>st</sup> April, 2019 with atleast 2 years experience in providing service in Social Media Management.	A Certificate from Chartered Accountant certifying that the bidding agency is in operation for a minimum period of 5 years as on 01 <sup>st</sup> April 2019 with at least 2 years experience in providing service in Social media Management must be submitted.
3.4	The bidding agency should have a minimum cumulative turnover of Rs. 01 Crore during the last three financial years (i.e 2016-17, 2017-18, 2018-19)	A Certificate from Chartered Accountant must be submitted.
3.5	In the last 3 years (i.e 2016-17, 2017-18 & 2018-19) the bidding agency must have completed / or have in progress. <ul style="list-style-type: none"> <li>i. Minimum 2 projects of Social Media Management for Central / State Government / Public Sector Undertaking on a subject other than Tourism related,</li> <li>ii. Minimum 1 project of Social Media Management for any State Tourism Department / national Tourism Authority and</li> <li>iii. Minimum 2 projects of Social Media Management for the Private Sector.</li> </ul>	A Copy of Work Order / Client Completion Certificate for each of the projects undertaken to be submitted.
3.6	The Bidder should not be under a Declaration of Ineligibility for corrupt or fraudulent practices with any Government Department / agencies / ministries or PSU's and should not be blacklisted by any government departments / agency / Ministries or PSU's	A declaration by the authorized representative of the bidding Agency to be submitted as Annexure 1.
3.7	The bidding agency should agree to undertake the assignment in accordance with the Scope of Work.	An undertaking on the letterhead of the Agency and Signed by an authorized signatory, that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the REP document and at the cost submitted by the Agency in the financial proposal ( the cost is not to be indicated in the undertaking) to be submitted as Annexure-2. The above undertaking submitted would be binding on the Agency.
3.8	The bidding agency should be able to provide a detailed, well qualified Servicing and Social Media team to be stationed in Leh Ladakh for undertaking the required work of the Tourism Department Ladakh as per Scope of	A Confirmation letter from the bidding agency for being able to provide the qualified team should be submitted on the company letter head, duly signed by the authorized signatory as per format given in /annexure-3.

	Work.	
3.9	The bidding agency should have a fullfledged establishment within India and an office / sub office with a dedicated team in Ladakh.	A self undertaking on the agency's letter head, duly stamped and signed by the authorized representative of the agency stating that the bidding agency has an office / sub office in Ladakh along with contact details of his main office.
3.10	The bidding agency should submit Earnest Money Deposit (EMD) as specified in this REP Document.	As per details given below.

#### 4. Period of Contract:

The Social Media Agency would be appointed for a **period of three years, subject to a yearly review** and with the provision that services of the agency may be dispensed with at any time, giving a maximum of three months' notice, in the event of non-performance, under performance or any other reason which would be specified. The contract may be extended on mutual consent for a maximum period of two years on same terms and conditions of payment.

#### 5. Scope of Work

##### I. Social Media Management

- i. **Creation & Maintenance of Social Media Platforms for Tourism Department Ladakh:** The Agency shall create (as and when may be required) and maintain Social Media Platforms for Tourism Department Ladakh including but not limited to, Facebook, Instagram, LinkedIn, Periscope, Pinterest, Twitter, Vimeo and Youtube.
- ii. **New Look:** Give all Social Media Platforms a new look on seasonal basis in a year (i.e Spring, Summer, Autumn and Winter) by putting up new creative features, theme lines, links etc.
- iii. **Updates:** Daily informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news, quiz, etc.
- iv. **Creatives:**
  - Developing creative units like banners / posters and video content of up to one minute duration 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 for campaigns on thematic subjects to be posted on the Social Media handles. These thematic campaigns may be on subjects like Adventure Tourism of Ladakh, Ladakh Monastic Culture, High Altitude Lakes of Ladakh, Valleys of Ladakh, Heritage Sites, etc. Such content would be produced with fresh shoots. **Each Campaign on a particular theme would comprise 4 creatives and one video.**

- v. **Live Coverage** : Providing for live coverage of events, festivals, etc., on the social media handles of the Department, as and when required.
- vi. **Press Releases** : Publishing online press releases (of Tourism Department Ladakh) onsite in and outside India.
- vii. **Multimedia Releases**: Issuing multimedia releases within and outside India.
- viii. **Engage with users**: Weekly organize online surveys, quizzes, contests on all platforms in consultation with the Department.
- ix. **Publicity**: Publicize all festivals and cultural events as suggested by the Tourism Department, using these social media platforms.
- x. **Query Management**: All queries received on all platforms which need not require inputs from the Department must be replied to within 24 hours and all queries which require a consultation with the Department should be answered within two working days.
- xi. **Gate Keeping**: Moderation of all platforms with a frequency of one time a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- xii. **Media Tracking**: Use a good industry standard monitoring tool for analyzing comments / remarks about Ladakh in various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, national & international.
- xiii. **Tagging**: Create relevant tagging & linkages of content on all platforms.
- xiv. **Procuring** photographs and videos as may be required, for one time usage.
- xv. **Copyright**: Content shared online must be copyright protected and unauthorized use of this must be monitored.
- xvi. **Reporting**: The agency must submit weekly, “Effectiveness Analysis and MIS Reports” to the Department on the effectiveness of the social media strategy.  
The agency must submit a detailed analysis on the steps undertaken for overall promotion of Ladakh on the Social Media Platforms and the results achieved.
- xvii. **Presentations** : Prepare promotional presentations with multi-media content for the Department, as and when required.

## **II. Amplification:**

- i. Providing amplification of Digital Marketing Communication and Messaging through planning and execution of a Social Media Marketing activity across both Paid Media and Non-Paid Media avenues. Media planning & providing professional inputs and support in buying of media for Social Media Campaigns for running banners adverts etc. during the period of contract on themes / subjects to be decided in consultation with the Department. This would entail assistance and supervision of buying of the media slots by the Department to ensure best rates and negotiations directly from the media owner.
- ii. Executing and Managing the digital campaigns released by the Department including undertaking activities like optimization of campaign, reporting etc.
- iii. For the above Social Media campaigns the creative units (banners etc.) have to prepare the Social Media Management Agency in consultation with the Tourism Department.

## **III. Key Influencer Programme**

- i) Planning and Executing “Key Influencer Programs” on Social Media platforms.
- ii) The Influencer programs will aim at engaging Top 100 influencers in the tourism industry.
- iii) The Influencer programs will focus on blogs & forums and other social channels.
- iv) The Influencer programs will need to generate content for social channels and blogs, web listings, directory submissions etc and spread awareness about Tourism in Ladakh and the Social Media campaign.

## **IV. Social Media Monitoring Programme**

- i) Planning and Executing a “Social Media Monitoring Program” on Social Media platforms.
- ii) The Social Media Monitoring Program will undertake monitoring across 100-150 keywords primarily in the primary source markets for Ladakh.
- iii) Social Media Monitoring Program will create and manage a Monitoring platform which will be both predictive and reactive in approach.
- iv) **Social Media Listening / Monitoring** : Social Media Listening with 100-150 keywords, with a dedicated personnel for listening / monitoring and providing monthly reports to the Tourism Department.
- v) The key Languages to be monitored will be English.

V. Other related and miscellaneous work include providing seasonally strategic inputs for creative campaign of the Tourism Department Ladakh.

VI. Providing feedback on best practices in marketing and promotion in countries across the world on Social Media.

**VII Team:** The agency must position a dedicated team at its office / Sub Office in Leh or Kargil to handle the Scope of Work detailed in this RFP, during the period of contract. The identified team would work closely with the Department. 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 **in advance**, along with details of the new Team Member identified as a replacement and is to be approved by the Tourism Department.

**VIII. Assistance to be provided by the Department of Tourism Ladakh would be as under:**

- i. Provide the necessary information on events / festivals of importance to the Tourism Department, from time to time.
- ii. The Tourism Department will provide relevant ( basic information / pictures /approvals) content as available from time to time.
- iii. Provide all the necessary information such as logo of Department / event / press releases issued for traditional media and updates etc.
- iv. Assist in obtaining any other permissions / information as required.

IX. For any work that may be required for successful implementation / execution of a project but which is **outside the Scope of Work** detailed in this RFP, payment will be made on the basis of cost estimates to be submitted by the agency, with rate reasonability to be decided by a Committee constituted in the Tourism Department for the purpose.

**NOTE:**

- i. The selected Agency shall actively engage in Content Creation & Management during the period of contract and all such content created will be the property of the Tourism Department Ladakh.
- ii. All Intellectual Property displayed on these platforms shall belong to the Tourism Department exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with Tourism Department Ladakh.

- iii. Proprietorship / copyright of Images, creatives and videos produced and any other content used in the Social Media Sites of the Tourism Department Ladakh, would rest solely with the Tourism Department, Union Territory of Ladakh at all times / perpetuity.
- iv. The Agency will be responsible for obtaining any permissions that may be required for undertaking work as detailed in this RFP Document. The Tourism Department Ladakh will assist the Agency in this regard, wherever possible.
- v. The Agency will at no time resort to plagiarism. The Tourism Department , will not be a party to any dispute arising on account of plagiarism resorted to by the agency.
- vi. The Social Media Platforms Content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, Tabs etc., failure of any one of which shall be considered an incomplete execution of the Work Order.
- vii. The Agency may also note that the operation of the Social Platforms shall fall under the purview of the Right to Information Act, 2005. Thus, it must understand the laws provided there under and must answer such queries only after consultation with the Tourism Department Ladakh.

## **6. Pre-bid Meeting**

All prospective Bidders, requiring clarification on the RFP shall notify the Tourism Department Ladakh on e-mail [directortourismladakh@gmail.com](mailto:directortourismladakh@gmail.com) by 20.02.2020 (1600 hrs.). A Pre-bid Meeting would be held on (date to be notified separately) in the Office Chamber of the Commissioner/Secretary, Tourism Department, UT Secretariat Leh to clarify queries, if any, regarding the RFP. All queries would be addressed only during the Pre-bid meeting. Interested agencies may attend the pre-bid meeting on the said date/time.

## **7. Guidelines for Preparation of Proposals.**

The Bidder must comply with the following instructions during preparation of Proposals:

- i. The Bidder is expected to carefully examine all the instructions, guidelines, terms and condition and formats of the RFP Document. Failure to furnish all the necessary information as required by the RFP Document or submission of a proposal not substantially responsive to all the requirements of the RFP Document shall be at Bidder's own risk and may be liable for rejection.
- ii. The Proposal and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or over writings shall be valid only if they are initialed by the authorized person signing the Proposal.



- iii. The Proposal shall be in indelible ink and shall be signed by the Bidder or duly authorized person(s).
- vi. In addition to the identification, the envelopes containing the Proposals shall mention the name and address of the Bidder to enable the Proposal to be returned in case it is declared late pursuant, and for matching purposes.
- v. No Bidder is allowed to modify, substitute, or withdraw the Proposal after its submission.

## **8. Submission of Proposal**

8.1 Request for Proposal (RFP) should be submitted in two separate packets put into one large packet, which should consist of technical and financial proposals. The two inner packets (packet -1 and packet -2) should be clearly super scribed as:

**Packet – 1 – Technical Proposal** for “Selection of Agency for Social Media Management”.

**Packet – 2 – Financial Proposal** for “Selection of Agency for Social Media Management”.

8.2 Each of the above two packets should also mention the name, address and contact details (Telephone Nos., Fax & E-mail ID) of the company. Both packets should be properly sealed and put in to a large packet, super scribed “**Technical and Financial Proposal for Selection of Agency for Social Media Management**” and should be addressed to the Director Tourism Ladakh, Union Territory of Ladakh, Council Secretariat, Kurbathang, Kargil Ladakh-194103. The large outer packet should be sealed and should bear the name, address and contact details of the company. The last date for submission is **25.03.2020(1600 hrs.)**.

8.3 The outer sealed envelope containing the sealed Technical and Financial bids should be addressed to:

**The Director Tourism Ladakh,  
Union Territory of Ladakh,  
Council Secretariat, Kurbathang,  
Kargil Ladakh-194103.**

#### 8.4 The Technical Proposal (Packet -1) must include the following:-

- (i) A clear photocopy of the certificate of Incorporation / Registration. In case of change in name, the copy of the relevant document.
- (ii) A photocopy of PAN Card.
- (iii) A Photocopy of GST Registration Certificate bearing GST No. of the agency / firm.
- (iv) A Certificate from Chartered Accountant in original in support of cumulative annual turnover of the Firm / Agency of **Rs. 01 Cr.** during last 3 years (i.e 2016-17, 2017-18 & 2018-19).
- (v) A Certificate from Chartered Accountant in original certifying that the bidding agency is in operation for a minimum period of 5 years as on 01<sup>st</sup> April 2019 with at least 2 years' experience in providing service in Social Media Management.
- (vi) Details and Work order (s) / Client Completion Certificates for relevant experience in Social Media Management for **Government / PSU other than tourism related** in the last three years (2016-17, 2017-18 & 2018-19).
- (vii) Details and Work order (s) / Client Completion Certificates for relevant experience in Social Media Management for **State Tourism Department / National Tourism Authority** during the last three years (2016-17, 2017-18 & 2018 -19).
- (viii) Details and Work order (s) for experience in Social Media Management for **Private Sector** in the last three years (2016-17, 2017-18 & 2018 -19).
- (ix) The Bidder shall not have been declared **blacklisted for corrupt or fraudulent practices** with any Government departments/ agencies/ ministries or PSU's and should not be blacklisted as on 01<sup>st</sup> April, 2019. A declaration to this effect by the authorized representative of the bidding agency to be submitted as per the format given at **Annexure-1**.
- (x) An undertaking on the letterhead of the Agency and signed by an authorized signatory, that the Agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the Agency in the financial proposal (the cost is not to be indicated in the undertaking). The above undertaking submitted by the agencies would be binding on the Social Media Agency (as per format at **Annexure-2**).

- (xi) A confirmation letter from the bidding agency for being able to provide the qualified team should be submitted on the company letter head, duly signed by the authorized signatory as per format at **Annexure-3**.
- (xii) A **self undertaking** on the agency's letter head, duly stamped and signed by the authorized representative of the agency stating that the bidding agency has an office / sub office in Leh or Kargil along with contact details of their main office.
- (xiii) Approach & Methodology including but not limited to the following :
- ✓ Proposed brand vision and social media strategy for Tourism Department Ladakh.
  - ✓ Content Development Strategy
  - ✓ Concept and Methodology for Social Influencer Programmes
  - ✓ Innovative ideas and suggestions
- (xiv) **Team Composition:** Details of the Team identified to work on the project for Tourism Department Ladakh.
- ✓ Name of the Team Member
  - ✓ Designation
  - ✓ Work being handled
  - ✓ Qualifications
  - ✓ Number of years of relevant experience
  - ✓ Experience in the Agency
- (xv) **Earnest Money Deposit (EMD) / Bid Security for Rs.04.00 lacs (Rupees four lacs only)** drawn in favour of the Director Tourism Ladakh, Union Territory of Ladakh, to be submitted in an acceptable form such as Bank Guarantee, etc. from a scheduled Bank. **If the Pre-Qualification Bid Packet is not accompanied by EMD/ Bid Security, the proposal of the bidding agency shall be rejected outrightly.** No interest shall be payable by the Tourism Department on the sum deposited as EMD/ Bid Security. The EMD/ Bid Security of unsuccessful bidders would be returned within one month of issue of the work order / contract to the successful bidder. EMD / Bid Security will be returned to the successful agency on issue of work order and receipt of performance guarantee. The EMD should be valid for 90 days from the date of the closing of the bid.

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

**8.5 The Financial Proposal (Packet-2) must include the following:**

- (i) All item wise costs associated with the Assignment should be included in the Financial Proposal as per format given below. The total amount indicated in the Financial Proposal shall be without any condition attached or subject to any assumption, and shall be final and binding. In case any assumption or condition is indicated in the Financial Proposal, it shall be considered non-responsive and liable to be rejected.

S.No	Item	Expected / anticipated requirement for three years	Unit cost (Excluding Taxes)	Total Cost for three years in INR (as per expected / anticipated requirement for 3 years wherever indicated against each item) (Excluding taxes)
1.	Cost of setting up accounts Social Media Platforms (per platform)	4 Platforms*	Cost per platform	
2.	Cost of Monitoring Social Media Platforms (per platform per month)	5 platforms per month*	Cost per platform	
3.	Adding content and responding to the Social Media Platforms	500 updates per platform for 3 years*	Cost per update per platform	
4	Cost of developing creative units like banners / posters on events, achievements, etc for posting on social media handles, as and when may be required.	150 for three years*		
5	Cost of developing video content of up to one minute duration for Social Media on events, achievements, etc.	30 for three years*		
6	Cost of developing Creativities with fresh Photo shoot for Thematic Campaigns to be posted on the Social Media Handles of the Department. Each Campaign would have 6 such creatives.	12 thematic campaigns for three years*	Cost per thematic Campaign	

7	Cost of developing video content of up to one minute duration, with fresh shoot for Thematic Campaigns to be posted on the Social Media Handles of the Department. Each Campaign would have 1 video. (For videos of longer duration than one minute, if required, cost would be calculated on pro-rata basis)			
8	Cost of procuring third party photographs ( one time use basis)	300 Photos for 3 years*	Cost per Photographs	
9	Cost of procuring third party Videos (one time use basis) of 1 minute duration.	60 Videos for three years*	Cost per video	
10	Cost for providing Live Coverage of Events, Conferences, Festivals etc. Expected Requirement : 8 Events, Conferences, Festivals per year* ( If the Live Coverage is for an event / Conference / Fair / Festival etc. outside Ladakh (Leh& Kargil) cost for air / rail fare, accommodation & transport for the agency personnel will be borne separately by the Department and is not to be included in the cost quoted)	18 Events, conference, fair, festivals for three years.	Cost per Event / Conference / Festivals.	
11	Editing and uploading videos supplied by the Department or Third party.			
12	Editing and uploading photos supplied by the Department or Third party.			
13	Cost of publishing online press releases on 20 sites within India	15 press releases on 20 sites for three years*	Cost per press release per site	
14	Cost of publishing online press releases on 10 sites outside India.	9 press releases on 10 sites for three years*	Cost per press release per site	
15	Cost of making power point presentation with multimedia content (minimum 50 slides)*	12 Presentations for three years*	Cost per presentation	

16	Cost for planning and executing Key Influencer Programmes Expected Requirement: 2 Programmes per year*. ( Cost for all logistic arrangements required for the programmes, such as booking of venues, providing accommodation, meals, air or rail fare, transport for the Influencers, as may be required will be paid separately by the Tourism Department and is not included in the cost estimate)	06 Programmes for three years*		
17	Fee for managing Social Media Campaigns including optimization and reporting.	6 Social Media Platforms for three years*	Fee per Social Media Platform.	
18	Social Media Listening and Monitoring with 100-150 key words. ( The Data Tool for this will be provided separately by the Tourism Department and is not to be included in the cost estimate)	For three years.	Cost per month	
19	Any other Costs (to be specifies)			
	<b>Total (Excluding GST)</b>			
	<b>GST</b>			
	<b>Grand Total (including GST)</b>			

(\* This is an estimation of the volume of work. Actual volume of work may vary during implementation.)

- (ii) **For Financial Evaluation, the total cost quoted for all the items of work, for three years (excluding taxes) will be considered.**

It may be noted that the total cost for three years submitted in the financial quote is based on an expected requirement. This may vary, based on the requirement of the Tourism Department Ladakh and the amount payable to the agency will be for actual work undertaken, based on unit costs indicated in the Financial Proposal.

- (iii) Taxes / GST as applicable will be paid as per actual and the same are **not** required to be indicated in the financial bid.
- (iv) The financial quote above **must** cover **all** costs / expenses of the Agency for undertaking work as detailed in the Scope of Work of this RFP, **except taxes and except where otherwise stated.**
- (v) The cost quoted will be firm and fixed for the duration of performance of the contract. At no point of time will any deviation from the quoted rate be entertained by the Department.
- (vi) The Financial Bid shall **not** include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.
- (vii) All payments shall be subject to deduction of taxes at source as per Applicable Laws.

**NOTE** :Agencies may be careful while preparing their Financial Proposal and ensure that there is no mismatch while making calculations

## **9. Evaluation of Proposals**

### **i) Technical Evaluation:**

Technical proposals will be opened in the presence of representatives of agencies submitting proposals on a date to be notified separately for verification of documents submitted and fulfillment of eligibility criteria. The agencies whose technical proposals are complete in all respects and who fulfill all eligibility criteria would be shortlisted to make a presentation before a Committee for evaluation of their technical proposal. Date for the presentation would be intimated by e-mail to all eligible agencies. On the basis of presentation made by the eligible agencies, a constituted committee will evaluate the technical proposals of the eligible agencies against a total of 70 Marks as per following details:

Sr. No.	Parameters	Maximum Score
01.	No. of years of Experience in work relating to Social Media Management. <b>(One mark for each additional year of experience beyond the prescribed two years as on 1<sup>st</sup> April 2019, for a maximum of 4 marks)</b>	4
02.	Cumulative annual turnover for the last three financial year (2016-17, 2017-18 & 2018-19). Above Rs. 01 Cr. to Rs. 02 Cr. – 2 Marks Above Rs. 02 Cr. to Rs. 04 Cr. – 3 Marks Above Rs. 04 Cr. – 4 Marks	4
03.	Social Media Management Projects undertaken for Government / PSUs in the last 3 years (2016-17, 2017-18 & 2018-19), <b>other than tourism related.</b> <b>(3 marks for every additional project beyond the minimum prescribed 2 projects with a maximum of 9 Marks)</b>	9
04.	Social Media Management Projects undertaken for <b>Private Sector</b> in any field in the last 3 years (2016-17, 2017-18 & 2018-19). <b>(3 marks for every additional project beyond the minimum prescribed 2 projects with a maximum of 9 Marks)</b>	9
05.	Social Media Management Projects undertaken for any <b>State Tourism Department / National Tourism Authority</b> in the last 3 years (2016-17, 2017-18 & 2018-19). <b>(3 marks for every additional project beyond the minimum prescribed 1 project with a maximum of 9 Marks)</b>	9
06.	<b>Approach &amp; Methodology including but not limited to the following :</b> - Proposed brand vision and social media strategy for Tourism Department Ladakh. - Content Development Strategy - Concept and Methodology for Social Influencer Programmes	30
07.	<b>Innovative Ideas and Suggestions</b>	5
	<b>Total</b>	<b>70</b>

**Agencies scoring 70% marks or more in the Technical Evaluation (i.e. 49 out of 70), will be shortlisted for opening of financial bids.**



ii) **Financial Evaluation:** Financial Bids of the shortlisted agencies will be opened in the presence of authorized representatives of the Agencies on a date /time to be specified by the Department of Tourism Ladakh. Financial evaluation, based on the total cost quoted by the Agency for three years, will carry a weightage of **30 Marks**.

**For Financial Evaluation, the total cost for all three years (excluding taxes) will be considered.** The cost for three years will cover all costs / expenses of the agency as detailed in the Scope of Work.

iii) **Selection of Agency for Social Media Management will be based on the aggregate of the Technical and Financial Evaluation.**

## 10. Time Line for the Project / Deliverables

Content creation and translation, editing of existing content. The following is an indicative list of deliverables and milestones for the agency, assuming that the engagement starts at time T (Issuance of Work Order)

Sr. No.	Deliverables	Timelines
01.	Preparation & Submission of detailed plan of action.	T + 15 days.
02.	Content Creation & Deployment	Continuous Work
3.	Updation, maintenance, New Content Creation, etc.	Continuous Work

Monthly progress Reports (MPRs) to be submitted every month indicating the activities completed / ongoing / remaining as against the scheduled tasks / activities.

## 11. Contract / Work Order

On selection of the agency and acceptance of financial quote submitted by the selected agency, a Letter of Intent (LOI) would be issued to the agency. On receipt of LOI, the agency would submit a letter of acceptance along with a performance guarantee as detailed in Para 12 below, within **7 working days** of receiving LOI. Thereafter, a detailed work order will be issued to the selected agency.

## 12. Submission of Performance Guarantee:

The selected agency will execute a **Performance Guarantee** for 10% of the total contract value, in the form of Bank Guarantee from a Scheduled Bank in acceptable form or in the form of Fixed Deposit Receipt pledged to the Director Tourism Ladakh, Union Territory of Ladakh. The said guarantee should be valid for 60 days after the date of completion of the entire Project. In case of any deficiency and unsatisfactory performance by the consultant, the Performance Guarantee is liable to be invoked and the payment due to the agency would be withheld. No interest will be paid by the Department on the Performance Guarantee.

### 13. Terms of Payment:

- i. Advance payment will **not** be allowed.
- ii. Payment to the selected agency would be made on quarterly basis for those activities completed.
- iii. On completion of activity, the agency would submit an invoice in triplicate with supporting documents, if any, to the Director Tourism Ladakh. After completion of the due procedures, in the Directorate, payment will be made by electronic transfer of funds to the bank account of the agency concerned in Indian Rupees.
- iv. Taxes / GST as applicable will be paid on actuals.
- v. For facilitating Electronic Transfer of funds, the selected agency will be required to indicate the name of the Bank & Branch, account no. (i.e. bank name, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of every bill submitted for payments by the agency.

### 14. Additional Information to the Bidders:-

- i) Period of validity of the Tender is 90 days from the closing date of the Proposal. If need be, necessary extension would be considered by the Department.
- ii) The Tourism Department Ladakh is however not bound to accept any tender or assign any reason for non-acceptance. **Conditional, erroneous and incomplete Bids will be rejected outright.**
- iii) The Tourism Department Ladakh reserves its right to summarily reject offer received from any Media Planning Agency on national security considerations, without any intimation to the bidder.
- iv) Agencies submitting proposals will not be permitted to alter or modify their bids after expiry of the deadline for receipt of bids.
- v) The Tourism Department Ladakh reserves its right not to accept bids from Agencies resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government Investigating Agencies / Vigilance Cell.
- vi) The Tourism Department Ladakh reserves the right to place an order for the full or part quantities under any items of work under scope of work.

- vii) Any amendments / corrigendum to the RFP document would be notified in print media and uploaded on the official website of the District Leh/Kargil Department, <https://ladakh.nic.in>
- viii) The agency would indemnify the Tourism Department Ladakh against any claim of copyright violation / plagiarism, etc.

## **15. Force Majeure:**

Neither party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. Force Majeure shall not include

- (i) any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder. Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.

A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

## **16. Penalty:**

The Performance Guarantee submitted by the agency shall be liable to be forfeited in full or part in case of underperformance by the agency, besides other action, including blacklisting of the agency as may be deemed fit by the Tourism Department Ladakh, Union Territory of Ladakh as per the details given below:

- a) In case, it is noticed that the agency has been unable to deliver any work enumerated in the work order in part as enumerated under each item of work, penalty @15% would be imposed equivalent to the cost of that unit of work.
- b) In case it is noticed that the agency has been unable to deliver one or two items of work as a whole, penalty @10% would be imposed equivalent to the cost of those items of work.
- c) In case the agency has been unable to deliver three or more items as a whole, as enumerated in the scope of work, the performance bank guarantee submitted by the agency shall be forfeited in full.
- d) If the delivery of any item(s) is delayed from the delivery schedule approved by the Tourism Department, a penalty @5% of the total cost of that item, per week would be imposed.

- e) In case of any inordinate delay in execution of activities / items in the Scope of Work, a Committee of officers of appropriate level decided by the competent authority will decide on penalty and / or other action be taken, after examining all aspects of the case.
- f) The Tourism Department Ladakh reserves the right to deduct the penalty either from Performance Bank Guarantee or from pending invoices submitted for the work already performed by the agency.

## **17. Termination:**

Department of Tourism may terminate the Contract of the agency in case of the occurrence of any of the events specified below:

- (i) If the Agency becomes insolvent or goes into compulsory liquidation.
- (ii) If the Agency, in the judgment of Tourism Department, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- (iii) If the Agency submits to the Department a false statement which has a material effect on the rights, obligations or interests of the Department.
- (iv) If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to Tourism Department.
- (v) If the Agency fails to provide the quality services as envisaged under this Contract. Reasons for the same would be recorded in writing.

In case of such an occurrence, Tourism Department shall give a written advance notice, not exceeding three (3) months before terminating the Contract of the Social Media Agency.

## **18. Arbitration:**

(i) In event of any dispute or difference between the Department and the Agency, such disputes or differences shall be resolved amicably by mutual consultation. If such resolution is not possible, then the unresolved dispute or difference shall be referred to arbitration of the sole arbitrator to be appointed by the Secretary, Tourism Department, and Union Territory of Ladakh. The provision of Arbitration and Conciliation Act, 1996 (No.26 of 1996) as amended in 2015 shall be applicable to the arbitration. The Venue of such arbitration shall be at Leh / kargil or any other place, as may be decided by the arbitrator. The arbitrator shall make a reasoned award (the "Award"), which shall be final and binding on the Department and the Agency. The cost of the arbitration shall be shared equally by the Department and the Agency to the agreement. However, expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself.

(ii) Pending the submission of and /or decision on a dispute, difference or claim or until the arbitral award is published; the Department and the Agency shall continue to perform all of their obligations under this Agreement without prejudice to a final adjustment in accordance with such award.

### **19. Jurisdiction:**

The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and are in force for the time being are applicable to this contract tender.

**20.** Interested agencies may submit bids as per the requirements stipulated in this document latest by 1600 hrs on 25.03.2020 **The bid should be addressed to the Director Tourism Ladakh, Council Secretariat, Kurbathang, Kargil – 194103.**

**Director Tourism Ladakh,  
Headquarter at Kargil.  
Council Secretariat Kargil.  
PIN: 194103**

**Pre-Qualification Bid  
Declaration of not being blacklisted**

**Format for Annexure -1**

**To be provided on 'Company letter head'**

The Director Tourism Ladakh,  
Headquarter at Kargil.

**Subject :- Declaration of not being blacklisted.**

Madam / Sir,

This has reference to the Tourism Department Ladakh's RFP No..... dated ..... for Appointment of a Social Media Management Agency.

In this context, I/We, as an authorized representative(s) of company, declare that presently our Company/ firm is having unblemished record and is not declared ineligible with regard to corrupt & fraudulent practices, blacklisted either indefinitely or for a particular period of time, or had work withdrawn, by any State/ Central government/ PSU.

If this declaration is found to be incorrect then my/our bid security without prejudice to any other action that may be taken, may be forfeited in full and the tender, if any, to the extent accepted, may be cancelled.

Thanking you,

Name of the Bidder: .....

Authorised Signatory:.....

Name:

Seal:

Date:

Place:

**Pre-Qualification Bid - Undertaking****Format for Annexure-2****To be provided on 'Company letter head'**

The Director Tourism Ladakh,  
Headquarter at Kargil.

**UNDERTAKING**

Sir,

This has reference to the Tourism Department Ladakh's RFP No..... dated ..... For Appointment of a Social Media Management Agency.

In this context, I/we, as an authorized representative(s) of company, I/We certify that the agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the agency in the financial proposal.

Thanking you,

Name of the Bidder: .....

Authorized Signatory:.....

Name:

Seal:

Date:

Place:

**Certificate for Providing Qualified team****Format for Annexure- 3****To be provided****on ‘Company letter head’**

The Director Tourism Ladakh  
Headquarter at Kargil.

Subject :- Certificate for providing qualified team.

Sir,

This has reference to the Tourism Department Ladakh’s RFP No..... dated  
..... For Appointment of a Social Media Management Agency.

In this context, I / We as an authorized representative(s) of company, certify that we shall be able to provide a qualified servicing team for undertaking the work related to social media management for the Tourism Department Ladakh, as per Scope of Work detailed in the above RFP. The social media team would work closely with the Tourism Department Ladakh.

Thanking you,

Name of the Bidder: .....

Authorized Signatory:.....

Name:

Seal:

Date:

Place: