

ASSAM TOURISM DEVELOPMENT CORPORATION LTD.

(A Govt. of Assam undertaking and ISO 9001:2015 certified organisation)

Asom Paryatan Bhawan (4th Floor), A. K. Azad Road, Paltanbazar, Guwahati – 8

Websites: assamtourisonline.com, assamtourism.gov.in,

Email: atdcltd@gmail.com, mdatdc@gmail.com, Tel. +91 361 2633654, Fax: +91 361 2738620

No.ATDC.2445/2017/

Date: 26/9/2017

Expression of Interest

The Managing Director, Assam Tourism Development Corporation Ltd. – invites for expression of interest from interested parties for **Social Media Community Management of Awesome Assam Campaign**.

The complete set of EOI document for work can be obtained from office of the Managing Director, Assam Tourism Development Corporation Ltd. office, 4th Floor, Asom Paryatan Bhawan, A.K. Azad Road, Paltan Bazar, Guwahati 781008, Assam, India, during working hours on payment of demand draft (towards EOI document fee) for an amount of INR 5,000/- (Non-refundable) drawn in favour of “The Managing Director, ATDC Ltd., Guwahati”. Alternatively, the EOI document can be downloaded from the website (www.assamtourisonline.com). The demand draft of document fee shall be furnished with EOI in separate cover. Hard copy of company profile document for Social Media Community Management of Awesome Assam Campaign should reach the undersign or before 10.10.2017 up to 14:00 hrs.

Assam Tourism Development Corporation possesses the right to accept or reject any or all BID without assigning any reason thereof. This EOI notice shall be a part of contract document.


Managing Director
Assam Tourism Development Corporation

Issued to

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Technical Part of Expression Of Interest

To,

The Managing Director,
Assam Tourism Development Corporation Ltd.,
Paltan Bazar, Guwahati-8.

Sub:

I / We _____ have gone through the contents of your Expression of Interest Documents and noted the same for compliance. I / We enclose herewith (a) Technical Part of EOI and (b) Financial Part of EOI separately for your consideration.

Yours faithfully,

Signature : _____

Full Name : _____

Full Postal Address
with Tele No. : _____

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DETAILED SCHEDULE OF EOI

Sub: Invitation of Expression of Interest (EOI) for Social Media Community Management of Awesome Assam Campaign.

Managing Director, Assam Tourism Development Corporation Ltd., Paltan Bazar, Guwahati – 8, invites Expression of Interests (EOI) for the following works from reputed professionals for Social Media Community Management of Awesome Assam Campaign.

1. **Background:** Awesome Assam campaign started on 4th Sept. 2016. This year Govt. of Assam would aggressively promote the brand entity of "Awesome Assam" through Social Media Community Management. To create Brand aware in the world, Social Media is an important tool which touches each and every corner of the Globe on internet.
2. **Important Dates:** Available of EOI documents on website from 04/10/2017. Submission of document on or before 10/10/2017 up to 14:00 hrs.
3. **Scope of work:**
 - 3.1 Platform: Facebook, Twitter, Instagram, YouTube and other popular social media platforms (optional).
 - 3.2 Day-to-Day Community Management – Creating written content and planning timing and publishing post throughout each month through the development of a monthly content calendar based on information provided by the client such as: evergreen content, seasonal promotions weekly specials new product launches and alignment with official website contents.
 - 3.3 Content development – Minimum 2 posts a day basis, the content pillars, minimum 1 engagement activity per platform per month.
 - 3.4 Graphic development – Images/creative assets to be paired with posts. Assam Tourism will provide brand Photographs, Images and branding guidelines from their internal marketing database or agency will propose suitable images that will be needed to be purchased for creating the graphics. The party will be responsible for resizing and placement of logo unit as per branding guidelines, creating aesthetically good-looking graphic designs to support the post. Party's in house creative and art team will create and execute all creative assets subject to above-mentioned guidelines.

4. **Operational Management:** A system integrator management would be prepared between Assam Tourism and the engaged party with a detailed and comprehensive plan that shall address at the minimum the following:
 - 4.1 Define an organized set of activities and identify the interdependencies between them.
 - 4.2 Resource planning and loading for each phase/activity. This must also indicate where each activity would be based during that phase
 - 4.3 Establish and measure resource assignments and responsibilities.
 - 4.4 Construct a plan schedule with milestones for social media campaigning.
 - 4.5 Measure deadlines and performance objectives.
 - 4.6 Communicate the plan with meaningful reports.
5. **Minimum Qualification:**
 - 5.1 Experience of having successfully completed similar works during last 3 years ending last day of month previous to the one in which Tenders are invited should be either of the Bid value.
 - 5.1.1 Three similar completed works costing not less than the amount equal to 40% of the Bid value, or
 - 5.1.2 Two similar completed works costing not less than the amount equal to 50% of the Bid value, or
 - 5.1.3 One similar completed work costing not less than the amount equal to 80% of the Bid value.
 - 5.2 Bidders must submit work order and completion certificate.
 - 5.3 Average Annual financial turnover during the last 3 years, ending 31st March of the previous financial year, should be not less than 30% of the Bid value.
 - 5.4 Bidders must submit Audited Balance Sheet in support of the financial credentials, for the last 3 years.
6. **Submersibles by Bidder:** The interested party/Bidder having experience in similar nature of works are eligible to submit tender. Up to date VAT / GST clearance certificate, PAN & GSTN, Power of Attorney (in case of Firms), MOU & Power of Attorney (in case of Pvt. Ltd. Company), up to date Labour license, Bank Solvency certificate, work order for similar nature of work with completion certificate, balance sheet for last 3 years shall be furnished along with application seeking issue of Tender Document.
 - 6.1 **Sealing and Marking of EOI :** The Bidder shall seal the EOI copies i.e. Technical & Financial in separate envelopes, duly marking the envelopes as “Technical Part of EOI” & “Financial Part of EOI”. These two envelopes (called as inner envelopes) shall then be put inside one outer envelope.
 - 6.1.1 **The Contents of Technical Part of EOI** – Eligibility criteria (Supporting documents) & sealed and signed in **Annexure I**.
 - 6.1.2 **Contents of Financial Part of EOI** - Form of Financial Part of EOI to be filled & signed. **Annexure-II**.

7. Submission of Tender:

- 7.1 Enclosing non-refundable fee of ₹5,000/-, in the form of Bank Draft or Banker Cheque of any Schedule bank payable at Guwahati in favour of Managing Director, ATDC Ltd., Guwahati – 8. Interested Bidder may obtain further information at the same address.
- 7.2 Court fee stamp of Rs.8.25 (rupee eight and paise twenty five) only to be fixed with the tender document without which no tender will be considered for acceptance.
- 7.3 Bidder must be submitted Bid Security 2% on the bid amount, drawn in favour of Managing Director, ATDC Ltd., Guwahati – 8 along with the Financial Bid sealed envelope in any one of the form of DD/FDR/Banker Cheque/BG. The Bid Security of all rejected and non-shortlisted bidders will be returned after completion of bidding process and the Bid Security of all shortlisted and selected bidders will be returned after completion of the entire work.
- 7.4 Sealed Bid must be delivered to the Managing Director, Assam Tourism Development Corporation Ltd., Paltan Bazar, Guwahati – 8, on or before 14:00 hrs on 10/10/2017 the Bid will be opened on the same day at 14:30 hrs, in the presence of the Bid or their authorised representatives, who wish to attend. If the office happens to be closed on the date of receipt of the Tender, the Bid will be opened on the next working day.
- 7.5 Tender should quote their rates considering the lasts Govt. order / circular / notification on GST.

8. Selection Criteria :

- 8.1 The technical bids will be opened & shall be scrutinized to verify the eligibility criteria along with the presentation about the design & execution the works. Those who fulfil all the criteria and the best presentation will be shortlisted.
- 8.2 The Financial bids of the shortlisted agencies will be opened for final selection. 50% weightage shall be given on technical bids and 50 % weightage shall be given on financial bids.

9. Evaluation of Technical Bid :

- 9.1 No of years of experience – 25 Pts
- 9.2 Past Experience of similar services with Govt. / P.S.U or private Co. – 25 Pts
- 9.3 Presentation – 50 Pts
- 9.4 Minimum 60 points should be scored for opening of financial bid.

Managing Director
Assam Tourism Development Corporation

Annexure-I

Qualification Information of Bidder

(To be filled by Bidder)

1.	Name of the Bidder	:-	
2.	Profession	:-	
3.	Principal Place of Business	:-	
4.	Copy of PAN Card	:	
5.	Profile / Credentials	:	
6.	No of years of Experience		
7.	Past experience of similar Works / Services in Govt. / PSU or Private Companies	:	

Signature of the Bidder

Issued to

Financial Part of Expression Of Interest

ESTIMATE FOR

Event	Social Media Community Management of Awesome Assam Campaign
Scope of work	
Total Cost (in figures)	
Total cost (in words)	
Tax	

Signature :- _____

Full Name :- _____

Address : _____

Tele No. _____