

**Request for Proposal for Selection of Solution Provider &  
Integrator for Design, Development, Promotion & Marketing  
of  
Online Portal Solutions for Assam Tourism Sector**

**RFP no: ATDC/2445 /2016/**



**Assam Tourism Development Corporation Ltd.  
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## Glossary of Terms

The definitions of various terms that have been used in this RFP are as follows:

1. **“Request for Proposal (RFP)/ Tender”** means this RFP issued for selection of bidder, seeking a set of solution(s), services(s), materials and/or any combination of them.
2. **“The Buyer”** means Assam Tourism Development Corporation Ltd.
3. **“Contract/ Agreement/Contract Agreement”** means the Agreement to be signed between the successful bidder and Buyer including all attachments, appendices, all documents incorporated by reference thereto together with any subsequent modifications, the RFP, the bid offer, the acceptance and all related correspondences, clarifications, presentations.
4. **“Bidder”** mean the parties who will be offering the solution(s), service(s) and /or materials as required in the RFP. The word Bidder when used in the pre-award period shall be synonymous with parties bidding against this RFP, and when used after award of the Contract shall mean the successful party with whom the department signs the agreement for rendering of services for implementation of this project.
5. **“Business day”** shall be construed as a reference to a day (other than Sunday and other gazetted holidays) on which Assam Tourism is generally open for business;
6. **Business hours”** refers to the prime utilization period, which shall be starting from 10:00 hrs till 17:30 hrs on all working days or as defined by Assam Tourism from time to time.

7. **“Proposal/Bid”** means the Technical and Commercial bids submitted for this project against this RFP.
8. **“Requirements”** shall mean and include all the documents prepared by the department for the Project, scope, Service Level Agreement, schedules, details, description, statements of technical data, performance characteristics and standards (Indian & International) as applicable and specified in the RFP.
9. **“System Integrator”** means the implementer or services Provider whose bid has been accepted and the order has been placed as per requirements and terms and conditions specified in this tender/contract and shall be deemed to include the SI’s successors, representatives (approved by the Buyer), heirs, executors, administrators and permitted assigns, as the case may be, unless excluded by the terms of the contract.
10. **“Acceptance of Lol”** means the date on which SI accepts the Letter of Intent (Lol) given by the Buyer.
11. **“UAT”** stands for User Acceptance Test and means successful implementation of the scope of work specified in the RFP
12. **“Go-Live”** will mean: The successful operation of entire application for 60 continuous business days on roll out after UAT.
13. **Mobile Solution** would mean development of Mobile Website and Mobile Application
14. **“ASSAM TOURISM”** means Assam Tourism Development Corporation Ltd.

## 1. Important Facts

SI no	Items	Details	
1	Bid Inviting Authority	Assam Tourism Development Corporation Ltd.	
2	Nodal Officer	Managing Director, Assam Tourism Development Corporation Ltd. A.K. Azad Road, Rehabari, Paltan Bazar, Guwahati-781008, Assam email: atdc ltd@gmail.com, <a href="mailto:mdatdc@gmail.com">mdatdc@gmail.com</a>	
		Earlier Dates	Revised Dates
3	Date of publication	05/06/2016	05/06/2016
4	Date of issue of the RFP	Not provided	08/06/2016
5	Last date of sale RFP	08/06/2016	16/06/2016 till 5 pm
6	Last date of submission of Queries by email	16/06/2016	16/06/2016
7	Pre-bid meeting	22/06/2016	22/06/2016
8	Issue of Corrigendum	Not provided	27/06/2016
9	Last date of submission of Bid	27/06/2016 till 3 pm	04/07/2016 till 3 pm
10	Venue of Bid submission	Assam Tourism Development Corporation Ltd.. A.K. Azad Road, Rehabari, Paltan Bazar, Guwahati-781008, Assam	
11	Cost of the RFP	Rs. 10,000/- (Rupees Ten Thousand only)	
12	Web address for download	<a href="http://www.assamtourisonline.com">www.assamtourisonline.com</a> <a href="http://www.assamtourism.gov.in">www.assamtourism.gov.in</a> ,	
13	Validity of the proposal	180	days

## 2. Introduction

The Assam Tourism Development Corporation Ltd., a Government of Assam is the nodal agency under the Tourism Department of for promoting the tourism in Assam. Assam Tourism since its inception has been working towards the development and promotion of tourism in the State.

### Main objective of the Assam Tourism

- To take over and develop and manage the tourist lodges, tourist hotels, restaurants, guest houses, entertainment projects etc. from the State Govt. of Assam and also to purchase, acquire, develop, construct, sell, lease etc. for the purpose of promotion and growth of tourism.
- To acquire, operate and maintain cars, buses, coaches, launches, rope ways and other modes of transport for communication of tourists.
- To provide entertainment to tourists, organize tourism related activities such as cultural shows, fairs and festivals etc.
- To take over and develop and manage places of tourist interest, parks, lakes, avenues, beaches and recreational places, spots etc.
- To promote tourism by all desirable means and take up such other incidental and / or ancillary works for the growth of tourism and enter into agreements with associations, individuals, companies, bodies etc. for any purpose conducive to the growth of tourism.

Over the years, Assam Tourism has been creating facilities and promoting the tourism destination of the State nationally and globally and as a result the State is seeing a continuous boom in inflow of the tourist both domestic and foreigner to the State. In order to provide quality services in terms of accommodation, food, site seeing and other logistic supports to the tourist, necessary infrastructure have been developed in major tourist destination across the important destinations, which are managed and operated through different PPP or other arrangement.

The interested bidder may visit [www.assamtourism.gov.in](http://www.assamtourism.gov.in) or [www.assamtourisonline.com](http://www.assamtourisonline.com) for details.

The present website is basically designed for dissemination information about the Assam Tourism and other information related to the Assam Tourism only, however the online transaction facility is very limited. The Assam Tourism considering the need of the tourist and for better management of its facilities , wants to adopt best practices of ICT and part of the new initiative shall want to make the develop a portal covering online booking of rooms for its lodges , car booking , online payment , and SMS etc. and other tourism related services under single window



High level objectives for undertaking this exercise as follows:

1. Provide an interactive and engaging experience for all visitors landing on [www.assamtourism.gov.in](http://www.assamtourism.gov.in) or [www.assamtourisonline.com](http://www.assamtourisonline.com) and making it available thorough Mobile Application in mobile sets
2. **Make the Assam Tourism portal (and Mobile Solutions), for online hotel booking , car rental and integrate other services as a one-stop-shop for all tourists planning to visit Assam by providing complete details on destinations and enabling end to end planning.**
3. Automate the work flow of the processes of the Assam Tourism for better monitoring and management of the establishment under its jurisdiction.
4. Enrich the website content by enabling users to share their experiences and information
5. Make the portal accessible from anywhere at any time basis for the users
6. Market the portal and make it a common hub for all hotels for online booking and other services to offer single point of source for the tourist
7. Make the portal sustainable by necessary marketing amongst private players and maximize nos. of hotel, lodges, guesthouse etc. on board for generating revenue.

Note: The bidders are requested to study the web portal of other tourism departments of the State Governments and other popular travel portals owned by private sector for proposing best practices and solutions.

### **3. Purpose of the RFP**

*This RFP has been published to seek the participation of interested bidders who can provide end to end ICT solutions to the Assam Tourism, who wants to facilitate the visitor visiting the various lodges under Assam Tourism and reputed private hotels/guest houses (registered with ATDC) with online booking as well as on line payment facility. The portal must be a one stop solution for the tourist for not only booking a hotel but must offer all back-end services that tourist look for while visiting a tourist spot. The portal needs to be marketed in way many reputed domestic and international operators*

in private sectors managing such travel portals. ATDC will consider such proposal which has such clear road map and can offer solutions towards long term commercial sustainability of the portal in revenue sharing mode with the selected bidders.

The RFP requirements are indicative and bidders should propose better solutions which can be scaled up as per the requirement of Assam Tourism in future. Interested bidder who can envision and implement these initiatives, bring innovative ideas, able to maintain portal and other ICT assets related to product and services requirement for the project may participate. Bidders are requested to go through the RFP in details and response accordingly.

#### 4. Scope of Work

- a) **Deployment of Hardware at different locations:** The SI should be responsible for deploying necessary Hardware equipment i.e. 2 or 3 Desktops, 1 printer cum scanner, network equipment and connectivity in each selected hotel/resort as specified ( covering only ATDC properties not the private parties establishment)
- b) **Development of the portal and application module:** The SI shall be responsible for design, development and deployment of the application and portal in cloud, with requisite e- payment gateway portability and considering all aspects of digital security with necessary support services for a period of 3 years. SI shall require also develop mobile applications as per the scope
- c) **Creation of Integration platform:** : The SI shall develop a robust platform where in ancillary services such as car booking, safari booking, restaurant table booking etc. can be done.
- d) **Training of the personnel:** The SI shall be responsible for proving necessary

training to the personnel's identified and provide proper hand holding in the application.

- e) **Operation and maintenance of the entire project for three years.** The SI shall be responsible for maintaining the portal/website, application, content and network etc. for a period of 5 years in accordance with SLA guidelines.
- f) **Integration:** SI shall be responsible for integration of payment and SMS gateway
- h) **Security Certification:** SI shall obtain necessary security certification for the Portal and application from the concerned competent authority.

#### 4 a) **Deployment of Hardware and connectivity at different locations**

The SI shall supply, install and commission necessary hardware and connectivity at identified locations (List is in Annexure 19 of RFP)

The raw power is available in all the locations and SI is required to supply, install and commission the PC/Kiosk and UPS in all those locations along with MFA. The OS of the PC shall be Linux based and necessary office productivity suit must be supplied. For connectivity, SI shall undertake discussion with various connectivity providers and will provide the best solution in negotiation with them.

#### 4 b) **Development of Portal and Software Feature**

The whole objective of design and development of the existing portal is, to provide a one stop solution for the tourist to interact with the Assam Tourism and its stakeholders. The portal must provide an engaging experience to the tourist in all aspects from information to online interaction, payment, grievance registration etc. It must be available in mobile, other devices and should be platform neutral and must comply with the Government of India's Guidelines for Websites (GIGW). Presently, the Government of Assam is establishing the State Data Center, which shall take another 1-11/2 years for completion and till that time SI shall host the portal in cloud of other data centers and as soon as the SDC is commissioned then same shall require be hosted in the SDC for which necessary

hardware provisioning etc. shall be done in discussion with the IT Department, Government of Assam. The State is adopting its own payment gateway and SMS gateway at the [www.assam.gov.in](http://www.assam.gov.in) and selected SI may also consider to utilize the same facility for its payment and SMS gateway in discussion with the concerned authority apart from own solutions

The SI as part of the application development will be required to develop the propose modules:

- I. Customer Modules**
- II. Resort/Lodge management Modules**
- III. Reporting/MIS Modules**
- IV. Content Management modules and Grievance Modules**

**I. Customer Module for online booking (for ATDC & Private hotel/lodges)**

- Customer registration and login.
- Facility for searching list and type of rooms available in the listed establishments / hotels on the specified dates.
- Facility of secure online hotel booking and online payment gateway.
- Facility to review later the booked hotel room and car rental and make changes like postpone dates, cancellation etc.
- Organized Navigation.
- Superior Customer Experience with graphics, photos etc.
- Any discount/ offers for the customer to be displayed for customer to avail it.
- Provision for Customers to upload photos taken at the tourist places.
- Customer feedback provision
- Email facility for the customer to contact the hotel
- Hotel location, contact details and distance information from prominent location.
- Interface for an automated module for user friendly package

should be designed

**vii) Resort/lodge Management Module only for ATDC properties**

- Tracking and recording electricity expenditure
- Tracking and recording Housekeeping expenditure
- Human resource/ manpower salary expenditure
- Revenue from Restaurant booking/usage
- Miscellaneous expenditure tracking
- AMC of Assets

**viii) Report/MIS Module:**

- Login facility for the administrator from the ASSAM TOURISM.
- Facility for generating MIS reports to generate various statistics like how many hotel rooms booked in a week/month, rooms and revenue generated
- Revenue to be shared and regular reconciliation of amount
- Any other MIS report as desired by the management

**ix) Resort/Hotel Modules**

- Login facility for Resort/Hotel.
- Updating of status of booking and cancellation etc. for viewing of the tourist and Assam Tourism
- Any offers and discount to be displayed on web portal.
- Reporting of expenditure and other establishment issues to the management.
- Provision to store customer details

**x) Content Management**

- Content Creation and Organization at the front-end portal
- Content Discovery and Aggregation
- Content Updating and Management

- Trip planning solution
- Archival of the content

**xi) Social Media Management:**

- Creating of Facebook account and pages
- Creation of twitter account and pages
- Regular monitoring of the accounts and preparation of response if any in discussion with the management.

The SI shall design, develop and deploy these application modules for and integrate them in the portal. Apart from them it shall be the SI responsibility for

- Hosting Portal
- Registration of the ATDC properties and other private hotels/lodges
- Hosting Mobile Solutions
- Providing connectivity to the selected ATDC properties
- Supply & installation of ICT and allied Infrastructure systems as mentioned in the technical specification
- Operation and management of the system
- Marketing of the portal

**4 c) Mobile accessibility and application Solution Development**

Along with the portal development, the SI shall build the mobile solution – Mobile Website and Mobile App Development. The following features are expected to be included as part of Mobile Solutions:

- 1 Link to virtual tours (audio and video) and Audio Compass
- 2 For each destination, following information shall be provided:
  - a. a Destination (City or Place)
  - b. How to reach, Where to stay – Hotel/ resort Booking
  - c. Places of interest
  - d. Local transport, Food & Eateries , Entertainment & Shopping
  - e. Climate

- f. Emergency Services (Police, Ambulance, Fire Brigade etc.)
- g. Links to important information such as booking train, planes, hotels etc.
- h. Travel Planner

The SI shall develop and maintain a lightweight XHTML-compliant optimized-for-mobile website and it shall be hosted in accordance with industry convention for URL for mobile sites; or as recommended by the department explicitly. SI shall ensure that the content of the mobile portal is updated in sync with the main portal. The deliverable should be compliant to the latest versions of W3C recommendation on 'Mobile Web Best Practices' and 'Mobile Web Initiative'

The SI shall ensure adherence to Guidelines for Government Websites including mandatory 'Safe-to-host' certification. It should be noted that the procurement and ownership of these devices for UAT or other testing purposes shall be solely solution provider's responsibility. The mobile solution should work well on the latest version/device of the said device platforms throughout the entire project period. Some of device platforms are as follows:

- 1 Android, Apple iOS and Microsoft platform, Apple iOS for Smartphones.
- 2 Android and Apple iOS, Microsoft platform for Tablets.

The applications shall be provided free of cost at the respective platform portal perpetually and shall be clearly marked as the official apps for Tourism in the state and should be optimized for the platform it is being run on. The mobile solutions should use h optimal compression technology and accessibility map based on digi mapping solutions like Google etc.

The SI shall share the complete information about the Native apps, as available on the platform accounts (download statistics, email addresses of users etc.), with the Assam Tourism as part of the quarterly summarized SLA compliance and activities report. The solution provider shall conduct the UAT of Mobile web using the native/default browser and at the native/default screen resolution. It should be noted that the procurement and ownership of these devices for UAT or other testing purposes shall be solely SI responsibility.

After Go-Live, with every significant change to the Mobile web solution, the solution

provider must ensure its correct rendering on these devices. For purposes of UAT, the solution provider shall ensure that the solution is properly rendered on the each of the following device platforms. However, the solution provider shall ensure that the solution works well on the latest version/device of the said device platforms throughout the entire project period.

Note- Any changes suggested by Assam Tourism during the development phase should be incorporated by the bidder

#### **4 d) Training of the Personnel**

The SI shall train the personnel identified by the ASSAM TOURISM on the new changes as well different software modules as well in mobile application. Necessary documentation should be prepared for the new application process and shall also take up new training with any changes and development of the new modules, if any.

#### **4 e) Operation and Maintenance:**

The SI shall provide O&M support to the project in full for a period of 5 years as per the stipulated SLA. During the period SI shall have to deploy manpower at central office and other locations to support the operation.

## **5. Project Details**

The bidder would provide end to end managed services for creation, development and maintenance of web portal and other components as described in sections below. The bidder would also be responsible for taking over the current portal from the existing vendor. The selected bidder is expected to undertake activities related to:

- Integration of the services with the current website (software, licenses if any etc.)
- Develop the portal framework & application
- Mobile application development
- Integrate Payment and Mobile Gateway
- Defining user experience and social collaboration strategy



- Web Content Management
- Providing Infrastructure and portal hosting services
- Social Media Optimization
- Marketing of the portal

The detailed scope of work is mentioned in sections below:

### 5.1 User Experience and Online strategy

1. Define feature sets to be provided on website based on:
  - a. Workshops with ATDC/Assam Tourism to understand their online vision
  - b. Benchmarking with competitive tourism portals.
  - c. Revenue sharing mechanism with the Private parties
  - d. Secondary research on tourism industry, online hotel booking and tourist requirements, inventory browsing near a destination.
  - e. Creation of policy related to terms of usage, site policy, content management policy etc. in consultation with the department.
2. Define feature sets to be provided on user experience:
  - a. Do user research for identifying user profiles to define the content strategy for the website.
  - b. Content strategy exercise to tailor content based on user analytics (location, need and context, language translators).
  - c. Remove usability and navigation issues on the website.
  - d. Create a consistent and delightful user experience with unique themes and layouts which flow in from the overall brand values of 'Assam as a tourism hotspot' and also from user goals.
  - e. Define screen layouts and navigation to ensure delivery of structured content with easy and intuitive navigation and compliant to brand Assam tourism like color, font etc.
  - f. Feature set implementation roadmap based on prioritization and low

impact, high-impact features.

- g. Submit a report on user experience and online strategy roadmap.

## 5.2 Portal Development

The SI shall develop the Assam Tourism Portal, by using state-of-the-art technology, to deliver content rich, customizable, theme-based, high-performance and secured site. The technology architecture shall be a 3-tier architecture and preferably developed the same in open source technology. All the source code of the application must be handed over to the client with necessary manuals details. The SI shall make necessary Provision of CRM (customers Relationship Management) and IM (inventory Management) modules.

### Web Portal Feature List below

Feature	Details
Rich Media content	<p>The changing photographs on the cover page will cover all the Tourist places of the Assam. All Hotels will be asked to send CDs/DVDs available with them and the photographs, videos and texts contained in these CDs/DVDs will be duly incorporated in ASSAM TOURISM portal.</p> <p>This information should be able to be accessed in more than one way:-</p> <ul style="list-style-type: none"> <li>- Through an alphabetical index.</li> <li>- They should also be accessed through the Google Travel Planner.</li> </ul>
General Information	<ul style="list-style-type: none"> <li>• Travel guidelines</li> <li>• Weather information and forecast (integrated with weather widget)</li> <li>• Holiday list</li> <li>• Hotel location and distance from prominent locations like airport railway station, attractions etc.</li> <li>• Assam specific information on history, geography, culture</li> </ul>

	<ul style="list-style-type: none"> <li>• Links to important websites - airlines, railways, bus services, car rental, tourism offices etc.</li> <li>• Links to mobile apps and social media pages</li> <li>• FAQs</li> <li>• Festivals and events</li> <li>• Cuisines</li> <li>• Department Policies &amp; Tender Download</li> <li>• Strong legal disclaimer</li> <li>• Any other information deemed appropriate by the department</li> </ul>
User Access and Registration	<ul style="list-style-type: none"> <li>• Login to be supported via following Ids                         <ul style="list-style-type: none"> <li>o Facebook</li> <li>o Twitter</li> <li>o Gmail</li> <li>o Yahoo</li> </ul> </li> <li>• Registered users details submitted at time of registration will be stored in system and they can customize the landing page to view information of their interest</li> <li>• Guest users will have access to all features on the site</li> <li>• Users can subscribe to updates, mailers, promotions</li> <li>• Users can subscribe to alerts and are able to receive updates on travel policies, new events, promotions etc., policy changes, Promotions etc.</li> <li>• Ability to submit a query with query type (feedback/ information/ clarification/complaint) and user details</li> <li>• User can login and get details on query resolution provided by Tourism department.</li> <li>• Provision for capturing of Google unique id of users should be there.</li> </ul>
Policy creation	Creation of policy related to terms of usage, site policy, content management policy etc. in consultation with the Assam Tourism
Customer Support	• Contact (Phone numbers and email id) details of Hotels, Car

	<p>rental agency etc.</p> <ul style="list-style-type: none"> <li>• Query sent to designated tourism department user via email</li> <li>• System to generate consolidated query sheet EOD with query type and user details</li> </ul>
Travel related information and Tour planning	<ul style="list-style-type: none"> <li>• Ability to search a hotel, car rental facility etc. for places of interest by specifying search strings like region, name of place, location, activity/interest etc.</li> <li>• Details of selected places in form of overview - summary and detailed, picture gallery, videos, brochures.</li> <li>• Additional information of place in form of how to reach, location on map, places nearby, local events and festivals, best time to visit, weather information, what to buy, where to stay, things to do, important contacts.</li> <li>• Users get recommendations from the system when they select duration or places to visit. When users select place, the system should recommend the best times for visiting and nearby places that users can visit. The system should recommend places based on user analytics.</li> </ul>
Media related information	<ul style="list-style-type: none"> <li>• Provide latest news snapshots with links to detailed news, press kits, image gallery, short movies, reports, statistics, media contact details.</li> </ul>
Promotions	<ul style="list-style-type: none"> <li>• Display promotions in form of text, pictures and videos, video tours.</li> <li>• Link to promotions on other websites.</li> <li>• Promotions based on best places to visit in current month (can be because of hotel Off-season, weather or festivals or activities).</li> <li>• The system should display relevant promotions based on the current page, user analytics, etc.</li> </ul>

Social Collaboration	<ul style="list-style-type: none"> <li>• Users are able to post their views as blogs, travel experiences, and upload photos on the site.</li> <li>• Users can also view posts by other users on their travel experiences based on user's selected place</li> <li>• Users are able to participate or view threads in discussion forums on the site.</li> <li>• Users can share website information via facebook, twitter, mail provider - Google, yahoo</li> <li>• Social collaboration features should be extendable to Assam Tourism Development Corporation Ltd. to share information with each other.</li> </ul>
Reporting	<ul style="list-style-type: none"> <li>• Reports for management to check website traffic details - visitors, pages viewed, increase in traffic, destinations most searched etc.</li> </ul>
Generic	<ul style="list-style-type: none"> <li>• Implementation of additional features suggested as part of online strategy exercise.</li> <li>• Ease of modification of presentation of the site without changing the content.</li> <li>• Ease to use administration facility with well-defined workflows for easier updating of content.</li> </ul>
Search Facility	<ul style="list-style-type: none"> <li>• Provide well defined search facility where all the information from many sources is presented together as single windows with filter and advanced search options.</li> </ul>
Bulk email facility	<ul style="list-style-type: none"> <li>• The SI shall provide bulk email facility to the Assam Tourism (either self -developed or based on a third party service and same should be .in domain).</li> <li>• The facility shall permit attachments up to at-least 10MB in size with one message.</li> <li>• The solution provider shall ensure that the primary domain(s) owned by the Assam Tourism are not</li> </ul>

	<p>categorized as spammers by the other email servers, by using various measures such as using dedicated domain or third-party domain for emails, marking the headers of the outgoing emails as 'bulk'.</p> <ul style="list-style-type: none"> <li>Any third-party charges for the above facility shall be borne by the solution provider throughout the entire project period.</li> </ul>
Destination selection	User shall have the provision of selecting, booking and making online payment of establishment on the search criteria, like type - such as (business/heritage/luxury/budget) and on the specified date and the availability of the type of room available.

#### Web Portal Technical Requirements

SI No	Feature
1	Must support responsive web design and multi-channel rendering of applications and content on smart phones, tablets, desktops without duplicating the application code or logic.
2	Support configurable look-and-feel at portal & page level.
3	Support the propagation of look-and-feel to portal content.
4	Support menus driven by statically defined role based access control.
5	Support dynamic menus driven by personalization and complex business rules.
6	Ability to reuse portlet/web part instances on several pages of portal.
7	Ability to persist user's session, including current location in portal, across browser Sessions.
8	Provide a standardized interface for portlet/webpart and portal contextual help.
9	Provide a standardized interface for editing user-defined and administrator defined portlet/webpart preferences.
10	Support configurable user friendly relative URLs for direct access to portal

	pages.
11	User must be able to customize pages and portlet/webparts with their own settings.
12	User must be able to customize the page layout.
13	User must be able to change the look and- feel of the portal.
14	The portal system must have automated deployment scripts for managing applications, pages and other portal artifacts hence must reduce manual intervention.
15	The rapid application development tool for portal must have the capability to helps developers quickly and easily create multiple, highly customized industry standard applications from one code base to be able to render on desktop/kiosks/smart phone/tablets browsers, all without requiring additional code changes, redeployment of files, or publishing of HTML. The tools must allow developer to apply different variants to generate multiple applications with varying presentation, business logic, data sources.
16	The rapid application development tool must allow model driven development (MDD) for faster development of multichannel applications
17	The vendor must ensure minimum 3 years of support on the deployed version of the Portal and Web Content Management software and tools
18	The portal system must support multiple operating systems (OS) e.g. Windows or different Unix flavours. Must support both 64-bit and 32-bit architecture on server side and must support most popular browsers such as Internet Explorer v6.0 onwards, Firefox, Safari and Opera and Google Chrome or any other prevalent in the market.
19	Ability to provide personalized content and application data based on sophisticated rules and user profiles.
20	Click stream analytics, Use Google analytics to generate website usage reports.
21	Use of Web Application Framework, Web Content Management System supported by a database, to deliver the site contents.

22	The portal should have rich user experience with theme based portal based on Flash Technologies etc.
23	The solution provider shall ensure adherence to Guidelines for Government Websites including mandatory 'Safe-to-host' certification.

### 5.3 Web content Management

#### Functional Requirements

Feature	Details
Rich Media content	in the form of text, pictures, videos, brochures
Content for Web portal and Authoring	<ul style="list-style-type: none"> <li>• Reports for management to check website traffic details - Visitors, pages viewed, increase in traffic, destinations or hotel most searched etc.</li> <li>• Use rich media to showcase destinations, hotel etc.</li> <li>• Link media like images/videos to content System gives ability to user to add content for various properties, activities in predefined templates.</li> <li>• Support for in place editing of content.</li> </ul>
Management	<ul style="list-style-type: none"> <li>• Content workflow management for creating, approving and publishing the web contents. The finally published contents must then be syndicated to delivery system on-demand basis (pushed/scheduled delivery).</li> <li>• Create constantly updated custom content around destinations and holiday seasons or events to drive awareness of different locations and attract new tourists.</li> <li>• Support the management of content from multiple repositories.</li> <li>• Ability to manage content metadata.</li> <li>• Content versioning tools.</li> </ul>
Publishing	<ul style="list-style-type: none"> <li>• System gives ability to user to publish content.</li> <li>• Allow only current information to appear on site by allowing</li> </ul>



	user to predefine the timing of content posting and automatic removal.
Search	<ul style="list-style-type: none"> <li>• Allow search engine friendly URLs to be generated for content.</li> <li>• Portal level search incorporated.</li> </ul>
User Management	<ul style="list-style-type: none"> <li>• Add User in system.</li> <li>• Ability to access profiles in system and assign the same to user.</li> </ul>
Content Migration	<ul style="list-style-type: none"> <li>• The selected bidder shall be responsible for delivery of overall content, including any new content that may be desired. Content and data migration from the existing portal into the new portal shall be carried out by the solution provider. Additionally, a list of contents provided by the department shall also be added to the website by Solution Provider.</li> </ul>

### Technical Requirements

SI No.	Features
1.	Support the management of content from multiple repositories. The system shall allow different groups to have their own content libraries, workflow, templates and taxonomies.
2.	The portal system must have separate de-centralized web content authoring system for business users for creating, approving and publishing the web contents (including the rich media). The finally published contents must then be syndicated to delivery system on demand basis (pushed/scheduled delivery).
3.	Should have Content creation tools, which business users can use.
4.	Should have Content workflow management tools, which must be extensible.
	Should have Workflow support for management of creation and publishing

	process with - <ul style="list-style-type: none"> <li>• Publishing stages.</li> <li>• Complex business rule support.</li> <li>• Balancing of tasks across a group of users.</li> </ul>
5.	Ability to manage content metadata via portal
6.	Content Conversion (e.g. Word to HTML)

The SI would be responsible for creation of content to be published on tourism portal. The content writing team would be provided by selected bidder on full time basis who would work with the department for day to day creation of content. It is expected that the content writers should have relevant expertise for creation and management of content for tourism, hotel and travel sectors.

#### 5.4 Mobile Solution Development

Along with the portal development, the bidder shall build the mobile solution – Mobile Website and Mobile App Development. The following features are expected to be included as part of Mobile Solutions:

Link to virtual tours (audio and video) and Audio Compass

For each destination, following information shall be provided:

- 1 Destination (City or Place)
  - 2 How to reach
  - 3 Where to stay – Hotel/ resort Booking
  - 4 Places of interest
  - 5 Local transport
  - 6 Food & Eateries
  - 7 Entertainment & Shopping
  - 8 Climate
  - 9 Emergency Services (Police, Ambulance, Fire Brigade etc.)
- 3 Links to important information such as booking train, planes, hotels etc.
  - 4 Travel Planner

**Mobile Website:**

Mobile web refers to browser based access to internet portal from a mobile device – such as a Smartphone or a tablet PC. The solution provider shall develop and maintain a lightweight XHTML-compliant optimized-for-mobile website of ASSAM TOURISM. The site shall be hosted in accordance with industry convention for URL for mobile sites; or as recommended by the department explicitly.

The SI shall ensure that the content of the mobile portal is updated in sync with the main portal and the deliverable should be compliant to the latest versions of W3C recommendation on ‘Mobile Web Best Practices’ and ‘Mobile Web Initiative’

The SI shall ensure adherence to Guidelines for Government Websites including mandatory ‘Safe-to-host’ certification and shall conduct the UAT of Mobile web using the native/default browser and at the native/ default screen resolution. It should be noted that the procurement and ownership of these devices for UAT or other testing purposes shall be solely solution provider’s responsibility. Past Go-Live, with every significant change to the Mobile web solution, the solution provider must ensure its correct rendering on these devices. The SI shall ensure that the solution works well on the latest version/device of the said device platforms throughout the entire project period. Some of device platforms are as follows:

- 3 Android, Apple iOS and Microsoft platform, Apple iOS for Smartphones.
- 4 Android and Apple iOS, Microsoft platform for Tablets.

**Mobile Application**

The SI shall design, develop, test, and host mobile apps which user can access through different mobile platform, for which necessary approval from platform owners may be obtained.

The applications shall be provided free of cost at the respective platform portal perpetually and shall be clearly marked as the official apps for Tourism in the state and should be optimized for the platform it is being run on.

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. Thus, the solution provider shall also act as the Content Service Provider. The SI shall share the complete information about the Native apps, as available on the platform accounts (download statistics, email addresses of users etc.), with the Assam Tourism as part of the quarterly summarized SLA compliance and activities report. The solution provider shall conduct the UAT of Mobile web using the native/default browser and at the native/ default screen resolution. It should be noted that the procurement and ownership of these devices for UAT or other testing purposes shall be solely SI responsibility.

After Go-Live, with every significant change to the Mobile web solution, the solution provider must ensure its correct rendering on these devices. For purposes of UAT, the solution provider shall ensure that the solution is properly rendered on the each of the following device platforms. However, the solution provider shall ensure that the solution works well on the latest version/device of the said device platforms throughout the entire project period.

## **5.5 Social Media Optimization**

Social Media Optimization refers to marketing & brand building, content promotion and search engine marketing on social media such as social networking sites with the intent of increased visibility and attracting unique visitors to website content. The scope of work includes promotion on following 3 social media sites –Facebook, Twitter, and YouTube.

The effort spent shall be based on the proof of deployment of relevant resources for the specified duration. The proof of deployment shall be a deployment sheet signed by authorized signatory of the company and subject to audit by the department on time to time basis.

### **Creation of Facebook Pages**

Facebook refers to creation & management of one main Facebook Page and additional supporting Facebook Page(s). It is envisaged to have supporting pages to cater for following themes:

1. Monuments and Places

2. Hotel and resort information and links for booking online
3. Events, Fairs and Festivals
4. Pilgrimages
5. Adventures & Wildlife
6. Tours and Places to visit

### **Twitter**

Twitter refers creation of one Twitter profile mapped to the Facebook pages and content. It includes the broad scope of work for Social Media Optimization defined earlier. Additionally, the scope of work for Twitter includes, but is not limited to, the following activities:

1. Posting a selection of the most popular and engaging photographs (as compared to Flickr, which consists of the complete collection of photographs).
2. Proactive use of Twitter hashtags where applicable.
3. "Twitter Spam" should be controlled (for example, spam followers) as per the defined requirements for moderation.

### **YouTube**

YouTube refers to creation, management and promotion of high-quality video content on the YouTube portal. The scope of work for YouTube includes, but is not limited to, the following activities:

- 1 Creation of YouTube account on behalf of department
- 2 Organization of videos in appropriate Sets, Collections & Galleries
- 3 Proactively tagging of videos in order to promote them

### **Additional Scope of work for Social Media Optimization**

Additionally, the scope of work consists of tight integration of the social media with the official portal (web-based and mobile-based) and vice-versa; as well as integration amongst 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. The scope of work includes, but it not limited to, the following activities:

- Content creation and updating it that is photo-rich & video-rich, original, engaging and factually & grammatically correct. The frequency for the same should be at least twice a week on average for all social media sites and at-least one per week for each social media site.
- Ensure up-to-date information respect to current season or key event in the state by changing or promoting corresponding content (text, photos or other) or display theme at periodic intervals. The frequency for the same should be at-least monthly.
- The SI shall assist the Assam Tourism to respond on queries reported on social media platforms. The queries response would be provided by department and uploaded by the system integrator's team. The promptness for the same should be not more than 12 business hours from the receipt of response from the department.
- Moderation of sites to avoid spam, advertisements and inappropriate content. The frequency for the same should be within 30 minutes for all working hours and working days for each social media site and for each moderation requirement. All residual moderation requirements from the previous day(s) shall be addressed by next working day.
- Marking of all electronic content (text, photo, video or otherwise) as Copyright of the Assam Tourism, wherever applicable; and monitoring & reporting of unauthorized use. Additionally, suitable privacy controls shall be applied on a given social media site.
- 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. Thus, the solution provider shall also act as the Content Service Provider.

- The username and password credentials under which these social media sites are registered shall be exclusive for the Assam Tourism; the SI must submit the credentials to the Assam Tourism on-demand and on termination/completion of the work. Failure to comply would be deemed as breach of contract.
  - If any of the social media accounts is disabled due to violation of its Terms of Use, it would be deemed as breach of contract, unless stated otherwise by the Assam Tourism based on the understanding of disablement criteria in light of actions that led to it.
  - social media to add WhatsApp, Instagram and other travel and tourism related broadband sites
  - 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 Assam Tourism, then the solution provider shall be deemed liable and the Assam Tourism may declare breach of contract.
- 6 All content on the social media sites is subject to approval from the Assam Tourism.**

## **5.6 Infrastructure Setup**

The SI shall be responsible for hosting the Portal, Mobile Website and Mobile App for ASSAM TOURISM Portal. The hosting would be done on the cloud environment servers in India only and SI would be responsible for arranging all the necessary software, hardware, licenses etc. for hosting the portal, mobile website and mobile App. The SI shall provide financial quotes for both onetime hosting (of the portal, mobile website and

mobile App) and the recurring cost (to be paid on quarterly basis) for solution deployment.

- The proposed Hosting solution should be centralized on ASP (Application Service Provider) ALL Hosted Solution Model
- Hosting must be done in India only.
- The proposed portal solution should provide followings without compromising in the quality & performance of the services:
  - a. High Reliability
  - b. High Availability (24\*7\*365) i.e. 99.5% Server Uptime
  - c. High Scalability (100 to 200 users daily) with Load Balancing & Clustering as per the need.
  - d. High Performance (The proposed solution should work even in low bandwidth like 64 kbps using dialup connection)
  - e. It should not take more than 3-5 seconds for responding to the users

The SI shall setup and maintain the required software and the hardware infrastructure for Portal's staging environment, testing & content management etc. within ASSAM TOURISM premises for which necessary space and power shall be provided by the Assam Tourism.

For this the bidder is required to supply desktops, UPS, Server with minimum configuration as mentioned in Annexure 10.

**Note: Overall, the SI shall ensure that the deployment strategy and solution for portal/mobile solutions conforms to e-standards of Government of India**

### 5.7 Portal Non Functional Requirements

S No.	Feature
1.	The SI is required to provide scheduled operations 24 hours a day, 7 days a week, for the portal and mobile solution.
2.	The SI is required to provide 99.50% system availability uptime measured over a calendar month based on Service Hours of 24/7/365..
3.	The SI shall provide SLA metrics for database backup, recovery and



	maintenance.	
	The SI shall support resolution times for reported incidents as follows	
	Level 1	Severity - 4 hours
	Level 2	Severity - 8 hours
	Level 3	Severity - 16 hours
4.	Level 4	Severity - Next release
5.	The SI is required to provide a test system and a training system which is accessible during business hours at least	
6.	The SI shall describe and provide evidence of a comprehensive Change Management process and provide the change management policy procedure	

\* The Non-compliance of SLA shall attract penalty and same shall be detailed out in the agreement to be signed with the successful bidder

#### 5.8 Operations and Maintenance Phase

- a. The scope of work post Go-Live consisting of comprehensive regular timely operations, maintenance, enhancement, development, implementation, delivery, commissioning, certification etc. includes, but is not limited to, the following activities (one or more times):
- b. All recurring tasks as defined in this RFP at stated frequency intervals.
- c. Any other tasks defined in this RFP as Post Go-Live activities.
- d. Certification, Re-certification, any pre-requisite activities for such certification with respect to
  - i. 'Safe to Host' certification from CERT-In empanelled agency.
- e. Submission, Re-submission, Approval, Re-Approval, any pre-requisite activities for such submission/approval with respect to the underlying platform of the asset/content (mobile platform, social media sites etc.)

- f. Annual one-time redesign (presentation only) of the asset (portal, mobile portal, native mobile apps only) to keep abreast with latest presentation trends, excluding major underlying technological changes.
- g. Bug fixes and updates to the asset or the underlying software stack.
- h. Addition/Removal/Update of content (static or dynamic) or layers including its authoring; where content includes, but is not limited to: Web pages, Style sheets, Images, Audio, Video, Maps, Animation, Scripting, AJAX interfaces, Flash interfaces/content etc. and authoring includes but is not limited to: capturing, development, testing, processing etc. The website should be built disable friendly wherever applicable.
- i. Server side activities required for proper functioning of the asset, including but not limited to: configuration, fine-tuning, optimization, scripting, addition/removal/updation of features for the applicable web server(s), application server(s), database server(s), caching/proxy server(s) etc.
- j. Replacing any content (photos, videos, text etc.) derived from public domain with the official content as and when they are developed or made available for a given asset.
- k. Enhanced integration of asset with other departmental assets such as the Portal, Mobile solutions, Social Media Websites, Live or recorded web casts, Virtual tours etc.
- l. Feedback-based continuous improvement; where feedback may be from Web & Search Analytics, users, and the ASSAM TOURISM.
- m. Dedicated Helpdesk should be available to address all the issues.

## 6. Implementation approach, schedule and deliverables

### 6.1 Implementation Considerations

- The SI shall develop at-least 4/5 different templates for the envisaged portal from which the ASSAM TOURISM would select the most appropriate template for further development.
- The SI is expected to study the existing portal to assess the existing structure, content and user-interface.
- The SI shall be responsible for procurement, deployment, commissioning, operations and maintenance for above mentioned solution
- The SI shall carry out the Portal development work on turnkey basis, i.e., procure, deploy, commission and support etc. the entire software stack required for the Portal (including shared infrastructure),including its comprehensive operations & maintenance (bug fixes, updates etc.) during the entire project period.
- The portal should be deployed on High-Availability architecture.
- The SI shall ensure adherence to Guidelines for Government Websites. (please refer Annexure)
- Additionally, the deliverables should be compliant to the latest versions of W3C standards on 'Web Design and Applications'
- The portal should have 'Safe-to-host' certification

### 6.2 Implementation Approach

#### Project Management

SI is required to design and implement a comprehensive and effective project management methodology together with efficient and reliable tools. The SI would prepare a detailed and comprehensive Project Plan that shall address at the minimum the following:

- Define an organized set of activities for the project and identify the interdependencies between them.
- Resource planning and loading for each phase/activity. This must also indicate where each resource would be based during that phase

- Establish and measure resource assignments and responsibilities.
- Construct a project plan schedule with milestones.
- Measure project deadlines, budget figures, and performance objectives.
- Communicate the project plan to stakeholders with meaningful reports.
- Provide facility for detecting problems and inconsistencies in the plan.

The SI would update and maintain the Project Plan throughout the duration of the engagement.

### **Configuration Management Tool**

The SI shall keep all project documents up-to-date during the course of the project. In order to help with the version/configuration management for all documents (including source code and all other project artifacts), the SI shall use a suitable standard, proven off-the-shelf configuration management tool (preferably with unrestricted redistribution licenses).

### **Project Documentation**

The SI shall create and maintain all project documents that would be passed on to ASSAM TOURISM as deliverables as per the agreed project timelines. The documents created by the SI will be reviewed and approved by ASSAM TOURISM. The SI shall submit a list of deliverables that they would submit based on the methodology they propose and prepare the formats/templates for each of the deliverables up front based upon industry standards and the same will be approved by ASSAM TOURISM prior to its use for deliverables.

### **Study Departmental Requirements**

The SI would study the departmental requirements and create a strategy document and same shall be submitted to the Assam Tourism. The objective of the study is to receive feedback from groups of end users on the specifications of the application; and on the proposed GUI design and navigation of application in before strategy is frozen and work is started

### **User Prototyping**

The selected bidder would create at least 2 different prototypes for the web portal (and corresponding mobile solutions). These prototypes would be shared with the ASSAM TOURISM by the bidder and based on the review; a final decision on final prototype would be taken. Based on this, development process for portal and mobile solution would be started. Please note that all software and infrastructure required to support would be provided by the System Integrator and can be taken back, once the decision is taken.

### **Portal Development and Testing**

The SI would develop the web portal (and corresponding mobile solutions) in accordance with the approved requirements specifications and design specifications and according to the approved Project Plan; and carry out the Testing of the web portal (and corresponding mobile solutions) in accordance with the approved test plans.

### **Content Management Services**

The SI shall provide content management services for the ASSAM TOURISM portal, detailed requirements for which have been mentioned in Scope of Services Section of this RFP.

### **Application management services**

The SI shall provide Application Management services including (but not limited to)

- Provision of bug-fixes, minor changes, error resolutions and minor enhancements
- Change request management based on feedback from the users
- Release Management
- Routine functional changes
- Any changes to code that may be required because of patches to licensed software being used (if any)
- Production support
- Updating and maintenance of all project documents

## **6.3 Domain management**

1. The SI shall work with support of the ASSAM TOURISM, and other

stakeholders to manage all domains associated with the stated stakeholders as follows:

- a) The current domain [www.assamtourism.gov.in](http://www.assamtourism.gov.in), [www.assamtourisonline.com](http://www.assamtourisonline.com) if require to be changed shall be registered in **gov.in** domain.
  - b) Registering of Assam Tourism Online domain with uk, .fr, .cn, .es, .travel, .it, .se, .dk, .fi, .ru, nl, .be, .lu, .th, .lk, .no and .my extensions (if not already available with ASSAM TOURISM) shall be done and shall redirect to the domain mentioned above. Domain creation/ renewal charges shall be borne by the ASSAM TOURISM however the administration for creation/renewal would be done by System Integrator.
  - c) New domain [www.assamtourism.gov.in](http://www.assamtourism.gov.in), [www.assamtourisonline.com](http://www.assamtourisonline.com) shall be created for the Mobile optimized portal. Domain creation/renewal charges shall be borne by the ASSAM TOURISM however the administration for creation/renewal would be done by System Integrator.
2. Any other existing domains, for which the content is being merged with the proposed portal, shall redirect as stated in point 2(b) above.

#### 6.4 Schedule and Deliverables

##### **Key Miles Stone and time lines**

SI no	Items	Time line (T0) from the day of signing of agreement)
1	Study the Current System & submission of FRS & SRS for the new system Location's to be covered <ul style="list-style-type: none"> <li>- Current portal study</li> <li>- Existing booking system</li> <li>- Current reporting and monitoring system</li> <li>- Existing ICT resources</li> </ul>	T0+15 days

	- Other existing systems	
2	Deployment and installation of hardware, LAN and networking equipment along with providing connectivity in the respective locations.	T0+60 days
3	Development of Application modules	T0+60 days
4	UAT & Deployment of Web application	T0+75 days
5	Mobile application development	T0+90 days
6	UAT & Deployment of mobile application	T0+105 days
7	Training of department personnel's in application	T0+120 days
8	Submission of strategy documents for social media integration	T0+110 days
9	Complete Portal development along with content management framework	T0+130 days
10	Certification of the portal and application etc.	T0+150 days
11	Submission of documentation , policy or other if any related to content management etc.	T0+180 days

**Note: Days refers to calendar days**

### 6.5 Payment Terms & Conditions related to implementation

The following table represents the milestones and payment component laid down for the project. This clause shall be read as follows:

#### **Mode of payment and Payment Milestones**

(a) Mobilization advance: An advance of 10% of the total work order value excluding the work value for the Training of department personnel's, and the Operation and Maintenance components shall be paid on establishment of site office, satisfactory commencement of execution of work at site and subject to submission of an

unconditional bank guaranty of equivalent amount, valid initially for one year. Such bank guaranty may require to be extended as demanded by Department till taking over by the owner.

(b) Progressive payment:

1. Up to 90% of the total work order value excluding the work value for the Training of department personnel's and the Operation & Maintenance components will be paid on progressive basis depending on the actual work done at site against under mentioned milestones subject to a minimum work value of Rs.20.00 lakhs (Rupees twenty lakhs). However against such progressive payment, relevant portion of mobilization advance payment will be deducted.

2. Balance 10% of the total work order value excluding the work value for the Training department personnel's, and the Operation and Maintenance components will be paid on completion of the same including User Acceptance Test.

(c) Payment against Training of department personnel's personnel will be made only after completion and sign off of application development and UAT.

(d) Payment against operation and maintenance shall be applicable only after the start of the operation & maintenance period and the same will be released quarterly for the period of Operation and Maintenance.

The following table represents the payment milestones.

Note: Issuer reserves the right to change the milestones/conditions before issuance of WO.

SI No	Payment Milestone
1	Study the Current System & submission of FRS & SRS for the new system <ul style="list-style-type: none"><li>- Current portal study</li><li>- Existing booking systems of private hotels and revenue sharing modalities</li><li>- Current reporting and monitoring system</li><li>- Existing ICT resources</li></ul>
2	Deployment and installation of hardware, LAN and networking



	equipment along with providing connectivity in the respective locations.
3	Development of Application modules
4	UAT & Deployment of Web application
5	Application Development and UAT
5	Mobile application development
6	UAT & Deployment of mobile application
7	Training of department personnel's in application
8	Submission of strategy documents for social media integration
9	Complete Portal development along with content management framework, Certification of the portal and application etc. ,
10	Submission of documentation , policy or other if any related to content management etc.

**O&M phase will start from the date of “Go Live “and will continue for 60 months.**

## **6.6 Service Level Agreements**

### **Generic Terms**

1. The BUYER shall sign Service Level Agreement(s) (“SLA”) with System Integrator/Successful bidder. These SLAs will prevail from the start of the Maintenance Stage. However, SLAs will be subject to being redefined, to the extent necessitated by ASSAM TOURISM. The SLAs may be reviewed on a bi-annual basis as ASSAM TOURISM decides after taking the advice of the SI (and other agencies). All the changes in terms of addition, alteration or deletion of certain parameters would be made by ASSAM TOURISM in consultation with the SI. Payments to the SI are linked to the compliance with the SLA metrics by the SI.
2. The SLA parameters shall be monitored on a monthly basis as per the individual SLA parameter requirements. However, if the performance of the System/services is degraded significantly at any given point in time during the Contract and if the immediate measures are not implemented and issues are not rectified to the complete satisfaction of ASSAM TOURISM or an agency designated by them, then

ASSAM TOURISM will have the right to take appropriate disciplinary actions including termination of the Contract.

3. A Service Level violation will occur in case of SI's failure to meet minimum Service Levels, for a particular Service Level. Minimum Service Levels will be measured on a half-yearly basis. Overall availability and performance measurements will be on a monthly/activity basis for the purpose of Service Level reporting. The Availability and Performance Report will be provided by the SI on monthly basis in the ASSAM TOURISM suggested format and a review shall be conducted based on this report. The monthly Availability and Performance Report will be deemed to be accepted by the ASSAM TOURISM upon review and signoff by both SI and ASSAM TOURISM
4. SI shall put in its best efforts in order to achieve the Service Levels in accordance with Contract. In case these Service Levels cannot be achieved within the timelines, it shall result in a breach of Contract and invoke the penalty clause.

#### **6.6.1 Penalties**

**Penalty Calculations:** The primary intent of Penalties is to ensure that the System performs in accordance with the defined service levels. Penalties are not meant to be punitive or, conversely, a vehicle for additional fees. The framework for Penalties, as a result of not meeting the Service Level Targets is as follows:

1. The performance will be measured for each of the defined service level metric against the minimum/target service level requirements and the violations will be calculated accordingly.
2. The number of violations in the reporting period for each level of severity will be totaled and used for the calculation of Penalties.
3. A penalty applicable for each of the high severity violations is four (4) % of respective quarterly payment to the SI.
4. A penalty applicable for each of the medium severity violations is two (2) % of

respective quarterly payment to the SI.

5. Penalty applicable for each of the low severity violations is one (1) % of respective quarterly payment to the SI.
6. Penalties applicable for not meeting a high (H) critical performance target in two consecutive quarters on same criteria shall result in additional deduction of 10% of the respective quarterly payment to the SI. Penalty shall be applicable separately for each such high critical activity
7. Penalties applicable for not meeting a medium (M) critical performance target in two consecutive quarterly periods on same criteria shall result in additional deduction of 5% of the respective quarterly payment to the SI. Penalty shall be applicable separately for each such medium critical activity
8. Penalties applicable for not meeting a low (L) critical performance target in two consecutive quarterly periods on same criteria shall result in additional deduction of 5% of the respective quarterly payment to the SI. Penalty shall be applicable separately for each such medium critical activity

#### 6.6.2 SLA for Availability, Performance and Infrastructure

SI No.	Service Level
1	<p>The application must be available and accessible to users 24x7x365 basis.</p> <p>The general performance expectations from the solutions are under:</p> <ul style="list-style-type: none"><li>• The system should be fast and should give quick response. It will depend on factors like:<ol style="list-style-type: none"><li>1. Available internet bandwidth for the solution at the data Centre</li><li>2. Processing power &amp; resources like RAM, Storage, I/O, etc. of the servers &amp; storage.</li><li>3. Configuration of the application, performance tuning, etc.</li></ol></li></ul>

	<p>4. Processing power of other network devices like router, firewall, application load balancer, etc.</p> <ul style="list-style-type: none"> <li>It is expected that the bidder shall design &amp; provision above resources in such a manner that the application when accessed through internet / MPLS WAN gives a fast (almost instant) response.</li> <li>If, it is observed that there is degradation in the application response ( response is slow ), or the user has to wait for somewhat longer time before the application responds and the same poor response continues for more than an hour, a trouble ticket shall be booked for the same. The bidder shall then identify the cause of the problem and resolve it at the earliest. If the problem is caused by insufficient bandwidth at the datacenter, or by malfunctioning, poor performance, choking of a hardware / software component at the datacenter, the same shall be rectified / replaced at the earliest.</li> </ul>
2	High Availability (24*7*365) i.e. 99.50% Server Uptime
3	High Scalability (200 to 300 users) with Load Balancing & Clustering as per the need.
4	It should not take more than 1-2 seconds for responding to the users

**Computation of Availability:**

The SI shall maintain and manage the solution in cloud environment on 24x7 bases for the entire period of the contract and shall be fully responsible for ensuring adequate CPU processing power, memory, storage, network, internet bandwidth and monitoring of the services for optimum performance of the entire system on 24x7 basis as per the SLA agreed. The SI needs to provide various reports for health monitoring and usage analysis on monthly /quarterly/yearly basis, or as and when requested. Availability of service shall be assessed by the following formula:

**{[Scheduled Operation Time–(Scheduled Maintenance Time+ Customer introduced**

**Outage + Downtime Due to Force Majeure)]/Scheduled Operation Time} \*100 %**

**Note:** Scheduled Maintenance Time should not be more than one hour per month and client should be informed at least 48 hours in advance and subsequent approval / acceptance should be taken from customer.

System Availability (SLA Compliance) will be calculated at the end of each quarter and penalties for non-compliance will be deducted from the quarterly rental charges. The penalty will be calculated as per the following formula:

Service Level Description	Measurement	
<b>Infrastructure Availability</b>	Availability of System shall be at least by 99.5% <b>Severity of violation:</b> <b>High</b>	
	Availability Over three Months Period	Violations for calculation of penalty
	<99.5% & >=98.5%	1
	<98.5% & >=98%	2
	<98% <80 %	3 10
<b>Infrastructure Performance</b>	Sustained period of peak CPU/IO/Memory utilization of any server crossing 70% shall be less	

	than or equal to 30 minutes. Server crosses 70% and stays above 70% for time more than 30 Minutes will be treated as one (1) instance.	
	Number of instances over the three month period	Violations for calculation of penalty
	>0 & <=3	1
	>3	2

### 6.6.3 SLA for Portal management Services

Application Management Services for Web Portal	
<b>Scope of Work</b>	<ul style="list-style-type: none"> <li>a) Provision of bug fixes, minor changes, error resolutions and minor enhancements. Minor enhancements (the usual run-of-the-mill</li> <li>b) Enhancements and not the ones identified as part of</li> <li>c) Continuous Improvement).</li> <li>d) Change request management based on feedback from the Users.</li> <li>e) Routine functional changes related to content management</li> <li>f) Updating and maintenance of all project documents.</li> </ul>
<b>Defect Classification</b>	Level 1 Defect - The failure to fix has an immediate impact on the end users' ability to perform critical transactions in the

	<p>Application.</p> <p>Level 2 Defect - The failure to fix has an impact (medium) on the end users' ability to perform the transactions in the Application.</p> <p>Level 3 Defect - The failure to fix has an impact (low) on the end users' ability to use the application that while not immediate, can cause the services to degrade if not resolved Within reasonable time frames.</p>
<b>Frequency of Monitoring and Measurement</b>	This service level will be monitored on a monthly basis. This service level will be measured on quarterly basis

<b>Service Level and Measurement</b>	<b>Service Level</b>	<b>Measurement</b>	
	95% of the Level 1 defects shall be resolved within 4 business hours from the time of reporting full details.	Performance over the three-month period	Violations for Calculation of Penalty
	<b>Severity of Violation- High</b>	<95% & >=90%	1
		<90% & >=85%	2
		<85%	3
	95% of the Level 2 defects shall be resolved within 8 business hours from the time of reporting full details	Performance over the three -month period	Violations of calculation of Penalty
	<b>Severity of Violation Medium</b>	<95% & >=90%	1

		<90% & >=85%	2
		<85%	3
	95% of the Level 3 defects Shall be resolved within 24 business hours from the time of reporting full details	Performance over the three -month period	Violations for calculation of Penalty
	<b>Severity of Violation- Low</b>	<95% & >=90%	1
		<90% & >=85%	2

#### 6.6.4 SLAs for Content Management

##### Content Creation and Copywriting (For English)

#	Activity	Service Level	Severity
1	Content Writing for every 100 Words	3 Business Hours	High
2	Non text Content	4 Business Hours	High

##### Content Uploading to Portal (All Languages)

1 Business Hours from receipt of request (after due approval from the ASSAM)



TOURISM)

**Severity – High**

**Content Editing (All Languages)**

#	Activity	Service Level	Severity
1	Content Editing – for each 100 Words	3 Business Hours	High
2	Non text Content	4 Business Hours	High

**Content Review and Replacement**

#	Activity	Service Level	Severity
1	Content Review and Replacement (if necessary)	Every Month	Medium

**Content Removal (All Languages)**

#	Activity	Service Level	Severity
1	Removal after content expiration Date	24 Calendar Hours	Medium
2	Content removal – Objectionable or disputed content	1 Business Hours	High
3	Content Removal – Others	8 Business hours	Medium

## Content Translation

#	Activity	Service Level	Severity
1	Conversion to Other Languages from English for every 100 words	3 Business Hours	High

For all of the above, following rules would apply for violations

Number of instances over the three month period	Violations for calculation of penalty
>0 & <=5	2
>5 & <=10	4
>10 & <=15	6
>15	8
For each violation >15	1

## 7. Bidding Process Details

### 7.1 Pre – Qualification

In order to be eligible to participate in this RFP, the bidder must meet the following conditions:

- a. The Bidder should be a Company registered under the Companies Act, 1956 and in operation in India for at least 3 years as on 31.03.2015 and should have their registered offices in India with support office in Assam with necessary setup.

- b. The bidder can also be a consortium of Companies however maximum of two companies allowed to form consortium. Necessary MOU must be signed and submitted for the bid clearly indicating lead bidder and respective stake in the project. In no case the lead bidder stake should be less than 51% and have to full fill 51% of the financial criteria as stipulated for consideration of the bid.
- c. The Bidder must possess a valid: -
  - i. Company Registration Certificate
  - ii. VAT/ Sales Tax Registration Certificate
  - iii. Service Tax Registration Certificate
  - iv. PAN Number
- d. The Bidder must be a profit making company and should have positive net worth of Rs.50 lakh in each of the last three financial years as on March 31, 2015 ( Net worth= Paid up Equity + Reserve -Miscellaneous expenditure)
- e. The Bidder should have average annual turnover of at least INR 300 lacs for the last three financial years as on March 31, 2015.
- f. The Bidder shall not be under a Declaration of Ineligibility for corrupt or fraudulent Practices with any Government departments/agencies/ ministries or PSU's and should not be blacklisted as on submission of the RFP.
- g. The Bidder should have successfully completed the implementation of minimum 3 projects of portal design, application development, deployment and in the last 5 years with project value not less than Rs.1.00 Crs for each project in India with any state or central Govt. departments or its agencies or PSU's or private organization. Out of three one project should preferably from tourism and travel related sector. Ongoing projects at least one year of Operation and Maintenance after Go-live should have been achieved as on 30<sup>th</sup> December, 2015.

- h. Duly Executed Power of Attorney in favor of Authorized signatory of the Bidder or copy of board resolution duly authorizing signatory for signing this bid.
- i. The bidder should have at least 20, IT professionals on its rolls as on the date of submission.

### **Pre-bid meeting**

ASSAM TOURISM shall hold a pre-bid meeting with the prospective bidders as per schedule .Queries received from the bidders as per the schedule shall be addressed. No queries would be addressed post Pre-Bid meeting.

- a) The purpose of the conference is to provide bidders with the information regarding the tender and the proposed solution requirements in reference to the tender.
- b) At any time prior to the last date for receipt of bids, the Purchaser, may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP Document by corrigendum. It shall not be mandatory for the Purchaser to disclose the reasons for this change.
- c) The corrigendum will be notified through website and would be binding on all Bidders.

## **7.2 Bid Submission**

Physical copies of Bid documents (complete in all respect) must be received at notified venue /office.

The Bids should be submitted as under:

EN-I: Bank Guarantee towards EMD and Bank Draft towards TENDER FEE (nonrefundable) should be enclosed in one cover, sealed and superscripted as “EMD and Tender Fee - **RFP for Selection of System Integrator for Portal Development, Mobile Solutions, Social Media Optimization and Content Management Services for the Assam Tourism, Govt. of Assam.**

Amount should be paid in favor of the Managing Director, Assam Tourism Development Corporation Ltd. from any scheduled bank of India.

- A letter specifying the draft details should be submitted physically

EN-2: The physical copy, containing the following information, should be titled as Compliance sheet as per Annexure 1 and the supporting documents.

- a. All the documents asked for eligibility criteria
- b. Formats for Pre-Qualification provided in Annexure 1

1. EN-3: The physical copy, containing the following information, should be titled as “Technical Bid - RFP for Selection of System Integrator for Portal Development, Mobile Solutions, Social Media Optimization and Content Management Services for the ASSAM TOURISM ” and should contain Technical formats as per Annexure 7 - 9
2. EN-4: The physical copy file titled as “Financial Bid- RFP for Selection of System Integrator for Portal Development, Mobile Solutions, Social Media Optimization and Content Management Services for the ASSAM TOURISM” and should contain the Financial Bid as per Annexure 12 - 14.
  - i. The scanned soft copy in PDF format all the above mentioned documents also need to be submitted along with the physical copies of bid documents.

#### **b. Earnest Money Deposit**

Earnest Money Deposit (EMD) of Rs 2, 00,000 /- (Rupees Two lakhs only) has to be submitted. The EMD is to be submitted through Bank Guarantee of any Scheduled / Nationalized Bank (Drawn in favor of Managing Director, Assam Tourism Development Corporation Ltd., payable at Guwahati) along with the bid.

In the case of Bidder whose bid is accepted for offering services, EMD of that bidder will be returned and they shall be required to give Security Deposit as mentioned in the Annexure 15: Proforma for Security Deposit for contract performance” along with acceptance of contract, within 15 calendar days.

***All the bid documents should be signed by the authorized signatory the bidder or in case of consortium by the authorised signatory of the lead bidder. The bidder***

***should enclose Board Resolution of the company for the officer, who signed the bid.***

The Bid prepared by the Bidder and all correspondence and documents relating to the bids exchanged by the Bidder and the Purchaser, shall be written in English language, provided that any printed literature furnished by the Bidder may be written in another language so long the same is accompanied by an English translation in which case, for purposes of interpretation of the bid, the English translation shall govern. All documents submitted by bidder should be legible.

All pages of the bid being submitted must be sequentially numbered by the bidder.

ASSAM TOURISM will not be responsible for any delay on the part of the bidder in obtaining the terms and conditions of the tender notice or submission of the online bids.

The bids submitted by telex/telegram/fax/E-mail etc. shall not be considered. No correspondence will be entertained on this matter.

In case, the day of bid submission is declared Holiday by Govt. of Assam, the next working day will be treated as day for submission of bids. There will be no change in the timings

The rates are to be quoted in strict compliance to the financial bid otherwise the bid is liable to be rejected.

Percentage (%) of taxes etc. if any, to be claimed shall be indicated in the Price bid, otherwise it will be presumed that rates are inclusive of all taxes and no plea would be accepted in this regard after opening of the tenders and during the validity of the contract.

The rates are to be quoted by the bidders in Indian Currency and payment shall be made to successful bidders in Indian currency only.

Conditional tenders shall not be accepted on any ground and shall be rejected straightway. If any clarification is required, the same should be obtained before submission of the bids during the pre-bid conference.

The limitation of liability on any default of bidders will not be more than the purchase order value of this tender.

Bids submitted (complete in all respect) received along with Demand Draft of tender fee & Bank Guarantee of EMD (Physically) will be opened at stipulated notified date and time

in presence of bidders representatives if available. Bid received without tender fee & EMD will be rejected.

### **Rejection Criteria**

- I. Bids NOT submitted as per the specified format and nomenclature will be outrightly rejected
- II. Ambiguous bids will be rejected.
- III. The offers submitted by telegram/fax/E-mail/etc. shall NOT be considered. No correspondence will be entertained on this matter.
- IV. Bids which do not qualify pre-qualification criteria
- V. Bids not obtaining minimum marks in technical evaluation would be rejected
- VI. Bids not quoted as per the format
- VII. Any bid delivered after the submission deadline as mentioned in this RFP will not be considered

## **7.3 Bid Evaluation**

### **a. Eligibility criteria**

- i. The Purchaser will open the Pre-Qualification and Technical Bids in the presence of the representatives of the Bidders who choose to attend, at the time, date and place, as mentioned in Clause 3.8 of this tender.
- ii. The technical bid will be evaluated only for the Bidders qualifying the pre-qualification conditions provided in Annexure 1: Eligibility Criteria. Bidder must fulfill the Pre-Qualification criteria and must individually provide the Pre-Qualification documents as documentary evidence.
- iii. Purchaser at any time can ask for clarification on the information already received from the Bidders. Bidder needs to furnish the same in stipulated time. Under no circumstance, bidder will be allowed to submit any missing information.

### **b. Technical evaluation**

- i. A duly constituted Technical Evaluation Committee (TEC) will first select Bidders on the basis of eligibility criteria of this tender. The Bids conforming to the eligibility criterion will be considered for further evaluation.
- ii. Managing Director, Assam Tourism Development Corporation Ltd., has the option to ask the bidders to arrange demonstration of the offered systems/solutions, in a short period notice; as such the bidders have to be ready for the same.
- iii. In this part, the technical bid will be reviewed for determining the eligibility of the Bidder for the Project and to ascertain Compliance of the Technical bids with the Tender terms and conditions, technical requirements and scope of work as defined in this tender.
- iv. Bidder can be asked to submit additional information for clarification with regards to technical bid. In case of no response by the Bidder to any of the requirements with regard to the contents of the Technical Bid, he shall not be assigned any marks for the same. No missing information can be provided by the Bidder.
- v. Technical bid of the bidder shall be opened and evaluated for acceptability of Techno-functional requirements, deviations and technical suitability. Bidders shall respond to the requirements as explained in Annexure 7 - 9: Technical Formats, for their evaluation with regard to experience and qualification. Also, Bidder shall refer and respond to all technical requirements as mentioned in the tender document. The evaluation process would also include a presentation of technical proposal by the Bidder.
- vi. For Technical Evaluation, Bidders have to ensure the availability of appropriate specialist from their organization for interacting with TEC and evaluation team.
- vii. Financial bids of only technically qualified Bidders will be opened in their presence. Total marks that can be scored in Technical Evaluation are 100. Overall minimum 70% marks i.e. 70 are required to qualify the technical evaluation.

Criteria	Marks
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Bidders experience of successfully completing ICT project in the similar line covering at least 30 locations and provided support for 3 years in Govt. departments or in private organization, PSU's/agencies with satisfactory track record.	Max. Marks 15  Per project=5 marks (maximum=3 projects only)
Experience in completing tourism and travel related project with similar scope of works related to application development & deployment solutions	Max. Marks 15  Per project =7.5 marks
Bidder average Net-worth above Rs. 50 lakh	Max. Marks 5 Min 0.50 Crs = 1 0.51-1 Crs=2 1-3 Crs=3 3-5 Crs =4 > 5 Crs=5
Bidder having certification	Max. Marks 5 ISO9000= 2 CMMI1 =1 CMMI2 =2 CMMI3 and above =3
Bidder experience of integration of web and mobile services with /payment/gateway (value added services such as ,bus/railway tkt booking and GIS integration etc.	Max 15 marks Per project- 5 marks
Bidder having experience in cloud application hosting and maintenance services for Govt. departments or in private organization, PSU's/agencies.	Max 10 marks  ( per project 2 marks , max 5 project)
Bidders nos. of man power in its pay roll should not be less than 20	Max 10 20 = 5

	21-25= 7.5 25-30=> 10
Approach & Methodology to be presented	Max. Marks 25
<ol style="list-style-type: none"> <li>1. Detailed Project Plan (5 Marks)</li> <li>2. Understanding &amp; Implementation road map of the project (4 Marks)</li> <li>3. Content Management Strategy (4 Marks)</li> <li>4. Cloud hosting strategy (4 Marks)</li> <li>5. Proposed commercial sustainability plan (8)</li> </ol>	
Total Marks	100
Min. Marks to Qualify	50

If the bidder does not qualify technical evaluation as stated above, the bid would be rejected and financial BID for the rejected bidder shall not be opened.

**c. Financial evaluation**

- i. Commercial Proposals of only those bidders would be opened who qualify the technical evaluation, the commercial bid shall be evaluated in two stage comprising of the following -
  - A. Bidders L1 prices for the implementation of the solutions as per the scope of the work
  - B. Bidder's highest quote (in %) for the sharing of the revenue generated from booking of the hotels other than ATDC's properties from the portal
  - C. The combined weightage of the commercial proposal shall be taken for final financial evaluation and to determine best Financial Proposal

The process of financial evaluation

- ii. The proposal with lowest total Project Cost (PC) proposed in the cost summary table of Annexure 13 will be factored at 50% of the Commercial Score of 100.

- iii. The proposal with highest commercial price in terms of revenue sharing shall be factored at 50%
- iv. The combined weightage of (i) & ii) will be taken for selection of best commercial proposal
- v. Commercial Scores for other technically qualified bidders will be evaluated using the following formula - Commercial Score of Bidder (CS) = (PC of L1 / PC of the Bidder) X 100 % (rounded off to 2 decimal places)
- vi. The Financial Bids of only technically qualified bidders will be opened in the presence of their representatives on a specified date and time duly notified. The financial bids will then be passed on to a duly constituted Financial Evaluation Committee (FEC) for evaluation.
- vii. There will be NO NEGOTIATION regarding the financial bid .
- viii. In the event the L1 bidder does not accept the contract, EMD of the bidder will be forfeited and tender will be scrapped.
- ix. No enquiry shall be made by the bidder(s) during the course of evaluation of the tender, after opening of bid, till final decision is conveyed to the successful bidder(s). However, the Committee/its authorized representative and office of Tourism can make any enquiry/seek clarification from the bidders, which the bidders must furnish within the stipulated time else bid of such defaulting bidders will be rejected.
- x. The commercial bids shall be evaluated by the Purchaser for completeness and accuracy. Arithmetical errors will be rectified on the following basis. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail.

#### 7.4 Final Evaluation

- a) A composite score shall be calculated for technically qualified bids only. The weightage for the composite evaluation is as described below:

- i. Technical Weightage – 50%
- ii. Commercial Weightage –50%

b) Bidder with the highest final composite score (Final Score = Technical Score X 0.5 + Commercial Score X 0.5) will be called for negotiating the contract. In case of a tie in the final composite score the bidder with the higher Technical Score will be invited for negotiations and selection first.

#### **7.5 Award of Contract**

- a. Prior to the expiration of the period of bid validity the Purchaser will notify the successful Bidder in writing that its bid has been accepted. The Bidder shall provide his acceptance within 10 working days of such notification.
- b. The notification of award will constitute the formation of the Contract
- c. Upon the successful Bidder's furnishing of security deposit, the Purchaser may notify each unsuccessful Bidder and will discharge their EMD as per clause 14 of the tender.
- d. Within 15 working days of the receipt of notification of award from Managing Director, Assam Tourism Development Corporation Ltd., the successful Bidder shall furnish the security deposit of amount equivalent to 10% of the contract value in form of Bank Guarantee (BG) of any commercial bank drawn in the name of Managing Director, Assam Tourism Development Corporation Ltd., valid for contract period. Format for security deposit is provided in Annexure 15: Proforma for Security Deposit for Contract Performance
- e. Failure of the successful Bidder to comply with the requirement of above clause shall result in scrapping of tender and EMD/BG will be forfeited.

- f. The successful Bidder shall sign the contract within 15 working days of submission of Security Deposit.

## 7.6 Payment Schedule

- a. Purchaser shall make payments to the Bidder on Quarterly basis once the bidder produces the sign-off received from the Hotels. Purchaser will make all efforts to make payments to the Bidder within 30 days of receipt of invoice(s) and all necessary supporting documents.
- b. All payments agreed to be made by the purchaser to the Bidder in accordance with the Bid shall be inclusive of all statutory levies, duties, taxes and other charges whenever levied/applicable, if any, and purchaser shall not be liable to pay any such levies/other charges under or in relation to this Contract.
- c. No invoice for extra work/change order on account of change order will be submitted by the Bidder unless the said extra work/change order has been authorized / approved by the Purchaser.
- d. In the event of purchaser noticing at any time that any amount has been disbursed wrongly to the Bidder or any other amount is due from the Bidder to the Purchaser, the Purchaser may without prejudice to its rights recover such amounts by other means after notifying the Bidder or deduct such amount from any payment falling due to the Bidder. The details of such recovery, if any, will be intimated to the Bidder. The Bidder shall receive the payment of undisputed amount under subsequent invoice for any amount that has been omitted in previous invoice by mistake on the part of the Purchaser or the Bidder.
- e. All payments to the Bidder shall be subject to the deductions of tax at source under Income Tax Act, and other taxes and deductions as provided for under any law, rule or regulation. All costs, damages or expenses which Purchaser may have paid or incurred, for which under the provisions of the Contract, the Bidder is liable, the same shall be deducted by Purchaser from any dues to the Bidder.

All payments to the Bidder shall be made after making necessary deductions as per terms of the Contract and recoveries towards facilities, if any, provided by the Purchaser to the Bidder on chargeable basis.

## 7.7 Terms & Conditions

### a. Refund of EMD & Security Deposit

The Earnest Money Deposit (EMD) will be refunded as follows:

- i. In the case of those bidders who fail to qualify the eligibility criteria, the Earnest Money Deposit (EMD) will be refunded without any interest accrued immediately thereafter.
- ii. In the case of those bidders who are not selected, the EMD will be refunded without any interest accrued within one month of the Financial Evaluation.
- iii. In case of selected bidder whose tender bid is accepted for the service offering, EMD will be refunded on receipt of Security Deposit. Security Deposit shall be in the form of Bank Guarantee (BG) drawn in the name of Managing Director, Assam Tourism Development Corporation Ltd., valid for the entire contract period and shall be renewed by the bidder till contract lasts. No interest will be payable for the Security Deposit.
- iv. After successfully providing all the services as mentioned in the Contract Agreement, the Security Deposit without any interest accrued shall be released. In case, it is found that appropriate satisfactory support has not been provided by the Bidder, Purchaser will ensure that the prescribed penalty for the default in service has been realized or shall be recovered from the Bidder out of already due payments.

### b. Transition Management

- i. Post the contract period, the bidder is expected to provide a smooth handover of all the source code, documents, knowledge materials and assets to purchaser.
- ii. Once contract period is over, if a new agency is selected by the purchaser for the next contract, the bidder is expected to provide adequate knowledge transfer and training to the new agency for a period of one month. The knowledge transfer/training should necessarily cover the details on i) Digitization Solution Implemented, ii) nature and type of queries arriving at the helpdesk, iii) FAQ's, manuals, documentation and other reference material prepared for issue resolution and any other.

**c. Intellectual Property Rights**

- i. Assam Tourism shall own and have a right in perpetuity to use all Intellectual Property Rights which have arisen out of or in connection with the implementation of this Contract, including all processes, products, software, specifications, reports, drawings and other documents which have been developed by the purchaser during the performance of Services and for the purposes of inter-alia use or sub-license of such Services under this Contract. The agency undertakes to disclose all Intellectual Property Rights arising out of or in connection with the performance of the Services to purchaser and execute all such agreements/documents and file all relevant applications, effect transfers and obtain all permits and approvals that may be necessary in this regard to effectively transfer and conserve the Intellectual Property Rights of Director, Assam Tourism.
- ii. The bidder shall ensure that while it uses any software, hardware, processes or material in the course of performing the Services, it does not infringe the Intellectual Property Rights of any person and the bidder shall keep the purchaser indemnified against all costs, expenses and liabilities howsoever, arising out of any illegal or unauthorized use (piracy) or in connection with any claim or proceedings relating to any breach or violation of any permission/license terms or

infringement of any Intellectual Property Rights by the bidder during the course of performance of the contract.

**d. Liquidated Damages**

- i. The Bidder shall execute the implementation with due diligence and expedition, keeping to the approved time schedule. Should bidder refuse or neglect to comply with any reasonable orders given in writing by the purchaser in connection with the work or contravene the provision of the Contract or the progress of work lags persistently behind the time schedule due to bidder's neglect, the Purchaser shall be at liberty to give seven days' notice in writing to the Bidder require to make good the neglect or contravention complained of and should the Bidder fail to comply with the requisitions made in the notice within seven days from the receipt thereof, it shall be lawful for the purchaser to take the work wholly or in part out of the Bidder's hands without any further reference and get the work or any part thereof, as the case may be, completed by other agencies without prejudice to any other right or remedy of the Purchaser.
- ii. If the Bidder fails to deliver as agreed between the bidder and the purchaser and also as per scope of work, within the time period(s) specified in the Contract, the Purchaser, without prejudice to its other rights and remedies under the Contract, shall deduct from the Contract price, as liquidated damages, a sum equivalent to 0.5% per week or part thereof of the Contract Value.
- iii. The deduction shall not in any case exceed 10 percent of the contract value.
- iv. The Purchaser may without prejudice to its right to effect recovery by any other method, deduct the amount of liquidated damages from any money belonging to the Bidder in its hands (which includes the Purchaser's right to claim such amount against the Bidder's Bank Guarantee) or which may become due to the Bidder. Any such recovery or liquidated damages shall not in any way relieve the Bidder from any of its obligations to complete the Work or from any other obligations and liabilities under the Contract.



- v. Delay not attributable to the Bidder will be considered for exclusion for the purpose of computing liquidated damages.
- vi. Whenever the Bidder is unable to complete the work and contract is cancelled, the security deposit shall be forfeited and the balance work shall be got done independently at the cost & risk of the failed Bidder. The failed Bidder shall be debarred from participating in the Tender for executing the balance work.
- vii. The work shall be treated as sufficiently completed when the Provisional Acceptance Certificate (PAC) have been issued for the work under consideration

**e. Information Security**

- i. The bidder shall not carry and/or transmit any material, information, application details, equipment or any other goods/material in physical or electronic form, which are proprietary to or owned by the purchaser, out of purchaser's premises without prior written permission from the purchaser.
- ii. Bidder acknowledges that purchaser's business data and other proprietary information or materials, whether developed by the purchaser or being used by the purchaser are confidential and proprietary to the purchaser and bidder agrees to exercise reasonable care to safeguard the proprietary information and materials and to prevent the unauthorized use or disclosure thereof, which care shall not be less than that exercised by bidder to protect its own proprietary information. Bidder recognizes that the goodwill of the purchaser depends, among other things, upon bidder's keeping such proprietary information confidential and that unauthorized disclosure of the same by bidder could cause significant damage to the purchaser and bidder's duties hereunder. Bidder may come into possession of such proprietary information, even though Bidder does not take any direct part in or furnish the services performed for the creation of said proprietary information and shall limit access thereto to employees with a need to such access to perform the services required by this agreement. Bidder shall use such information only for the purpose of performing the said services.

- iii. Bidder shall, upon termination of this agreement for any reason, or upon demand by the purchaser, whichever is earliest, return any and all information provided to Bidder by purchaser, including any copies or reproductions, both hardcopy and electronic.

**f. Ownership and Retention of Documents**

- i. ASSAM TOURISM shall own the Documents, prepared by or for the Bidder arising out of or in connection with this Contract
- ii. Forthwith upon expiry or earlier termination of this Contract and at any other time on demand by purchaser, the Bidder shall deliver to the purchaser all documents provided by or originating from the purchaser and all documents produced by or from or for the Bidder in the course of performing the Services, unless otherwise directed in writing by the purchaser at no additional cost. The Bidder shall not copy, distribute or retain any such Documents.

**g. Confidentiality**

- i. The Bidder shall not use Confidential Information, the name or the logo of the ASSAM TOURISM, Govt. of Assam except for the purposes of providing the Service as specified under this contract;
- ii. The Bidder may only disclose Confidential Information in the following circumstances:
  - a) With the prior written consent of the department;
  - b) To a member of the Bidder's Team ("Authorized Person") if:
    - the Authorized Person needs the Confidential Information for the performance of obligations under this contract;
    - the Authorized Person is aware of the confidentiality of the Confidential Information and is obliged to use it only for the performance of obligations under this contract

- iii. The Bidder shall do everything reasonably possible to preserve the confidentiality of the Confidential Information to the satisfaction of the purchaser.
- iv. The Bidder shall notify the purchaser promptly if it is aware of any disclosure of the Confidential Information otherwise than as permitted by this Contract or with the authority of the purchaser.
- v. The Bidder shall be liable to fully recompense the purchaser for any loss of revenue arising from the breach of confidentiality. Purchaser reserves the right to adopt legal proceedings, civil or criminal, against the Bidder in relation to a dispute arising out of breach of obligation by the Bidder under this clause.

**h. Indemnity**

- i. The selected vendor shall indemnify the purchaser against all third party claims of infringement of patent, trademark/copyright or industrial design rights arising from the use of the supplied items and related services or any part thereof.
- ii. The purchaser stands indemnified from any claims that the Bidder's manpower may opt to have towards the discharge of their duties in the fulfillment of the contract.
- iii. The purchaser also stands indemnified from any compensation arising out of accidental loss of life or injury sustained by the Bidder's manpower while discharging their duty towards fulfillment of the contract.

**i. Force Majeure**

- i. If at any time, during the continuance of the contract, the performance in whole or in part by either party of any obligation under the contract is prevented or delayed by reasons of any war, hostility, acts of public enemy, civil commotion, sabotage, fires, floods, explosions, epidemics quarantine restrictions, strikes, lockouts or acts of God (hereinafter referred to as "events"), provided notice of happenings of any such event is duly endorsed by the appropriate authorities/chamber of commerce in the country of the party giving notice, is given by party seeking concession to the other as soon as practicable, but within 21 days from the date

of occurrence and termination thereof and satisfies the party adequately of the measures taken by it, neither party shall, by reason of such event, be entitled to terminate the contract, nor shall either party have any claim for damages against the other in respect of such nonperformance or delay in performance, and deliveries under the contract shall be resumed as soon as practicable after such event has come to an end or ceased to exist and the decision of the purchaser as to whether the deliveries have so resumed or not, shall be final and conclusive, provided further, that if the performance in whole or in part or any obligation under the contract is prevented or delayed by reason of any such event for a period exceeding 60 days, the purchaser may at his option, terminate the contract.

**j. Termination for default**

**i. Default is said to have occurred**

- If the bidder fails to deliver any or all of the services within the time period(s) specified in the purchase order or any extension thereof granted by the purchaser.
- If the bidder fails to perform any other obligation(s) under the contract.

**ii. If the bidder, in either of the above circumstances, does not take remedial steps within a period of 30 days after receipt of the default notice from the purchaser (or takes longer period in spite of what the purchaser may authorize in writing), purchaser may terminate the contract in whole or in part. In addition to above, purchaser may at its discretion also to take the following actions:**

Purchaser may procure, upon such terms and in such manner, as it deems appropriate, services similar to the undelivered services and the defaulting bidder shall be liable to compensate purchaser for any extra expenditure involved towards goods and services to complete the scope of work in totality or 10% of the total value of contract as cancellation charges whichever is higher.

- iii. The purchaser may at any time terminate the contract by giving one month written notice to the bidder, without any compensation to the bidder, if the bidder becomes bankrupt or otherwise insolvent

**k. Arbitration**

- i. In case any dispute or difference arises out of or in connection with or the carrying out of works (whether during the progress of the works or after their completion & whether before or after the termination, abandonments or breach of contact) except as any of the accepted matters, provided hereunder, the parties hereto, shall first endeavor to settle such disputes of differences amicably.
- ii. If both the parties fail to reach such amicable settlement, then either party (The Purchaser or Contractor) may (within 20 days of such failure) give a written notice to the other party requiring that all matter in dispute or difference be arbitrated upon. Such written notice shall specify the matters which are in difference or differences of which such written notice has been given and no other shall be reoffered to the arbitration of a single arbitrator, to be appointed by both the parties or in case of disagreement as to the appointment of a single arbitrator, to that of two arbitrators, one to be appointed by each party or in case of said arbitrators not agreeing then, to the umpire to be appointed by the arbitrators in writing before entering upon the references. Provisions of Indian Arbitration & Conciliations Act, 1996 or any statutory modification or re-enactment thereof and rules framed there under from time to time shall apply to such arbitration.
- iii. Venue of arbitration shall be only at Guwahati, Assam
- iv. The arbitrators or arbitrators appointed under this Article shall have the power to extend the time to make the award with the consent of parties.
- v. Pending reference to arbitration, the parties shall make all endeavors to complete the work in all respect. Disputes, if any, will finally be settled in the arbitration.
- vi. Upon every or any such references to the arbitration, as provided herein the cost of and incidental to the reference and Award respectively shall at the discretion of the arbitrator, or the umpire, as case may be.

- vii. The award of arbitrator or arbitrators, as the case may be, Shall be final and binding on the parties. It is agreed that the Contractor shall not delay the carrying out of the works by reason of any such matter, question or dispute being referred to arbitration, but shall proceed with the works with all due diligence. The Purchaser and the Contractor hereby also agree that arbitration under this clause shall be the condition precedent to any right of action under the contract except for as provided for in the Tender.

**I. Applicable laws**

- i. The bidder shall be governed by the laws and procedures established by Govt. of Assam, within the framework of applicable legislation and enactment made from time to time concerning such commercial dealings/processing.
- ii. All disputes in this connection shall be settled in Guwahati jurisdiction only.
- iii. ASSAM TOURISM, Govt. of Assam reserves the right to cancel this tender or modify the requirement without assigning any reasons. ASSAM TOURISM, Govt. of Assam will not be under obligation to give clarifications for doing the aforementioned.
- iv. ASSAM TOURISM, Govt. of Assam reserves the right that the work can be allocated to any other bidder in case Assigned Bidder fails to perform the task with in the stipulated time frame.
- v. ASSAM TOURISM, Govt. of Assam also reserves the right to modify/relax any of the terms & conditions of the tender.
- vi. ASSAM TOURISM, Govt. of Assam, without assigning any further reason can reject any tender(s), in which any prescribed condition(s) is/are found incomplete in any respect.
- vii. ASSAM TOURISM, Govt. of Assam also reserves the right to award works/supply order on quality/technical basis, which depends on quality/capability of the system and infrastructure of the firm. Bidder(s) are, therefore, directed to submit the tender carefully along with complete technical features of the application as well as other documents required to access the capability of the firm.

**m. Miscellaneous**

- i. The selection under this tender is not assignable by the selected bidder. The selected bidder shall not assign its contractual authority to any other third party.
- ii. The decision of ASSAM TOURISM, Govt. of Assam arrived at as above will be final and no representation of any kind will be entertained on the above. Any attempt by any Bidder to bring pressure of any kind, may disqualify the Bidder for the present tender and the Bidder may also be liable to be debarred from bidding for ASSAM TOURISM, Govt. of Assam tenders in future for a period of at least three years.
- iii. Any conditions mentioned in their tender bids by the bidders which are not in conformity to the conditions set forth in the tender will not be accepted by ASSAM TOURISM, Govt. of Assam. All the terms and conditions for the supply, testing and acceptance, payment terms penalty etc. will be as those mentioned herein and no change in the terms and conditions set by the bidders will be acceptable. Alterations, if any, in the tender bid should be attested properly by the bidders, failing which the bid will be rejected.
- iv. In addition to the supporting technical documents, the enclosures as mentioned in List of Enclosure are required to be submitted with the technical bid.
- v. ASSAM TOURISM, Govt. of Assam reserves the right to modify and amend any of the above-stipulated condition/criterion depending upon Project priorities vis-à-vis urgent commitments. ASSAM TOURISM, Govt. of Assam also reserves the right to accept /reject any bid, to cancel / abort tender process and / or reject all bids at any time prior to award of contract, without thereby incurring any liability to the affected agencies on the grounds of such action taken by the ASSAM TOURISM, Govt. of Assam.
- vi. Any default by the bidders in respect of tender terms & conditions will lead to rejection of the bid & forfeiture of EMD/Security Deposit.

## 8. Annexure

### 8.1 Annexure 1: Eligibility Criteria

Bidders are required to submit their response in below provided table as a form in Pre-Qualification Bid.

#### For Service Provider

Criteria	Details	Supporting Documents required
Financial stability	Bidder should have annual average turnover of more than INR 300 lacs in the last 3 financial years i.e. 2012-13, 2013 – 14, and 2014 – 15	Audited balance sheet of the last three financial years. Certificate from statutory auditor certifying the turn over amount related <i>Software development and integration.</i>
Net-worth	Bidder should have minimum Net worth of Rs.50 lacs in each financial year	Certificate from statutory auditor certifying the Net-worth
Firm strength	Bidder should have at least 20 professionals on its rolls as on March 2015	Certificate from HR Head/Admin
Similar Project Experience	Bidder should have experience of successfully executing at least three software development projects in Govt. departments or agencies/ PSUs or private organization etc. with preferably one should be tourism and travel related project (with scope of work including software development, associated hardware and networking along with	Documentary evidence, along with client contact details, in the form of Work order/Purchase order/ Completion certificate from client



Criteria	Details	Supporting Documents required
	manpower services) in past three years with value more than 50 lacs each. The projects should be completed on date of submission of the RFP response.	
Registration	The vendor should have service tax registration no.	A copy of the same to be attached.
Nature of Completed Project	The bidder shall have completed at least one project of a in the last three years.	Documentary evidence/certificate of the same to be attached.
Income Tax	The Bidder should be regularly filing its Income tax returns	They should furnish a self-attested copy of PAN and copy of acknowledgement of filing the I.T. returns for FY 2012-13 and 2013-14.
Power of Attorney	Bidder should provide Power of Attorney, in the name of person signing the Bid, authorizing him to submit/execute this agreement as a binding document	Power of Attorney
Blacklisting	The Bidder shall not be under a declaration of ineligibility banned /blacklisted/ fraud by any State or Central Government /any other Government institutions in India for any reason as on last date of submission of the Bid	Declaration by authorized signatory of the Bidder

<b>Criteria</b>	<b>Details</b>	<b>Supporting Documents required</b>
Conflict of interest	Bidder should provide an undertaking that there is no conflict of interest situation.	Declaration by authorized signatory of the Bidder
Litigations	Bidder should not be involved in any litigation with any state/central Government agencies etc.	Declaration by authorized signatory of the Bidder

## 8.2 Annexure 2: PQ Form 1: Bidder's Profile

S.No.	Particular	Details
1.	Name of Bidder	
2.	Incorporated as (State Sole Proprietor, Partnership, Private Limited or Limited Firm)	
3.	Incorporation year	
4.	Full address	
5.	Name of the top executive with designation Telephone Mobile Email	
6.	Service tax number	
7.	Sales tax/ VAT No.	
8.	CST No.	
9.	PAN No.	
10.	Tender fees details	
11.	EMD details	

Signature:

**Name:**

**Designation:**

**SEAL:**

**Date:**

**Place:**

Please attach necessary documents/proofs as per the above form.

### 8.3 Annexure 3: PQ Form 2: Financial Information

**Please provide CA certified financial information of three last declared financial years.**

	2012-13	2013-14	2014-15
Annual Turnover			
Turnover from Software Development & Information Technology Services			
Net worth			
Profit			

Note

- Please attach copies of relevant financial statements and audited accounts for the three last declared financial years
- Please attach the copies of Profit and Loss Accounts for the three last declared financial years

#### 8.4 Annexure 4: PQ Form 3: Number of Professionals

(On Bidder's letter head)

<<Date/Month/Year>>

To,  
The Managing Director,  
Assam Tourism Development Corporation Ltd.,  
A. K. Azad Road, Rehabari,  
Paltan Bazar, Guwahati 781008,  
Assam, India

**Subject:** Number of Professionals on roll

Respected Sir,

This is to certify that <<Firm Name>> has more than 30 professionals on its rolls as of 31 March 2015

Dated this Day of 2016

(Signature) (In the capacity of)

(Name)

Duly authorized to sign the Tender Response for and on behalf of:

(Name and Address of Company)

Seal/Stamp of bidder

### 8.5 Annexure 5: PQ Form 4: Similar Service Experience

Sr. No.	Items	Details
<b>General Information</b>		
1.	Customer Name	
2.	Name of the contact person and contact details for the client of the assignment	
<b>Project Details</b>		
3.	Project Title	
4.	Start Date: MM/YYYY End Date : MM/YYYY	
5.	Current Status (work in progress/completed)	
6.	Number of staff deployed in the assignment	
<b>Size of the project</b>		
7.	Total Cost of the project	
8.	Period of contract	
9.	Technologies used	
10.	Number of end users catered to by the system	
11.	Number of transactions handled by the system on a yearly basis	
12.	Multi-lingual features catered to for the web site	
13.	Any other information to be shared	
14.	Narrative Description of the Project	
15.	Documentary Proof and necessary details	
<i>Please attach the proof - Work Orders Certificates or Letter of Appointments etc with the credential</i>		

**8.6 Annexure 6: PQ Form 5: Details of Litigations / Ineligibility for corrupt or fraudulent practices / Blacklisted with any of the Government or Public Sector Units/ Conflict of Interest**

*(To be submitted on the Letterhead of the responding firm)*

<<Date/Month/Year>>

To,  
The Managing Director,  
Assam Tourism Development Corporation Ltd.,  
A. K. Azad Road, Rehabari,  
Paltan Bazar, Guwahati 781008,  
Assam, India

**Subject:** Selection of Systems Administrator for Portal Development, Mobile & Payment Gateway solution and Content Management Services for Online portal for Hotel & Travel Booking to promote Assam Tourism

Respected Sir,

We, the undersigned, hereby declare that

- We are/ are not involved in any litigation with any client
- We are/ are not under a declaration of ineligibility for corrupt or fraudulent practices
- We are/ are not blacklisted with any of the Government or Public Sector Units.
- We have/ do not have conflict of interest with the proposed Services.

Thanking you,

Dated this Day of 2015

(Signature) (In the capacity of)

Name.....

Duly authorized to sign the Tender Response for and on behalf of:

(Name and Address of Company)

Seal/Stamp of bidder



## 8.7 Annexure 7: Technical Form 1: Technical Bid Letter

To,  
The Managing Director,  
Assam Tourism Development Corporation Ltd.,  
A. K. Azad Road, Rehabari, Paltan Bazar, Guwahati 781008,,Assam, India

**Subject:** Selection of Solution Provider & Integrator for Design, Development, Promotion & Marketing Online Portal Solutions for Assam Tourism Sector

Respected Sir,

**Reference:** Tender No: <TENDER REFERENCE NUMBER>

We, the undersigned Bidders, having read and examined in detail all the Tender document in respect of “Selection of Solution Provider & Integrator for Design, Development, Promotion & Marketing Online Portal Solutions for Assam Tourism Sector” , do hereby propose to provide the services as specified in the Tender document number <TENDER REFERENCE NUMBER> along with the following:

### 1. EARNEST MONEY DEPOSIT (EMD)

We have enclosed an EMD as in the form of a Bank Guarantee (BG) for the sum of **Rs. 2,00,000/- (Rupees Two Lakhs Only)**. This BG is liable to be forfeited in accordance with the provisions of this tender.

### 2. DEVIATIONS

We declare that all the services shall be performed strictly in accordance with the Tender documents.

### 3. SECURITY DEPOSIT FOR CONTRACT PERFORMANCE

We hereby declare that in case the contract is awarded to us, we shall submit the contract performance guarantee in the form prescribed in **Annexure 31: Proforma for Security Deposit for Contract Performance**.

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

belief.

Thanking you,

(Signature of the Bidder)

Printed Name

Designation, Company Name, Address, Contact number

Seal

Date:

**8.8 Annexure 8: Technical Form 2: Turnover from Software Development and other IT services**

Please provide CA certified financial information of three last declared financial years.

<b>Parameters</b>	<b>20012-13</b>	<b>2013-14</b>	<b>2014-15</b>
Turnover from Software Services			

### 8.9 Annexure 9: Technical Form 3: Technology Solution & Maintenance Plan

8.9.1 The Bidder is required to describe the proposed Technology Solution in this section as per the requirements laid out in “Scope of Work”. The Technology Solution would be evaluated on the broad parameters provided in the Technical Evaluation section of this RFP.

9.2.1 Clear articulation and description of the ICT (Hardware and Software) requirements, design and technical architecture of various ICT components including the make and model of equipment and sizing of infrastructure (including diagrams and calculations wherever applicable)

9.2.2 Details of the methodology proposed to be adopted.

8.9.2 The indicative list on which the technical solution is expected is on the following headers:

18.2.1 Proposed Solution

18.2.2 Strategy from Initiation till Go-Live

18.2.3 Operations and Maintenance approach

8.9.3 The Bidder shall specify all the software components required for core application in the following format:

S No.	Item	Purpose/Function	License Policy	No of Licenses Required
1.				
2.				
3.				
4.				
5.				
6.				

#### 8.10 Annexure 10: Copy of Financial Bid with the price column of the price bid format blanked out

The Bidders would need to submit a **blank copy of its Financial Tender** (as per Financial Formats) with the technical Tender in compliance to the terms specified providing all the details, however, entire price related details should be omitted from this copy. The Bidder should provide a tick () mark against each item of the price bid format to indicate that there is a quote against this item in the Financial Bid. In no case, financial quote should be revealed under this annexure. **Bids with any financial quote as part of technical response would be rejected and no request in case of non-compliance will be accepted.**

**8.11 Annexure 11: Form 9: Statement of Deviation**

<b>Tender Clause No.</b>	<b>Description of Clause</b>	<b>Deviation in the offer</b>	<b>Brief reason for deviation</b>

Signature of the Bidder

**Name:**

**Date:**

**Place:**

**Company Seal:**

## 8.12 Annexure 12: Financial Form 1 – Financial Bid Letter

To,  
The Managing Director,  
Assam Tourism Development Corporation Ltd.,  
A. K. Azad Road, Rehabari,  
Paltan Bazar, Guwahati 781008,  
Assam, India

**Subject:** Selection of Solution Provider & Integrator for Design, Development, Promotion & Marketing Online Portal Solutions for Assam Tourism Sector

Respected Sir,

**Reference:** TRFP No: <RFP NUMBER>

We, the undersigned Bidders, having read and examined in detail the entire tender document in respect of “ Selection of Solution Provider & Integrator for Design, Development, Promotion & Marketing Online Portal Solutions for Assam Tourism Sector” do hereby propose to provide the services as specified in the Tender document number <RFP REFERENCE NUMBER> along with the following:

### 1. PRICE AND VALIDITY

- 1.1 All the prices mentioned in our Tender are in accordance with the terms as specified in the Tender documents. All prices and other terms and conditions of this Tender are valid for a period of 180 calendar days from the date of opening of the Tender
- 1.2 We are an Indian Firm and do hereby confirm that our Tender prices include all taxes. However, all the taxes are quoted separately under relevant sections.

### 2. UNIT RATES

We have indicated in the relevant schedules enclosed, the unit rates for the purpose of on account of payment as well as for price adjustment in case of any increase to / decrease from the scope of work under the contract.

**3. DEVIATIONS**

We declare that all the services shall be performed strictly in accordance with the Tender documents.

**4. TENDER PRICING**

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

**5. BID PRICE**

We declare that our Bid Prices are for the entire scope of the work as specified in the **Scope of Work** and Tender documents. These prices are indicated in **Annexure 13: Break-up of Cost Components** attached with our Tender as part of the Tender.

**6. CONTRACT PERFORMANCE SECURITY DEPOSIT**

We hereby declare that in case the contract is awarded to us, we shall submit the contract performance security deposit in the form prescribed in **Annexure 15: Proforma for Security Deposit for Contract Performance**

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

We confirm that no Technical deviations are attached here with this commercial offer.

Thanking you,  
Yours faithfully,

(Signature of the Bidder)

**Designation**

**Seal**

**Date:**

**Place:**



### 8.13 Annexure 13: Financial Form 2 – Break-Up of Cost Components

1. Bidder should provide all prices as per the prescribed format under this Annexure for a period of 5 years
2. Price quoted must be inclusive all taxes, duties and other levies. the prices (even for taxes) are to be entered in Indian Rupees ONLY (% values are not allowed)
3. ASSAM TOURISM reserves the right to ask the Bidder to submit proof of payment against any of the taxes, duties, levies indicated.
4. ASSAM TOURISM shall take into account all Taxes, Duties & Levies for the purpose of Evaluation
5. The Financial Bids shall be evaluated by ASSAM TOURISM for completeness and accuracy. Arithmetical errors will be rectified on the following basis. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail.

**Cost Summary Table**

<b>S/N</b>	<b>Component</b>	<b>Total Cost</b>	<b>Applicable Tax</b>	<b>Gross Total Cost</b>
A	Computing Hardware Cost			
B	Networking Hardware Cost			
C	Portal Development cost (web & mobile) & including cost for hosting and maintenance in cloud etc.			
D	Connectivity Cost ( <b>capex and opex of minimum 512 kbps for 5 years of period) for ATDC Properties</b> )			
E	Content Management cost for the portal as per the RFP			
F	O&M Phase for 5 years			
G	Other cost, if any ( <b>to be specified if not included above clearly</b> )			
<b>Total Cost in Rupees (A+B+C+D+E+F)+G</b>				

*Note:*

1. \*Charges proposed should be per page in Indian Rupees (INR).
2. The above mentioned cost table is indicative in nature. Please refer to Annexure 18 for component-wise cost break-up.

### 8.14 Annexure 14: Form 3 – Revenue Sharing Proposal

Prices should be quoted in Indian Rupees and indicated both in figures and words. Price in words will prevail, in the event of any mismatch.

(Bidder must carry out a comprehensive market study of properties other than ATDC properties before quoting the figures)

SI no	Description	Qty	Revenue expected to be generated) ( In Rs.)	% of sharing revenue proposed to be shared with ATDC	% of revenue proposed to be shared in each Qtr ( 3 months) with ATDC in each year
1	Nos. of rooms proposed to be booked through the on-line system in the first year				
2	Nos. of rooms proposed to be booked through the on-line system in the Second year				
3	Nos. of rooms proposed to be booked through the on-line system in the 3 <sup>rd</sup> year				
4	Nos. of rooms proposed to be booked through the on-line system in the 4 <sup>th</sup> year				
5	Nos. of rooms proposed to be booked through the on-line system in the 5 <sup>th</sup> Year				

\* It may be noted that the cumulative figure will be calculated for each year to find out the overall highest revenue figure quoted over a period of 5 years by the bidder.

\* Considering the 180 days of time of completion of the project for first year only two qtr will be considered

#### 8.15 Annexure 15: Form 4 – Combined Commercial Proposal

<b>Description</b>	<b>Gross Total value (in Rs.)</b>
As per Financial Form 2 ( Annexure -13)	
As per Financial Form 3 (Annexure-14)	
<b>Total final commercial proposal</b>	

### 8.16 Annexure 16: Proforma for Security Deposit for Contract Performance

Ref: \_\_\_\_\_ Date \_\_\_\_\_

Bank Guarantee No. \_\_\_\_\_

To,

The Managing Director,

Assam Tourism Development Corporation Ltd.,

A. K. Azad Road, Rehabari,

Paltan Bazar, Guwahati 781008, Assam, India

1. Against contract vide Advance Acceptance of the Tender No. \_\_\_\_\_ dated \_\_\_\_\_ covering \_\_\_\_\_ (hereinafter called the said "Contract") entered into between Assam Tourism Development Corporation Ltd. (hereinafter called "Assam Tourism") and \_\_\_\_\_ (hereinafter called the "Bidder"), this is to certify that at the request of the Bidder we ----- Bank Ltd., are holding in trust in favour of Assam Tourism , the amount of \_\_\_\_\_ (write the sum here in words) to indemnify and keep indemnified against any loss or damage that may be caused to or suffered by ASSAM TOURISM by reason of any breach by the Bidder of any of the terms and conditions of the said contract and/or in the performance thereof. We agree that the decision of ASSAM TOURISM, whether any breach of any of the terms and conditions of the said contract and/or in the performance thereof has been committed by the Bidder and the amount of loss or damage that has been caused or suffered by ASSAM TOURISM shall be final and binding on us and the amount of the said loss or damage shall be paid by us forthwith on demand and without demur to ASSAM TOURISM.
2. We \_\_\_\_\_ Bank Ltd, further agree that the guarantee herein contained shall remain in full force and effect during the period that would be taken for satisfactory performance and fulfillment in all respects of the said contract by the Bidder i.e. till \_\_\_\_\_ hereinafter called the said date and that if any claim accrues or arises against us \_\_\_\_\_ Bank Ltd, by

virtue of this guarantee before the said date, the same shall be enforceable against us \_\_\_\_\_ Bank Ltd, notwithstanding the fact that the same is enforced within six months after the said date, provided that notice of any such claim has been given to us \_\_\_\_\_ Bank Ltd, by ASSAM TOURISM before the said date. Payment under this letter of guarantee shall be made promptly upon our receipt of notice to that effect from ASSAM TOURISM.

3. It is fully understood that this guarantee is effective from the date of the said contract and that we \_\_\_\_\_ Bank Ltd, undertake not to revoke this guarantee during its currency without the consent in writing of ASSAM TOURISM.
4. We undertake to pay to ASSAM TOURISM any money so demanded notwithstanding any dispute or disputes raised by the Bidder in any suit or proceeding pending before any court or Tribunal relating thereto our liability under this present bond being absolute and unequivocal.

The payment so made by us under this bond shall be a valid discharge of our liability for payment there under and the Bidder shall have no claim against us for making such payment.

5. We \_\_\_\_\_ Bank Ltd, further agree that ASSAM TOURISM shall have the fullest liberty, without affecting in any manner our obligations hereunder to vary any of the terms and conditions of the said contract or to extend time of performance by the Tendered from time to time or to postpone for any time of from time to time any of the powers exercisable by ASSAM TOURISM against the said Bidder and to forebear or enforce any of the terms and conditions relating to the said contract and we, \_\_\_\_\_ Bank Ltd., shall not be released from our liability under this guarantee by reason of any such variation or extension being granted to the said Bidder or for any forbearance by ASSAM TOURISM to the said Bidder or for any forbearance and or omission on the part of

ASSAM TOURISM or any other matter or thing whatsoever, which under the law relating to sureties, would, but for this provision have the effect of so releasing us from our liability under this guarantee.

6. This guarantee will not be discharged due to the change in the constitution of the Bank or the Bidder.

Date \_\_\_\_\_

Place \_\_\_\_\_

Witness \_\_\_\_\_

Signature \_\_\_\_\_

Printed name \_\_\_\_\_

**(Bank's common seal)**

**8.17 Annexure 17: Manufactures Authorization Certificate (MAF)**

RFP No: .....

Date: .....

To,  
The Managing Director,  
Assam Tourism Development Corporation Ltd.,  
A. K. Azad Road, Rehabari,  
Paltan Bazar, Guwahati 781008,  
Assam, India

Sub: Selection of Solution Provider & Integrator for Design, Development, Promotion & Marketing Online Portal Solutions for Assam Tourism Sector

Whereas..... (Name and Address of the Manufacturer) who are established and manufacturers of (Name/description of the products), having production facilities at ..... (Address of factory) do hereby authorize M/s.....(Name and Address of the Bidder) to submit a bid, and subsequently negotiate and sign the Contract with you against RFP No..... dtd..... for the above products manufactured by us, for the supply requirements of the above invitation of bids.

**Name :**

**(In the capacity of)**

**(Duly authorized to sign the authorization on and behalf of)**

**Signature:**

**Dated this..... day of.....**

**Note:** *This letter of authority must be on the letterhead of the concerned manufacturer and must be signed by a competent person and having the power of attorney to bind the Manufacturer and, must be included by the Bidder in its bid.*



### 8.18 Annexure 18: Format for Curriculum Vitae for Proposed Project Manpower

( Project Manager, Application developers , Data Base experts, Content Manager etc. )

SI No	Categories	Details
1	Proposed Position	
2	Name	
3	Current Designation	
4	Educational Certifications	
5	Tasks proposed to be assigned	
6	Areas of Expertise	
7	Summary Of Professional/Domain Expertise	
8	Period of Association with the organization	
9	Number and Details of relevant project experience	
10	Any other Information	

### 8.19 Annexure 19: Component-wise cost Break-Up

#### A. Computing Hardware (per location)

S.No	Item	Unit Price (p)	Tax (t)	Total Amount $T=p+t$	Total Qty (Q)	Total Amount $T*Q$	Remarks
1	Desktop				<u>3</u>		
9	UPS				<u>1</u>		

10	Printer cum scanner				<u>1</u>		
<b>Total</b>							

**B. NETWORKING HARDWARE**

S.No	Item	Unit Price (p)	Tax (t)	Total Amount $T=p+t$	Total Qty (Q)	Total Amount $T*Q$	Remarks
1	LAN set up						
2	Router /switch48 port to support the PCs etc.						
<b>Total</b>							

**C. Software development cost ( Both web and mobile cost along with integration of payment gateway and SMS gateway )**

**i)**

S/No	Nos of resources	No Of months	Total Man-Months
<b>Application Software Development</b>			
1			
	Total cost		

**ii) Hosting and maintenance cost of application in cloud**

S/No	Data storage cost ( in TB) (x)	License fee , if any	For 60 months $Z=x+y$

		(y)	
1			
	Total cost		

**D. Connectivity:**

S/No	Type of connectivity per site) with 3G speed	Per location cost /per annum	Total cost
<b>Connectivity Cost</b>			
1			
	Total Cost		

**E. Operation and Maintenance cost for 5 years**

S/No	Description	Per location cost /per annum	Total cost for 3 years
1	Manpower cost per year		
2	AMC of hardware's supplied		
3	Network maintenance cost		
4	Application maintenance cost		
	Total Cost		

**F. Any other Cost**

S/No	Description	Unit Cost	Total cost
1	Total Cost		

## 8.20 Annexure 20: List of properties under Assam Tourism

**Kindly mention the property list here**

## 9. Technical Specification

### 9.1 Technical Specification of Desktop Computer

Features	Specifications
Processor	Quadcore processor , 3.0 GHz, 4 <sup>th</sup> gen processor and above ,4-MB cache minimum
Motherboard	OEM mother board for supporting the above processor
Bays	2x Internal 3.5” bays, 2xExternal 5.25” bays & 2xExternal 3.5” bays
Memory	2 GB DDR2 RAM @ 800 MHz
Hard Drive	320 GB SATA HDD.
Removable drive	52 X DVD R/W drive
Network	Integrated PCI 10/100/1000 Mbps Gigabit Ethernet Adapter (RJ-45), PXE support
Key board	Standard 104 key USB keyboard
Mouse	OEM optical wheel mouse
Monitor	17” TFT Flat Color Monitor 1280 x 1024, Resolution with 8 ms
Interface	1 serial, 1 Parallel, 6 USB (Minimum 2 in front), 1 PS/2 Keyboard, 1 PS/2 Mouse, VGA, audio ports for Microphone & headphones in front.
OS	Preloaded standard OS ( linux with LTS version)
Warranty	3 Year comprehensive at On-site

### 9.2 Technical Specification of Printer, Copier, Scanner in one device

Features	Specifications
Print speed	Up to 27 ppm letter

Resolution	<ul style="list-style-type: none"> <li>1 <input type="checkbox"/> Printing: upto 1200 x 1200 dpi</li> <li>2 <input type="checkbox"/> Copying: upto 600 x 600 dpi</li> <li>3 <input type="checkbox"/> Scanning: upto 1200 x 1200 dpi</li> </ul>
Printing Features	<ul style="list-style-type: none"> <li>2. Manual duplex and booklet printing</li> <li>3. N-up printing,</li> <li>4. Collation,</li> <li>5. Watermarks,</li> <li>6. Economic mode for toner savings</li> </ul>
Copying Features	<ul style="list-style-type: none"> <li>7. 1 to 99 multiple copies</li> <li>8. reduce/enlarge from 25 to 400%</li> <li>9. 2-up or 4-up allowing 2 or 4 pages to be copied onto 1 page</li> <li>10. Contrast (lighter/darker),</li> <li>11. resolution copy quality (draft, text, mixed)</li> </ul>
Scanning Features	<ul style="list-style-type: none"> <li>12. Flatbed scanner up to letter, A4 size;</li> <li>13. Supported file types: JPEG, TIFF, PDF, GIF, and BMP</li> <li>14. Should be able to scan Legal Documents</li> </ul>
Control panel	<ul style="list-style-type: none"> <li>15. 2-line LCD text display,</li> <li>16. Asian character support,</li> <li>17. 16-character display,</li> <li>18. menu and navigation buttons,</li> <li>19. copy control buttons,</li> <li>20. cancel button</li> </ul>
Paper handling Tray	<ul style="list-style-type: none"> <li>1 <input type="checkbox"/> 250-sheet multipurpose input tray,</li> <li>2 <input type="checkbox"/> 10-sheet priority input tray,</li> <li>3 <input type="checkbox"/> 125-sheet output bin,</li> <li>4 <input type="checkbox"/> manual two-sided printing</li> </ul>
Paper Size	<ul style="list-style-type: none"> <li>5 <input type="checkbox"/> 76 x 127 mm (3 x 5 inches) to 216 x 356 mm (8.5 x 14 inches);</li> <li>6 <input type="checkbox"/> letter,</li> </ul>

Interfaces	7☐ legal, 8☐ index cards, 9☐ postcards; 10☐ A4 11☐ A5 12☐ Hi-Speed USB 2.0 port, 13☐ Ethernet port
O.S Support	Standard OS support ( Linux LTS)
Power	220 to 240 volts (±10%), 50/60 Hz (±2 Hz) Input Power port with required English power chord

### 9.3 Minimum Technical Specifications for UPS

- ISO 9001 certified brand, True On Line Type
- Backup period should be at least 60 minutes
- IGBT with High Frequency PWM (Pulse with Modulation) Technology
- Output wave form should be Sine wave
- Compatible with local Electricity Power Generator.
- Total Harmonic Distortion should be less than 3%.
- Support input voltage range of 160 V to 270 V.
- Output Voltage should be 230 Volt AC (+/- 1%)
- Inherent protection should be provided for over loading, low battery, over temperature, short circuits, over and under input voltage.
- LED indicators should be provided for at least load indication, load on battery, low battery, overload, Mains ON.
- Audible indicator should be provided for at least load on battery, low battery, Mains failure, Overload