

Request for Proposal (RFP)
for
Selection of an Agency for Multimedia Content Development,
Website Development & Maintenance
& Digital / Social Media Marketing for
Assam Tourism Development Corporation Ltd.

RFP No. ATDC.3395/2022/29/ dated 08/04/2022



Assam Tourism Development Corporation Ltd.
(A Govt. of Assam undertaking)

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

Website: assamtourisonline.com

Email: mdatdc@gmail.com

Phone: 03612633654

Disclaimer

The information contained in this RFP document or subsequently provided to Agency(s) whether verbally or in documentary form by or on behalf of the Assam Tourism Development Corporation Ltd. (“ATDC”) or any of their employees or advisors, is provided to the Agency(s) on the terms and conditions set out in this RFP Document and all other terms and conditions subject to which such information is provided.

This RFP Document is not an agreement and is not an offer or invitation by the Tendering Authority to any party other than the Agency who are qualified to submit the Bids (“Agency”). The principle of this RFP Document is to provide the Agency(s) with information to support the formulation of their Proposals. This RFP Document does not purport to contain all the information each Agency may entail. This Document may not be apposite for all persons, and it is not possible for Tendering Authority, its employees, or advisors to consider the investment objectives, financial situation, and needs of each Agency who reads or uses this RFP Document. Each Agency should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this Document and where necessary obtain independent advice from appropriate sources. The Tendering Authority, its employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this Document. The Tendering Authority may in its absolute discretion, but without being under any obligation to do so, update, improve or supplement the information in this RFP Document.

Schedule of RFP Process

Assam Tourism Development Corporation Ltd. (“ATDC”) invites Proposals for “**Request for Proposal (RFP) Selection of an Agency for Multimedia Content Development, Website development & Maintenance & Digital/Social Media Marketing for Assam Tourism Development Corporation Ltd.**”

Interested firms/ parties / agencies are advised to download and study the RFP document carefully and must satisfy all eligibility conditions stated in Clause 4 of this document in this regard from website

Table 1
Important Dates and Information

Office of issue	Office of the Managing Director Assam Tourism Development Corporation Ltd. (ATDC) Asom Paryatan Bhawan, 4 th Floor, A.K.Azad Road, Rehabari, Guwahati-8
Date of publishing	12/04/2022
Pre-bid meeting	25/04/2022 03:00 PM
Last date and time of receiving queries to be sent to email to the official email id: mdatdc@gmail.com or physical copy to the office of MD, ATDC Format for sending queries attached in Annexure-VIII	26/04/2022 03:00 PM
Clarification/Modification if any, on the basis Pre-bid Meeting, necessary corrigendum and addendum will be uploaded	27/04/2022
Last date and time for submission of bids	05/05/2022 03:00 PM
Date and time for technical bid opening	05/05/2022 03:30 PM
Date, time and venue for: Technical presentation and Financial bid opening	Will be intimated later

TABLE OF CONTENT

- 1. Introduction**
 - 2. Scope of Work**
 - 3. Deliverables, Timelines and Payment Schedule**
 - 4. Minimum Eligibility Criteria**
 - 5. Bid Evaluation Criteria (QCBS)**
 - 6. Bid Processing Fee**
 - 7. EMD (Earnest Money Deposit)**
 - 8. Force Majeure**
 - 9. Termination of the Contract**
 - 10. Penalty**
 - 11. Validity of Bid**
 - 12. Currencies of Bid and Payment**
 - 13. Disputes**
 - 14. Acknowledgment by Agency**
 - 15. Right to reject any or all proposals**
 - 16. Copyrights, Patents and Other Proprietary Rights**
 - 17. Submission of Proposal- Packing, Sealing and Marking**
 - 18. Documents to Accompany the Proposal**
 - 19. Amendment/ Modification**
 - 20. Language**
 - 21. Late Submission**
 - 22. Consortium/ Joint Venture**
 - 23. Modifications and Withdrawal of Proposals**
 - 24. Performance Security and Agreement**
- Annexure-I Cover Letter**
- Annexure-II Details of Agency**
- Annexure-III Power of Attorney for signing of Proposal**
- Annexure-IV Declaration on Non-Blacklisting**
- Annexure-V Undertaking**
- Annexure-VI Financial Details of Agency**
- Annexure-VII Financial Proposal**
- Annexure-VIII Pre-bid Query Format**

1. INTRODUCTION

- 1.1. Managing director, Assam Tourism Development corporation Ltd. (hereinafter referred to as “MD,ATDC”) and Assam Tourism Development corporation Ltd (hereinafter referred to as “ATDC” or ATDC Ltd.or “Authority” or “Corporation ”) aims to develop Website and Social Media. In this background, MD, ATDC has decided to enhance its media presence and expand its digital reach in promoting the tourism in a holistic manner.
- 1.2. Accordingly, MD, ATDC invites application from reputed and experienced Multimedia Content Development & Digital / Social media marketing and website development agencies (hereinafter referred to as “Agency”) to appoint for overall promotion of Assam Tourism in domestic and global markets for a period of two (2) years (hereinafter referred to as “contract duration”).
- 1.3. The engagement will be aimed towards promoting awareness of products in Social Media.
- 1.4. ATDC requires strategy driven Multimedia Content Development & Digital / Social media marketing initiatives and campaigning to market Assam Tourism brand message; specifically using online channels social media, also other travel and tourism platform. This would primarily entail Multimedia Content Development, Digital/Social Media Marketing Strategy formulation and Implementation to align key messages to consumer preferences. Design and develop interactive website.
- 1.5. The Digital/Social media marketing strategy should use content, social media channel strategies, and other digital media strategies such as online media buying, optimization, performance tracking, reporting back by advanced analytics.

Target Markets include:

Domestic: Pan India

International: In global arena

2. SCOPE OF WORK

The indicative list of activities to be undertaken would include the following (but not limited to):

2.1. Multimedia Content Development

- 2.1.1. The Agency shall be responsible for creating and curating content for print, OOH, and social media in consultation with and approval of MD, ATDC
- 2.1.2. The Agency shall be responsible to develop content including text, picture, infographic, blogs, articles, audio-visuals, ensure live streaming of events on owned social channels, translations as per target markets, etc. as and when required, with impeccable spelling and grammar.
- 2.1.3. The Agency shall be responsible for design of digital periodic Newsletter etc.

2.2. Digital/Social Media Marketing Strategy Formulation

- 2.2.1. The Agency shall be responsible for developing digital/social media marketing strategy based on website and social media gap analysis and forecast trends as per market needs/demands as mentioned in national/ international forums or as instructed by the media and communications team of ATDC.
- 2.2.2. The Agency to formulate and submit digital/ social media marketing strategy for execution of quarterly campaigns with campaign objectives set in consultation with ATDC.
- 2.2.3. The Agency to analyse market trends and needs to enhance the user experience on ATDC's website/s and App/s.
- 2.2.4. The Agency to analyse campaigns run by other Indian States and target countries while formulating digital campaign strategies
- 2.2.5. The Agency to develop channel distribution strategy on Digital/ Social Media channels to reach identified segment to best suit the source market (e.g., Facebook/Instagram, YouTube, LinkedIn, Search, sponsored promotions, etc.)
- 2.2.6. The Agency shall be responsible to Identify the right content and mediums (e.g., text based, video, infographic posts, picture posts etc.) for identified segments and align digital channels based on preferences of customer segments. The activity of finalisation of contents and medium shall be done on regular basis (monthly or quarterly as feasible) in consultation with ATDC.

2.3. Digital/ Social Media Marketing

- 2.3.1. The Agency shall be responsible for handling, managing & maintenance of all official social media handles of ATDC as per the approved digital marketing strategy. If required, initiation & creation of new social media handles is to be taken up as per gap analysis. (Existing Social Media handles: Facebook, Twitter, Instagram, and YouTube)
- 2.3.2. The Agency shall be responsible for running Social Media Promotions throughout the tenure of agreement for all calendared events of ATDC and all campaign as planned; when required newly added events will also be the part of Media Planning and promotion. Consultation should be provided by the agency to drive maximum awareness.
- 2.3.3. The agency shall manage paid campaign launch, optimisation, and reporting. Keyword bidding and buying of relevant keywords for source markets (e.g., Programmatic Advertising, Google AdWords, Facebook Ads, etc.) including SEO marketing strategies.
- 2.3.4. The agency shall be responsible for carrying out innovative programme/ campaigns with bloggers/ industry partners who are having strong digital presence, to support & sustain digital brand image of ATDC throughout the tenure as & when required. Recommended minimum 2 engagements in a quarter.
- 2.3.5. ATDC may assign specific assignments related to promotion, digital content creation and gathering responses from target market segments which shall not exceed more than 6 events in a year. Such custom curated events shall be subjected to quarterly review.
- 2.3.6. The agency shall be responsible for Online Reputation Management & Social Listening

of Assam Tourism in Digital & Social Space. (Providing appropriate response for social media handles of ATDC and other related platforms as per requirement from time to time.)

2.3.7. The Agency shall undertake Search Engine Optimization of ATDC's website & microsites that will include both organic and Inorganic techniques. (Keyword's analysis, off-page content, promotion, link exchange, free & paid directory submissions, free & paid press releases).

Note: (Monthly progress report shall be submitted by the agency within first week of every following month containing the above digital/social media activities)

2.4. Website Development

- Complete revamp, redesign and development of ATDC's website as per the guidelines for the website
- Preparation of home page of the website with links to various sections of the site
- Attractive and intuitive design to be implemented
- The site must be mobile friendly & responsive
- Site speed should be as per the guidelines set
- Database driven, CMS based approach, so most of the site sections can easily be controlled via CMS admin panel
- Linux based servers and latest software and technology to be used
- Adding/uploading initial content of around 100-150 pages approx. on the site
- Writing content as required for website
- 1 year maintenance of the site for bug fixes, support, technical assistance, rectification of errors, adding and updating content as well as server maintenance to be covered

Requirements

- Agency must follow guidelines for website development and also brand guidelines which need to be considered while designing the site
- Standardization across pages is required from design perspective
- Clean, professional and attractive design
- User friendly design and user experience is of prime importance
- Site opening and loading time should be minimal
- Site should be search engine friendly
- Site should be secure and servers and code should be secure to avoid any attacks
- SSL implementation
- Implementation of CDN

Current Sitemap to be covered

- Main
- Home
- Organisations
- Information & Services

- Documents
 - Acts
 - Budget
 - Notifications
 - Tenders
 - Office Orders/ Office Memorandum
- About Us
 - Who We Are
 - What We Do
 - History
 - Citizen Charter
 - Our divisions/Field Offices
- Contact Us
 - Office of the Managing Director,
Assam Tourism Development Corporation (ATDC) Ltd.
Assam Paryatn Bhawan, 4th Floor, A.K. Azad Road, Rehabari, Guwahati-8
Email: mdatdc@gmail.com ,Phone: 0361 2633654
- Key Pages include:
 - Homepage
 - Discover
 - Experience
 - About Us
 - Bookings
- Things to see – Tourist Attractions
- Things to do – Activities
- Photo & Video Gallery
- Discover
 - Destinations
 - Tourist Places
 - Religious Places
- Events
 - Past Event
 - Current Event
 - Up-coming Events
- Festivals
- Tour Packages
- Tourist Information
- Tourism Policy
- Virtual Tours
- Best Time To Visit
- How to Get There
- Foreign Tourists
- Rent an Aircraft
- Travel Desk
- Packages
- Suggested Itineraries

E-Commerce

- Online Booking of Tickets, Hotels, Tours etc can be achieved by integrating third party application

- The third party software and data may be integrated using an API or a white labelled solution on the site
- The solution may incur cost which is not in scope for site proposal and need to be checked with the vendors on actual; the agency will be responsible to shortlist and present probable vendors and will then be selected basis features cost and other parameters
- The payment gateway integration should be implemented
- Option-2 is to integrate the gateway and the payments should directly be credited to individual vendors using split payment APIs
- Website Management, Enhancement, upkeep & New Developments
 - Maintain & enhance existing site
 - Development of New pages, features or layouts
 - New features – campaigns, offers, policies etc
 - Third Party & Social Media Integrations
 - Changes to HTML, Code and Backend Database as required
 - Content changes, Bug Fixes, Issue Resolution
 - Development support for critical issue resolution as per SLA
 - Complete handover will be taken from existing agency including Application, Database, Sources, Content etc.

Hosting, Performance and SLA

- Monitor performance of the site, application and backend.
- All critical issues to be resolved within 1 day and medium & low priority ones in 3 days.
- Resolve critical issues immediately with quarterly uptime of 99.995%.
- Infrastructure should be scalable and should have separate systems for development, staging and production
- Suggest hosting option in case necessary from performance perspective
- To comply with security compliance checklist
- Ensure existence of firewall, intrusion detection and prevention systems etc
- If vulnerabilities are detected then mitigation should be as per mentioned deadlines as agreed upon on nature of vulnerability
- Implementation of Backup and recovery procedures

2.5. ATDC may assign additional scope within the ambit of Digital and Social Media promotion to the agency, on need basis.

2.6. The Agency shall deploy a Team leader, content writer and graphic designer at Corporation's office.

2.7. The Agency shall propose adequate off-site support team (Must be a Graduate degree / Post graduate /PG diploma with relevant experience) for on-time delivery of the activities outlined in the Scope of work. The offsite team should have Minimum 2-3 years' experience. The offsite team shall support the on-site on day-to-day activity for on time delivery of the assignment. The offsite team shall be available for monthly/quarterly review meetings or any other meetings as required by ATDC

Note: The Agency shall submit an undertaking with respect to deployment of on-site and off-site team

3. DELIVERABLES AND PAYMENT SCHEDULE

At the beginning of the month, basis the scope of work, the selected agency in consultation with ATDC shall prepare a list of deliverables to be completed during the month. The agency will be required to work on those deliverables. In case of any change/delay the agency will inform ATDC and submit alternate strategy / deadline for completion.

Monthly report shall be submitted in both hard and soft copy after incorporating changes suggested by ATDC committee (if any). The report shall include detailed data and analysis for all activities and way forward.

Payment will be made on monthly basis to the agency.

The agency has to submit all the credentials, user name, password, source code, user rights etc. of social media pages, websites and applications to ATDC in all respect before claiming payment.

4. MINIMUM ELIGIBILITY CRITERIA

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

4.1. Eligibility Criteria:

- 4.1.1. The Agency should be an entity incorporated/ registered under the Companies Act 2013 or Partnership firm or should be a Sole Proprietorship. The Agency must submit a proof for the same (Certificate of Incorporation or CA certificate specifying legal status of the agency to be submitted).
- 4.1.2. The agency must have valid PAN & GST No. (Submit relevant proof)
- 4.1.3. The Agency should not be blacklisted by any Department/ Agency/ PSU in any State or Central Government of India as on date of submission of bid. (Submit an undertaking to this regard)
- 4.1.4. The agency must be accredited/ empaneled with Indian Newspaper society/ DAVP/ NFDC. (Submit accreditation/ empanelment letter)
- 4.1.5. The Agency should have **Minimum Average Annual Turnover of INR 15 Crore** for the last 3 (Three) financial years (i.e., FY 2018-19, FY 2019-20, and FY 2020- 21). *The Agency shall submit the CA certified Audited Balance Sheet and Profit & Loss Statement for the last 3 (Three) Financial Years in the Technical Proposal/ Bid.*
- 4.1.6. The agency should have successfully handled creative production work for Central Govt./ Ministry/ State Govt./ PSU of value not less than INR 25.00 lakhs during the last 5 years. Documentary proof (work order along with CA certificate with project citation).
- 4.1.7. The agency should have produced at least 10 videos in last 5 years for Central Govt./ Ministry/ State Govt./ PSU (Submit Work Order along with CA Certificate with project citation).
- 4.1.8. The agency should have experience of managing at least 2 social media management works for Central Govt. Ministry, Department / State Govt. Department / PSU continuously at least for two years.
- 4.1.9. The agency should have handled and developed website in Central Govt./ State Govt. /PSU during the last 5years with details including year wise monetary value.
- 4.1.10. Key personnel available and proposed to be engaged for management and supervision of the project their qualification and experience.

5. BID EVALUATION CRITERIA (QCBS)

5.1. Only those Agencies who meet the **Minimum Eligibility Criteria** as per Clause 4 shall qualify for evaluation of the Technical bid and financial bids will be opened for those who qualify for the Technical bid. Evaluation of the Technical and Financial proposals will be based on Quality cum Cost Based Selection (QCBS) mode with weightage of **70% and 30%** for technical and financial proposals, respectively.

5.2. Technical Evaluation

The Technical evaluation will include the evaluation of the Technical Proposal followed by Presentation, as specified below:

Table 3: Technical evaluation criteria

Sl.	Description	Requirements	Maximum Marks
	Technical Bid Evaluation		60
(i)	The Agency should have Minimum Average Annual Turnover of INR 15 Crore for the last 3 (Three) financial years.		15
	2018-19		
	2019-20		
	2020-21		
(ii)	The agency should have successfully handled creative production work for Central Govt./ Ministry/ State Govt./ PSU of value not less than INR 25.00 lakhs during the last 5 years.		10
	Project value (₹)	Marks	
	25 to 50 lakhs	6	
	50 to 1 crore	8	
	1 crore and above	10	
(iii)	The agency should have produced at least 10 videos in last 5 years for Central Govt./ Ministry/ State Govt./ PSU		5
	No. of videos	Marks	
	10 to 20	2	
	20 to 50	3	
	50 to 100 or more	5	
(iv)	The agency should have experience of managing at least 2 social media management works for Central Govt. Ministry, Department / State Govt. Department / PSU continuously at least for two years.		10
	2 Account	6 marks	
	3 Accounts	8 marks	
	4 Accounts or more	10 marks	
(v)	The agency should have handled and developed website in central govt/ state govt /PSU during the last 5years with details including year wise monetary value supported by copy of work order and completion certificate from the concern organization /Department along with complete details of the issuing authority.		10
	Project value (₹)	Marks	
	5 to 20 lakhs	6	
	20 to 50 lakhs	8	
	50 lakhs and above	10	

(vi)	Key personnel available and proposed to be engaged for management and supervision of the project their qualification and experience.		10
	Personne 1	Qualification and Experience	Marks
	One (1) Project Head/ Team Leader (Social Media)	A post graduate from a recognized university in any discipline with at least 10years of experience in Media advertising/ Social Media Management Brand Management, Excellent Skills in written and spoken English and Hindi, good working knowledge of MS Word/ Excel, Social Media Management tools/ applications, ability to collaborate with stakeholders & to perform under deadlines.	2
	Two (2) Content writers (Assamese, Hindi, English)	Bachelor's Degree from a recognized University in any discipline. At least 5years of experience of content writing in Assamese, English and Hindi. Experience of content writing in electronic/ print media/ public relations/ corporate/ government/ communications.	2
	One (1) Team Leader (Web Design)	Master's in Computer Application (MCA) from a recognized University in Web Design, or any Bachelor's Degree related to website development. At least 5years experience in website and mobile app design, web programming, content management system, search engine optimization and others in a reputed organization.	2
	One (1) Web Designer	Bachelor's Degree from a recognized University in Web Design, if any Bachelor's Degree related to website development or Diploma related to website development from any reputed institute. At least 5years experience in website and mobile app design, web programming, content management system, search engine optimization and others in a reputed organization.	1
	One (1) Graphic Designer	Bachelor's Degree from a recognized University in Fine Arts/ Graphic Designer or Diploma in Graphic Design/ Animation from a recognized University/ professional Institution. At least 5years experience in Graphic design/ online design, Visualization in multimedia	1
	One (1) Photographer	Diploma in Photography from a recognized institute along with 5-year experience in photography or Certificate course in Photography from a recognized institute along with 5years experience in photography. Knowledge of latest technology and computer software packages in digital photography along with its applications.	1
	One (1) Videography	Diploma in Videography/Cinematography from a recognized institute along with 5-year experience in videography.	1

The bidder who will score 40 out of 60 in technical will be eligible for presentation the date of presentation will be intimated later. Marking scheme for Technical Presentations would be as below:

		Presentation Score	40
	Technical Presentation	<ul style="list-style-type: none"> • Overall plan for ATDC focusing on Social Media Marketing as outlined in the RFP document • Creative concepts <ul style="list-style-type: none"> ○ Website theme and design suggestion ○ Innovative ideas and suggestions 	

Note: The assessment will be done on above basis. Hence, bidder must submit authenticated information with supporting documents as above.

5.3. Evaluation:

- 5.3.1. **Technical:** - To become eligible for short listing in the technical bid, bidder must secure at least 60 percent marks aggregated . Based on highest score will be worked out.
- 5.3.2. **Financial:** - Based on lowest quote as 100%, the Financial Score in percentage will be worked out.
- 5.3.3. **The Final Evaluation for selection** will be based on combine evaluation of Technical + Financial Score. Weightage for Technical and Financial Score will be 70:30.
- 5.3.4. **Selection of Agency:** - The Agency securing the highest combined score(s) would be the preferred Agency.

6. BID PROCESSING FEE

Non-refundable bid processing fee in the form of Demand Draft (DD) from any scheduled commercial bank in favour of “**Managing Director, Assam Tourism Development Corporation Ltd.**”, payable at **Guwahati** for **INR 3,000.00** is to be furnished by the Agency along with the Technical Proposal. Technical Proposal without bid processing fee (DD) shall be treated as non-responsive and rejected. No exemption from submission of Bid Processing Fee is allowed.

7. EMD (EARNEST MONEY DEPOSIT)

A refundable EMD/ Bid Security of ₹2.00 (rupees two lakhs) only in the form of FDR/Bank Guarantee in favour of “**Managing Director, Assam Tourism Development Corporation Ltd.**”, payable at **Guwahati**, validity of 225 days from the date of submission is to be attached along with the Technical Bid.

Proposal without the requisite EMD shall be treated as non-responsive and rejected. No exemption from submission of EMD is allowed. No adjustment of EMD with respect to other works previously lying in ATDC is allowed. Unsuccessful Agencies’ EMD will be discharged/returned within 30 days from the date of execution of the agreement between ATDC and the preferred Agency. No interest will be paid on EMD. The EMD of the successful Agency shall be returned immediately upon execution of the agreement with ATDC. The EMD shall be forfeited in the following cases:

- a) If an Agency withdraws its bid during the period of validity of the Bid.
- b) In case of a successful Agency, if the Agency fails within the specified time limit to sign the agreement.

- c) In case of a successful Agency, if the Agency fails within the specified time limit to furnish the required performance security.

8. FORCE MAJEURE

For the Purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of the ATDC The terms "Force Majeure" as implied here in shall mean an act of God, War, Civil riots, fire directly affecting the performance of the contract, floods and Acts and Regulations of respective Government of the two parties, namely ATDC and the Agency. Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid, shall within seventy-two hours of the alleged beginning and ending thereof intimate the other party giving full particulars and satisfactory evidence in support of its claim. If deliveries are suspended by force majeure conditions lasting for more than 2 (two) months, the Organization shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part. Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

9. TERMINATION OF THE CONTRACT

- 9.1.** In case of deficiency or non-fulfilment of obligations as per the scope of work or quarterly deliverables, ATDC shall serve a notice to the concerned agency to rectify / fulfil the obligations within a specified period of not more than 60 days to rectify or fulfil the deliverables assigned by ATDC, failing which ATDC shall be at the liberty to execute the work through any other agency at the cost of the selected agency.

ATDC also reserves the right to cancel the contract.

- 9.2.** ATDC reserves the right to terminate the agreement in case of deficiency in services or poor performance of the agency for any subsequent month/ quarter/ year. For this, ATDC shall intimate the agency in the quarterly review meeting of the corresponding year. In this respect, the view of ATDC about the performance is final and binding.

- 9.3.** ATDC reserves the right to drop or remove any or all scope of work deemed not suitable or in line with the objectives for ATDC which may necessitate termination of contract. However, in such scenario ATDC shall provide a maximum time period of 3 months to the agency to terminate the contract and complete all the requisite formalities and responsibilities assigned.

10. VALIDITY OF BID

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

12. CURRENCIES OF BID AND PAYMENT

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

13. DISPUTES

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

14. ACKNOWLEDGMENT BY AGENCY

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

- a) Made a complete and careful physical examination of the requirements for the project (website, social media, etc), details mentioned RFP, general condition of contract, submission formalities and evaluation mechanism.
- b) Received all relevant information requested from ATDC.
- c) Acknowledged and accepted the risk of inadequacy, error or mistake in the information provided in this invitation document or furnished by or on behalf of ATDC.
- d) Satisfied itself about all matters, things, and information necessary and required for submitting the proposal and performance of all of its obligations there under.
- e) Agreed to be bound by the undertaking provided by it under and in terms hereof.

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

15. RIGHT TO REJECT ANY OR ALL PROPOSALS

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

ATDC also, reserves the right to reject any Proposal if:

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

16. COPYRIGHTS, PATENTS AND OTHER PROPRIETARY RIGHTS

ATDC shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights and trademarks, with regard to documents, audio visuals and other materials which bear a direct relation to or are prepared or collected in consequence or in the course of the execution of this contract. The Agency shall take all necessary steps to submit them to ATDC in compliance with the requirements of the contract.

The Agency has to submit all the credential, user name, password, source code, user right etc. of social media pages, websites and application to ATDC in all respect before claiming payment.

17. SUBMISSION OF PROPOSAL – PACKING, SEALING AND MARKING

Duly sealed proposal from the Agency filled in all respect must reach ATDC at the address, time and date specified in the RFP through Speed/ Regd. Post/ courier/ hand delivery.

The Technical Proposal (Part A) and Financial Proposal (Part B) must be inserted in separate sealed envelopes, along with Agency's name and address in the left-hand corner of the envelope and super scribed in the following manner.

Part-A:

Technical Proposal for Selection of an Agency for Multimedia Content Development, Website development & Digital/Social Media Marketing for Assam Tourism Development Corporation”

Part-B:

**Financial Proposal for Selection of an Agency for Multimedia Content Development, Website development & Digital/Social Media Marketing for Assam Tourism Development Corporation”
RFP No. ATDC.2991/2018/I/2021 dated 08/04/2022**

Both the envelopes i.e., envelope for **Part-A** and Envelope for **Part-B** must be packed in a separate sealed outer cover and clearly super scribed with the following:

“Selection of an Agency for Multimedia Content Development, Website development & Digital/Social Media Marketing for Assam Tourism Development Corporation”

The **Agency's** Name & address shall be mentioned in the left-hand corner of the outer envelope. The inner and outer envelopes shall be addressed to Managing Director, Assam Tourism Development Corporation, at the following address:

Assam Tourism Development Corporation Ltd.

Asom Paryatan Bhawan, 4th Floor, A.K. Azad Road, Rehabari, Guwahati – 8

Note:

- If the outer envelope and the financial proposal envelope is not sealed and marked as mentioned above, then ATDC will assume no responsibility for the tender's misplacement or premature opening. Telex, Email, cable, or facsimile tenders will be rejected.
- The opening of the Financial Proposal shall be made after evaluation of technical proposal and as per the scheduled dates which shall be intimated by ATDC to the eligible Agency.
- **Agencies are advised to prepare their documents with proper sequence and indexing without which the bid shall be considered non-responsive.**

18. DOCUMENTS TO ACCOMPANY THE PROPOSAL

The Agency must submit the following particulars / documents along with the Technical proposal failing which the proposal may be treated as non-responsive:

- (a) Covering Letter and Details of Agency as per **Annexure I and II**, respectively
- (b) Bid Processing Fee
- (c) Earnest Money Deposit
- (d) All relevant documents with respect to eligibility criteria and evaluation criteria
- (e) All pages of the tender document shall be signed by the authorised signatory who generally signs the bids. *Power of Attorney (on stamp paper of Rs 100) duly notarised has to be submitted in support of this* as per **Annexure III**
- (f) The Agency should not be blacklisted by any PSU/Government Institution/ Private Agency. A self-declaration of non-blacklisting on the letter head shall be submitted as per **Annexure IV**.
- (g) The Agency shall submit an Undertaking on correctness of details / information shared in the proposal as per **Annexure V**
- (h) All pages of the tender document shall be signed by the authorised signatory who generally signs the bids.

Note: ***The Agency must submit a detailed Index Page with clearly mention Page Number on each Document as required by this RFP without which the bid shall be considered non-responsive***

PART – B (Financial Proposal)

The Agency must submit the Financial Proposal as per format provided in **Annexure VII** in separate envelope.

19. AMENDMENT/ MODIFICATION

At any time prior to the deadline for submission of Proposal, the ATDC may, for any reason, whether at its own initiative or in response to clarifications requested by an Agency, modify any of the terms mentioned in this RFP document by the issuance of Addendum / Amendment. All such amendments/ addendum will be published only on the website mentioned below and will be binding on all. In order to abide by the issuance of the amendment or allow the Agency for giving a reasonable time for considering an amendment into their proposal, or for any other reason, ATDC may, in its sole discretion, extend the Proposal Due Date.

Website: assamtourisonline.com

20. LANGUAGE

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

21. LATE SUBMISSION

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

22. CONSORTIUM/ JOINT VENTURE

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

23. MODIFICATIONS AND WITHDRAWAL OF PROPOSALS

No modifications to the Proposals shall be allowed once it is received by ATDC.

24. PERFORMANCE SECURITY AND AGREEMENT

ATDC shall issue a Letter of Award (LoA) along with the Draft Agreement to the selected Agency post opening of the financial proposals. Within 15 days of issuance of LoA from ATDC to the selected Agency, the selected Agency is required to submit a Performance Security in the form of Bank Guarantee for an amount equivalent to 3% of the total quoted financial bid for two(2) years and enter into an agreement with ATDC. The performance security shall be retained by the ATDC till the completion of project or 2 years from the date of enforcement of agreement, whichever is later. The validity of Performance Security should be up to 90 days beyond the end of all contractual obligation of the Agency.

ANNEXURE-I: COVER LETTER

(On the Letterhead of the Agency)

To,

Date: _____

.....
.....
.....
.....

Sub: Selection of an Agency for Multimedia Content Development, Website development & Digital/Social Media Marketing for

1. With reference to your RFP document, dated/..../....., I/we, having examined the RFP Documents and understood their contents, hereby submit my / our proposal for the subject RFP. The Proposal is unconditional and unqualified.

2. I acknowledge that the Authority will be relying on the information provided in the Proposal and the documents accompanying the proposal for selection of the Agency, and we certify that all information provided in the proposal and its Annexures along with the supporting documents are true and correct; nothing has been omitted which renders such information misleading; and all documents accompanying the proposal are true copies of their respective originals.

3. This statement is made for the express purpose of our selection as Agency for the design and execution of the aforesaid Project.

4. I shall make available to the Authority any additional information it may find necessary or require supplementing or authenticate the Proposal.

5. I acknowledge the right of the Authority to reject our Proposal without assigning any reason or otherwise and hereby waive, to the fullest extent permitted by applicable law, our right to challenge the same on any account whatsoever.

6. I certify that in the last three years, we have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.

7. I declare that:

(a) I have examined and have no reservations to the Bidding Documents, including any Addendum issued by the Authority; and

(b) I have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice, as defined in the RFP document, in respect of any tender or request for proposal issued by or any Agreement entered into with the Authority or any other public sector enterprise or any government, Central or State; and

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

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

I shall continue to abide by them.

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

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

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

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

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

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

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

15. I offer the Earnest Money Deposit to the Authority in accordance with the RFP Document.

16. The documents accompanying the Technical Proposal, as specified in the RFP, have been submitted in separate files.

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

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

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

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

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

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

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

Yours faithfully,

Date:

Place:

Name & seal of Agency

**(Signature, name, and designation
of the Authorised signatory)**

ANNEXURE-II: DETAILS OF AGENCY

(On the Letter Head of the Agency)

- (a) Name of the Agency:**
- (b) Incorporation (i.e., Company, Partnership or Proprietorship)**
- (c) Registered Office Address with telephone, fax, website and email:**
- (d) Date of Incorporation (Please attach copy of certificate of incorporation or CA certificate confirming the date):**
- (e) Name of the contact Person (Authorised Person signing POA):**
- (f) Designation:**
- (g) Mobile Number & Telephone Number**
- (h) E-mail Address:**
- (i) Fax Number:**
- (j) GST Registration number:**
- (k) Pan Card:**
- (l) Average Annual Turnover:**

Duly signed by the Authorised Signatory of the Agency
(Name, Title and Address of the Authorised Signatory)

ANNEXURE-III: POWER OF ATTORNEY FOR SIGNING OF PROPOSAL

Know all men by these presents, We (name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorize Mr. / Ms (name),son / daughter / wife of.....and presently residing at....., who is (presently employed with us and holding the position of....., as our true and lawful attorney (hereinafter referred to as the “Attorney”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Bid for the **“Selection of an Agency for Multimedia Content Development, Website development & Digital/Social Media Marketing for ”** (Project) proposed to be developed by the including but not limited to signing and submission of all Bids / Proposals, bids and other documents and writings, participate in pre-bids / pre-proposal and other conferences and providing information / responses to, presenting us in all matters before, signing and execution of all contracts including the Agreement and undertakings, consequent to acceptance of our bid, and generally dealing with in all matters in connection with or relating to or arising out of our bid, for the said Project and/ or upon award thereof, to us and / or till the completion of the project.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds, and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us and shall be binding on us.

IN WITNESS WHEREOF WE, _____, THE ABOVE-NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF, 20_

For

..... Accepted

_____ (signature) (Name, Title and Address) of the Attorney *Note:*

ANNEXURE-IV DECLARATION ON NON-BLACKLISTING

(On the Letter Head of the Agency)

I/We Proprietor/ Partner(s)/ Director(s)/ authorized signatory of M/s.....
..... hereby certified that, I/we M/s
..... have not blacklisted or debarred by any Ministry/ Departments
of Central/ State Government, International bodies like United Nations, World Bank or any
other organisation/ Funding Agencies as on date.

In case the above information found false I/We are fully aware that the tender/ contract will be
rejected / cancelled by, and EMD/PBG shall be forfeited. In
addition to the above, will not be responsible to pay the bills for
any completed / partially completed work.

Duly signed by the Authorised Signatory of the Agency
(Name, Title and Address of the Authorised Signatory)

ANNEXURE-V UNDERTAKING

(On the Letter Head of the Agency)

Date:

To,

.....
.....
.....

Ref: Selection of an Agency for Multimedia Content Development & Digital/Social Media Marketing for

Dear Sir,

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

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

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

Duly signed by the Authorised Signatory of the Bidder

(Name, Title and Address of the Authorised Signatory)

ANNEXURE-VI FINANCIAL DETAILS OF AGENCY

Name of the Agency:

S l.	Particulars	FY 2018-19	FY 2019-20	FY 2020-21
1.	Turnover (in INR Crore)			
2.	Average Annual Turnover for last 3 years (in INR Crore)			

Note:

1. Attach certified copies of Annual Audited Balance Sheets, P & L statement, and IT Returns Certificate for the 3 years.
2. The above data must be submitted by Agency, duly certified by either Statutory Auditor or Chartered Accountant.

Signed

Signature of CA/ Statutory Auditors

(Name of the Authorised Signatory)

(with seal & registration no.)

Place: Date:

ANNEXURE-VII FINANCIAL PROPOSAL

(Financial Bid should be submitted as per Clause No.17)

To,

.....
.....
.....

Ref: Selection of an agency for Multimedia Content Development & Digital/Social Media Marketing Management for

We, the undersigned, offer to provide the services of the Multimedia Content Development & Digital/Social Media Marketing Management for in accordance with the subject RFP in accordance with your Request for Proposal dated **[Insert Date]**, our Financial Proposal as per details mentioned below:

Financial Bid for 2 years

S.No.	Deliverable	Unit	Amount (INR)
1	Print / OOH Ad	1	
2	Social Media Management (including day to day deliverables as per scope of work, on-site team deployment and off-site team deployment)	Monthly	
3	Paid Media Management for social media (The media cost will be paid separately to the agency)	Agency charges in %	
4	Influencer management fee (The influencer cost will be paid separately to the agency)	Agency charges in %	
5	Design and development of Website	One time	
6	Maintenance of Website	Monthly	
7	ORM	Monthly	
8	SEO	Monthly	
9	Videos for social Media	1	As per BOC rates
10	Photographer (for event/ destination coverage)	Per day	
11	Videographer (for event/ destination coverage)	Per day	

The Note: The above quote shall be **exclusive** of applicable GST

Our Financial Proposal shall be binding upon us for the assignment and this proposal would be valid in accordance with the proposal validity mentioned in the subject RFP from the last date of submission of proposal.

The Financial Proposal is without any condition.

Yours faithfully,

For and on behalf of (*Name of Agency*)

Duly signed by the Authorised Signatory of the Agency

(Name, Title and Address of the Authorised Signatory)

ANNEXURE-VIII PRE-BID QUERY FORMAT

Interested parties shall submit their queries in the following format

Sl. No	Clause No. as per RFP	Query from the Bidder/Agency	Suggestion (if any)

Note:

Agencies shall submit their query or modification in soft copy to mdatdc@gmail.com on or before the pre bid query submission due date.