

**Request for Proposal
for
Engagement of Agency
for
Digital Media Management**

Notice Inviting Tender (NIT): 1097/MPTB/Publicity/2021

Tender ID: 2021_MPTB_132124

Request for Proposal for Engagement of Agency for Digital Media Management

Disclaimer

All information contained in this **Request for Proposal (RFP)** provided is in the good interest and faith. This is neither an agreement and nor an offer/invitation to enter into an agreement of any kind with any party.

Though adequate care has been taken in the presentation of this RFP document, the interested bidders shall satisfy themselves that the document is complete in all respects. The information published in this document is not intended to be exhaustive. Interested Bidders are required to make their own enquiries and assumptions wherever required.

Intimation of discrepancy, if any, should be given to the specified office immediately. If no intimation is received by this office by the date mentioned in the document, it shall be deemed that the RFP document is complete in all respects and firms submitting their bids are satisfied that the RFP document is complete in all respects.

Madhya Pradesh Tourism Board, Bhopal reserves the right to reject any or all of the applications submitted in response to this RFP document at any stage without assigning any reasons whatsoever. **Madhya Pradesh Tourism Board, Bhopal** also reserves right to withhold or withdraw the process at any stage with intimation to all who have submitted their bids in response to this RFP. **Madhya Pradesh Tourism Board, Bhopal** reserves the right to change/ modify/ amend any or all of the provisions of this RFP document without assigning any reason. Any such change would be communicated to the bidders by posting it on the website of MPTB ([http:// tourism.mp.gov.in/](http://tourism.mp.gov.in/)) Neither **Madhya Pradesh Tourism Board, Bhopal** nor their employees and associates will have any liability to any prospective Bidder interested to apply or any other person under the law of contract to the principles or resolution or unjust enrichment or otherwise for any loss, expense or damage which may raise from or be incurred or suffered in connection with anything contained in this RFP document, any matter deemed to form part of this RFP document, the award of the assignment, the information and any other information supplied by or on behalf of **Madhya Pradesh Tourism Board, Bhopal** or their employees and Prime Bidder/ Consortiums or otherwise arising in any way from the selection process for the Assignment.

Information provided in this document or imparted to any Bidder as part of RFP process is confidential to Madhya Pradesh Tourism Board, Bhopal and shall not be used by the Bidder for any other purpose, distributed to, or shared with any other person or organization.

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 <p>The heart of Incredible India</p>	<p>Madhya Pradesh Tourism Board Corporate Identification Number (CIN):U75302MP2017NPL043078 6th Floor, Lily Trade Wing, Jahangirabad, Bhopal, Madhya Pradesh, Pincode – 462008, Website: www.tourism.mp.gov.in</p>
<p>Request for Proposal for Engagement of Agency for Digital Media Management</p>	
<p>No.1097/MPTB/Publicity/2021 Bhopal, Dated:01/03/2021</p>	
<p>Tender Id: 2021_MPTB_132124</p>	
<p>Madhya Pradesh Tourism Board invites Request for Proposals (RFP) from qualified and experienced bidders for Engagement of Agency for Digital Media Management. The detailed RFP document can be downloaded from www.mptenders.gov.in or www.tourism.mp.gov.in</p>	
<p>For further information, Contact Tel no.: 0755-2780600 or email on info.mptb@mp.gov.in</p>	
<p style="text-align: right;">Managing Director</p>	

Request for Proposal for Engagement of Agency for Digital Media Management

Abbreviations

Abbreviation	Description
EMD	Earnest Money Deposit
FY	Financial Year
LoI	Letter of Intent
MPTB	Madhya Pradesh Tourism Board
MPSTDC	Madhya Pradesh State Tourism Development Corporation
MIS	Management Information System
MoU	Memorandum of Understanding
NIT	Notice Inviting Tender
SLA	Service Level Agreement
SP	Service Provider
SPOC	Single Point of Contact.

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Definitions

Applicable Law means the Contract shall be interpreted in accordance with the laws of India.

Bidder means any firm offering the solution(s), service(s) and/ or materials required in the tender call. The word Bidder when used in the pre award period shall be synonymous with bidder and when used after award of the contract shall mean the successful bidder with whom client signs the contract for rendering of goods and services.

Client means the **Madhya Pradesh Tourism Board, Bhopal**.

Service Provider means the firm providing the solution under this contract as named in RFP/ Technical specifications/scope of work.

Contract means the agreement entered into between the Client and the Service provider (Bidder), as recorded in the Contract Form signed by the parties including all attachments and appendices thereto and all documents incorporated by reference therein.

Contract Price means the price payable to the Service Provider under the Contract for the full and proper performance of all its contractual obligations.

Bidder's Representative means the duly authorized representative of the SP, approved by the Client and responsible for the Service provider's performance under the contract.

Effective Date means the date on which the Agreement is executed.

Financial Bid or the Commercial Bid means the part of offer that provides price schedule.

Goods and Services mean the solution(s), service(s), materials or a combination of them in the context of the tender call and specifications.

Performance Security means on receipt of notification of award from the client, the successful bidder shall furnish the security in accordance with the conditions of contract, in the form acceptable to the Client.

Pre-qualification and Technical Bid means that part of the offer that provides information to facilitate assessment, by MPTB , professional, technical and financial standing of the bidder, conformity to specifications etc.

Products mean all of the equipment, Hardware, Software, supplies and consumable items that the SP is required to install or provide under the contract, plus the associated documentation.

Project Plan means the document to be developed by the Bidder and approved by the Clients, based on the requirements of the Contract and the preliminary project plan included in the Bidder's bid. Should the Project Plan conflict with the Contract in any way; the relevant provisions of the Contract shall prevail in each and every instance.

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Specification means the functional and technical specifications or statement of work, as the case may be.

Tender Call or Invitation for Bids means the detailed notification seeking end to end solution.

Three Part Bid or Two Stage Bid means the EMD, Pre Qualification & technical bids, financial bid are put in separate files and their evaluation is sequential.

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1. Request for Proposal

Sealed bids are invited from eligible, reputed, qualified bidders with sound technical and financial capabilities for design, development, implementation and maintenance of an end to end IT solution along with the establishment and operation of related outsourced process operating units as detailed out in the Scope of Work under this RFP Document.

The intent of this RFP is to invite proposals from the Companies (also referred to as bidders) to enable the MPTB for Engagement of Agency for Digital Media Management

1.1. Fact Sheet

S.No.	Items/Events	Description
a)	Cost of Bid document	INR 2000.00 (non-refundable) + e- procurement portal fees
b)	Earnest Money Deposit	INR 2,00,000.00 (Two Lacs only) to be paid online.
c)	Sale of Bid Document	Can be downloaded from the websites, https://www.mptenders.gov.in/ , www.tourism.mp.gov.in
d)	Issue of Bid Documents	Date 01/03/2021
e)	Pre-Bid Meeting	Date 08/03 /2021 Time 12:00 hrs
f)	Bid Sale/ Submission Start Date	Date 09/03/2021 Time 15:00 hrs
g)	Bid Submission End date	Date 22/03/2021 Time 15:00Hrs
h)	Opening of Technical Bids	Date 26/03/2021 Time 12:00Hrs
i)	Presentation	To be decided
j)	Financial Bid Opening	To be decided

1.2. Pre-Bid Meeting

MPTB will host a pre-bid meeting as per the schedule given in this RFP to address the clarifications sought by the bidders for the RFP.

Bidders are permitted to submit their queries in writing on email ids above to MPTB in [Format 4](#) at least two days before pre bid meeting date and time.

*Any future Corrigendum/Information/Reply to Pre-bid Queries shall be posted on website <http://www.mptenders.gov.in> and/or www.tourism.mp.gov.in

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1.3. Structure of the RFP

This RFP is meant to invite proposals from interested bidders (Service providers) capable of delivering the services described herein. This Request for Proposal document consists of six Sections viz:

1.3.1. Section I : Introduction

1.3.2. Section II: Bidding Procedures

1.3.3. Section III: Project Requirements

1.3.4. Section IV: Instructions to Bidders

1.3.5. Section V: Formats & Templates

1.3.6. Section VI: Annexure

Section I: Introduction

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1. Introduction

1.1. Introduction to MPTB

Madhya Pradesh can easily be described as one of the best states of the nation, in terms of richness and diversity of tourism destinations and products. The state has three world heritage sites namely Sanchi, Bhimbetka and Khajuraho. Madhya Pradesh is not called the 'heart of India' only because of its location in the center of country. It has been home to cultural heritage of Hinduism, Buddhism, Jainism and Islam. Innumerable monuments, exquisitely carved temples, stupas, forts and palaces are dotted all over the State. The natural beauty of Madhya Pradesh is equally varied. Consisting largely of a plateau, the State has everything. Spectacular mountain ranges, meandering rivers and miles of dense forests. But perhaps the best part about MP is its accessibility. It is equally close to major tourist destinations from the North, South, East and West.

In the process of establishing Madhya Pradesh as the most sought after destination among the target audience, Madhya Pradesh Tourism has created strong Digital presence through its official Social Media Handles, Digital media buying and running digital campaigns in partnerships with leading digital platforms of India. To strengthen the effort, Madhya Pradesh Tourism is in process of engagement of agency for carrying out digital and social media activities on behalf of the organization.

1.2. Objectives of the Project

The main objectives are:

1. Active presence of Madhya Pradesh Tourism in Social & Digital Space for spreading awareness about the tourist destinations and tourism products of Madhya Pradesh & to increase tourist inflow in the state. To establish better connect with the targeted audience in terms of digital reach with Quality Creatives and inputs from agency involved.
2. To keep all websites (www.mptourism.com, www.mpstdc.com and www.tourism.mp.gov.in) updated & maintained according to current marketing needs and practices .
3. Online Reputation Management & Social Listening in an effective manner to strengthen brand position of MP Tourism
4. Search Engine Optimization of the websites (www.mptourism.com, www.mpstdc.com & www.tourism.mp.gov.in) to increase number of visitors on these websites to reinforce brand value of Madhya Pradesh Tourism by providing authentic information for each destination involved.
5. To facilitate Media tie-ups for increased awareness about tourism related activities, products and events.
6. To create quality content to facilitate promotion in digital world.

Section II: Bidding Procedures

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2. Proposal Preparation

Bidder is expected to examine all instructions, forms, terms and requirements in the RFP document and prepare the proposal accordingly. Failure to furnish all information required by the RFP document or submission of a proposal not substantially responsive to the RFP document in every respect may result in the rejection of proposal.

The proposals should be submitted to MPTB in three parts as mentioned in the following sections:-

2.1. Tender Document Cost and Earnest Money Deposit

2.1.1. Tender Document Fees and e-procurement processing Fees (non-transferable & non-refundable) must be paid online at e-procurement portal (<http://www.mptenders.gov.in>).

2.1.2. EMD must be paid online at e-procurement portal (<http://www.mptenders.gov.in>).

2.2. Pre-Qualification (PQ) and Technical Proposal

Along with other documents, following documents shall be a part of PQ and Technical Proposals:-

2.2.1. Bid Form on the bidder's letter-head as per Format 1: Bid Form

2.2.2. A duly notarized Power-of-Attorney/ Board Resolution granting the person signing the proposal the right to bind the bidder and bidders registered address including person's name/designation, email, phone, fax and mobile number for official correspondence.

2.2.3. Bidder/Company Profile as per Format 2: Bidder's Profile

2.2.4. Certificate of Incorporation if any or relevant registration documents.

2.2.5. Audited annual financial results (balance sheet and profit & loss statements) of the bidder for the last three financial years (FY 17-18,18-19,19-20)

2.2.6. Undertaking for not being blacklisted by any State / Central Govt. by the bidder, as per Format 3: Declaration Regarding Clean Track

2.2.7. Details of Project undertaken by the bidder to support Clause 4.2 Technical Evaluation Criteria, Point 3 as per [Format 5: Project Experience](#)

2.2.8. Permanent Account Number (PAN) from Income Tax authorities of bidder along with certified photocopy

2.2.9. GST and VAT Details of bidder

2.2.10. Other documents as mentioned in the Pre-Qualification Criteria section of this document.

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- 2.2.11. The team composition, including SPOC, as proposed by the bidder shall be specified clearly in the Technical bid.
- 2.2.12. Self Evaluation form As Per [Format 7: Technical Score Sheet](#)

2.3. Commercial Proposal

The Commercial Proposal should be submitted as per the format of Commercial Bid as per Format 6 : Commercial Bid Format. Both formats are required to be filled, failing which the bid may be rejected.

3. Proposal Submission

- 3.1. The bidder is responsible for registration of the e-procurement portal (www.mptenders.gov.in) at their own cost. The bidders are advised to go through the e-procurement guidelines and instructions, as provided on the e-procurement website, and in case of any difficulty related to e-procurement process, may contact the helpline as provided on the website.
- 3.2. The proposals submitted should have all pages numbered. It should also have an index giving page wise information of documents. Proposal that are incomplete or not in prescribed format will be summarily rejected.
- 3.3. The Bidder shall submit the proposals online as described below-
 - 3.3.1. **Pre-qualification and Technical Proposal** – Scanned copy in PDF file format, signed on each page with file name clearly mentioning: “**PQ and Tec bid for RFP part-1/2/3**”
 - 3.3.2. **Commercial Proposal** –“**Format 6: Commercial Bid**” in excel format, with file name clearly mentioning: “**Format 6: Detailed Commercials**”
 - 3.3.3. Prices should not be indicated in the Pre-Qualification and Technical Proposals.
 - 3.3.4. In case of discrepancy between amount given in words and figures, the details given in words shall prevail.
 - 3.3.5. All the columns of the quotation form shall be duly, properly and exhaustively filled in. The rates and units shall not be overwritten. Rates shall always be both in the figures and words.
- 3.4. The Bidder is allowed to submit only one proposal against this RFP. The bidder has to submit the complete proposal not in part or for particular quantum of work, such proposal will automatically be disqualified without any intimation to bidder. References to previous or on-going Proposals will be not considered. Documents in support of eligibility must be enclosed with the tender. Offers without satisfying eligibility conditions will be outrightly rejected and no correspondence in this regard will be entertained.

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4. Bid Evaluation Criteria

4.1. Pre-Qualification Criteria

S.No.	Criteria	Valid Supporting Documents/Information to be submitted as criteria Validation with Technical proposal
1.	The bidder should be registered under Companies Act 1956/ 2013 and must have been in operation for a minimum period of five years as on 1 st April 2020.	i) Certificate of Incorporation ii) Pan Card iii) GST Registration
2.	The Agency should have an average turnover of Rs. 10 Crore during the last three financial years (i.e 2017-18, 2018-19 & 2019-20). The agency should have positive Net worth as on 31/03/2020	Audited Balance Sheet & Profit & Loss A/c is to be submitted. A certificate of average turnover & net worth duly certified by a Chartered Accountant is to be submitted.
3.	The agency must have at least five years of experience in Digital Media Management and must have undertaken projects in government, PSU or leading Private organisations.	Undertaking or Relevant Document
4.	Mandatory certification mentioning that bidder has not been blacklisted by any of the Central/ State/ Semi Government organization and should not have been found guilty of any criminal offence by any Court of law	Format 3: Declaration Regarding Clean Track should be attached for the bidder

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4.2. Technical Evaluation Criteria

S.NO	Parameters	Maximum Score
1	No. of years of experience in works relating Digital Media Management in last 10 years starting backwards from 01.04.2020. (2 marks will be awarded for each year of experience upto a maximum of 20 marks)	20
2	Average annual turnover for the last three financial years (2017-18, 2018-19 & 2019-20). (4 marks for minimum 10 Cr and 4 marks each for additional turnover of Rs 10 Cr each up to maximum of 20 marks)	20
3	Digital and Social Media Management projects worth 2 Cr undertaken for Government / PSUs / Private Sector in the last 3 years. (Maximum of 4 projects will be considered for this RFP) <ul style="list-style-type: none"> • If the project is related to tourism then 5 marks would be awarded for each project. • If the project is a non- tourism project then 4 marks would be awarded for each project. 	20
4	National / International Awards won in Digital and Social Media Management for the projects undertaken by the company (2 mark for each National / International Award for a maximum of 10 Marks)	10
5	PRESENTATION: <ul style="list-style-type: none"> • Understanding of the Project Requirements • Approach & Methodology including but not limited to the following : <ul style="list-style-type: none"> - Proposed brand vision and social media strategy for MP tourism. - Content Development Strategy - Innovative ideas and suggestions • Detailed Project Plan and Road Map ahead • Proposed Team Composition 	30
TOTAL		100

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Note:

* Technical Score less than 60% will not be considered for Financial Bid.

** Bidders are required to fill up Self evaluation Technical Score Sheet as per Format 7

- 4.2.1. MPTB will assign points to bidders based on the technical evaluation criterion mentioned & approved by committee. The commercial bids for the technically qualified bidders will then be opened and reviewed to determine whether the commercial bids are substantially responsive. The passing score in Technical stage is 60 out of Total 100 (Hundred) Marks in the above mentioned criteria.
- 4.2.2. Bidder is required to submit necessary credentials/ documentary proof of Purchase Order/ Agreement/ Completion Certificates, detailing Scope of Work, Timelines, project experience certificate etc. or relevant documents in support each of above parameters.
- 4.2.3. The Technical evaluation will consist of evaluation of the bidder responses to the technical bids submitted by the bidder. The bidders proposed implementation methodology, project management methodology will also be considered for technical evaluation.

4.3. Commercial Evaluation Criteria

The commercial bid has to be provided based on the format provided in the RFP.

After the 3 year contract period, the contract can be further extended for a period of 2 years on “per year basis” as per the recommendation received by the appointed committee for evaluation of performance of the appointed agency, at a maximum increment of 10% per year on the agreed rates on similar terms and condition, on a mutually agreeable basis.

- 4.3.1. The Bid Evaluation Committee will evaluate the commercial bids received from the bidders, as per below specified formula. The Price Score of the bidder will be calculated using the following formula:

$$\text{Price Score} = \frac{L.P.}{O.P.} \times 100$$

Where

L.P. is the Lowest Price offer of the Technically Qualified Bidders

O.P. is the Offer Price of the bidder being evaluated

4.4. Overall Evaluation Criteria

The Bids received will be evaluated using Quality and Cost Based Selection (QCBS), giving 60 percent weightage to the Technical Score and 40 percent weightage to the Price Score.

$$\text{Total Score} = (\text{Technical Score} \times 0.60) + (\text{Price Score} \times 0.40)$$

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5. Bid Evaluation Process

5.1. Bid Evaluation Committee

The bid evaluation committee constituted by MPTB shall evaluate the bids. This may involve the representations from field and/or other department's experts. The decision of the bid evaluation committee in the evaluation of the Technical and Commercial bids shall be final.

5.2. Pre-Qualification Evaluation

Pre - qualification bid documentation shall be evaluated as under:

- 5.2.1. The evaluation committee will check if the bidder has deposited the EMD along with the Technical Proposal and the same are found to be in order.
- 5.2.2. The documentation furnished by the bidder will be examined prima facie to see if the Company's capacity, skill base and other Bidder attributes as claimed therein are consistent with the needs of this project.
- 5.2.3. MPTB may ask bidder(s) for additional information, and/or arrange discussions with their professional, technical resource to verify claims made in bid documentation. If the bidder fails to submit the additional supporting documents, the bid shall be rejected.

5.3. Technical Evaluation

- 5.3.1. The bidders' technical solution proposed in the bid document shall be evaluated as per the requirements specified in this RFP and adopting the evaluation criteria spelt out in this document.
- 5.3.2. The Bidders are required to submit all required documentation in support of the evaluation criteria specified (e.g. detailed project citations and completion certificates, client contact information for verification, profiles of project resources and all others) as required for technical evaluation.
- 5.3.3. Presentation: Each bidder has to make a presentation to the bid Evaluation Committee on a date, time and venue as informed by MPTB. The Technical presentation must include the following:
 - 5.3.3.1. Understanding of the Project Requirements
 - 5.3.3.2. Proposed Approach & Methodology
 - Proposed brand vision and social media strategy for MP tourism.
 - Content Development Strategy
 - Innovative ideas and suggestions
 - 5.3.3.3. Detailed Project Plan
 - 5.3.3.4. Proposed Team Composition

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- 5.3.4. Each Technical Bid will be assessed for technical score on a scale of 1 (minimum) to 100 (maximum) points. Only the bidders, who scored minimum Technical marks will qualify for the evaluation of their commercial bids.
- 5.3.5. The bidder with less than minimum Technical marks in technical evaluation will be treated as non-responsive. Each bidder has to present the technical bids to the evaluation committee for examination. The score will be computed on a score of 100.
- 5.3.6. The technical evaluation of the bid will be based on the bidder's response to the requirements as mentioned in the RFP, which will include the Technical Specifications mentioned in RFP.
- 5.3.7. Technical bids shall be examined by the bid evaluation committee with respect to compliance, completeness and suitability of the proposal to the project and only the bids which are in compliance to the requirements mentioned in the RFP shall be considered as technically qualified.

5.4. Commercial Evaluation

- 5.4.1. Bid evaluation committee will evaluate and compare the bids determined to be substantially responsive. It is bid evaluation committee's intent to select the proposal that is most responsive to the project needs and each proposal will be evaluated using the criteria and process outlined in this section.
- 5.4.2. Only the commercial bids of those bidders qualified in the technical evaluation shall be opened. Commercial bids of the non-responsive bidders will not be opened.
- 5.4.3. The evaluation shall be strictly based on the information and supporting documents provided by the bidders. It is the responsibility of the bidders to provide all supporting documents as listed in forms necessary to fulfill the mandatory eligibility criteria.
- 5.4.4. The Price Score of the bidder will be determined by the Committee, which will be used for overall evaluation.

5.5. Overall Evaluation using QCBS

- 5.5.1. Based on the Technical Score and Price Score obtained by the bidder, the Committee will calculate the Total Score of the Bidder.
- 5.5.2. In case of a tie, the bidder securing higher Technical Score would be given preference and will be selected.

6. Contract Finalization and Award Criteria

6.1. Issuance of Lol

- 6.1.1. MPTB shall notify the selected bidder, through a Letter of Intent (Lol), that its bid has been accepted. The letter of intent will be accompanied by the proforma for contract, incorporating all agreements between the parties.

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6.2. Signing of Contract

- 6.2.1. Within 15 days of receipt of the Lol, the successful Bidder shall sign and date the contract and return it to MPTB .
- 6.2.2. The selected bidder will initiate the execution of the work as specified in the agreement.

Section III: Project Requirements

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7. About the Project and Objectives

The main objectives are:

1. Active presence of Madhya Pradesh Tourism in Social & Digital Space for spreading awareness about the tourist destinations and tourism products of Madhya Pradesh & to increase tourist inflow in the state. To establish better connect with the targeted audience in terms of digital reach with Quality Creatives and inputs from agency involved.
2. To keep MP Tourism websites (www.mptourism.com, www.mpstdc.com & www.tourism.mp.gov.in) updated & maintained according to current marketing needs and practices .
3. Online Reputation Management & Social Listening in an effective manner to strengthen brand position of MP Tourism
4. Search Engine Optimization of the websites (www.mptourism.com, www.mpstdc.com & www.tourism.mp.gov.in) to increase number of visitors on these websites to reinforce brand value of Madhya Pradesh Tourism by providing authentic information for each destination involved.
5. To facilitate Media tie-ups for increased awareness about tourism related activities, products and events.
6. To create quality content to facilitate promotion in digital world.

7.1. Scope of Work

Madhya Pradesh State Tourism Development Corporation Ltd. invites bid for Engagement of Agency for Digital Media Management.

- 1.1.1. The agency will be responsible for handling, managing & maintenance of all official social media handles of Madhya Pradesh Tourism. If required initiation & creation of new social media handles is to be taken up, that also includes existing web online communities pertaining to tourism sector. (Existing Social Media handles: Facebook, Twitter, Instagram and Youtube)
- 1.1.2. The social media management will consist of post creation, posting & driving of innovative campaigns. The agency needs to provide a detailed plan of campaign ideas & timing.
- 1.1.3. Online Reputation Management & Social Listening – Online Reputation Management of Madhya Pradesh Tourism Brand in Digital & Social Space. (Providing appropriate response for social media handles of Madhya Pradesh Tourism and other related platforms as per requirement from time to time.)

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- 1.1.4. Website maintenance- Maintenance of MP Tourism websites (www.mptourism.com, www.mpstdc.com and www.tourism.mp.gov.in) that includes Addition /Editing /Updation of content (text, images) and if required design template creation/ changing of templates.
- (Current websites www.mptourism.com and www.mpstdc.com are developed in PHP, HTML, CSS, JavaScript, MYSQL), Whereas www.tourism.mp.gov.in is developed in .net CMS).
- 1.1.5. Website Development- If required agency may have to take up re-designing and development work of any of the websites or a web application within (www.mptourism.com, www.mpstdc.com and www.tourism.mp.gov.in) that could be beyond scope of work of this RFP. For the same, quotation would be asked from the agency as per requirement and approval will be given post following the standard approval process of MP Tourism Department.
- 1.1.6. Search Engine Optimization - Search Engine Optimization of MP Tourism websites (www.mptourism.com, www.mpstdc.com and www.tourism.mp.gov.in) & booking facility pages that will include both organic and Inorganic techniques. (Keywords analysis, promotion, link exchange, free & paid directory submissions, free & paid press releases).
- 1.1.7. Integrated Dashboard for monitoring & reporting purpose. The dashboard should provide analytics for all social media channels, SEO reports, ORM Reports, Submission Reports & Website analytics. It should also provide data in terms of competitor analysis, percentage growth and target achievement. The dashboard should have role based user access levels i.e. Top Management Level & Middle Management level.
- 1.1.8. Planning and Media Buying for Digital Marketing– The agency shall may be responsible for planning and Media Buying for digital marketing throughout the tenure of agreement for all calendared events of MP Tourism and all campaign as planned; when required newly added events will also be the part of Media Buying Planning. Consultation should be provided by the agency for finding top media houses in specific genres, evaluating them and provide comparative chart for at least top 3 media agencies.
- 1.1.9. Innovative Campaigns – 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 Madhya Pradesh Tourism with top media houses throughout the tenure as & when required.

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1.1.10. Content Creation - The agency shall responsible for creating content as per deliverables. It is expected out of agency to develop content with impeccable spelling and grammar, with clear understanding of tourism consumer through thorough research. The team should have familiarity with keyword placement and other SEO best practices; deep knowledge of Microsoft word & Google Docs.

7.2. Minimum Required Deliverables

The List of key personnel required onsite and Responsibility Matrix

<u>S.No.</u>	<u>Job Profile</u>	<u>Nature of Deployment</u>
1.	Project Manager	Onsite
2.	Designer/ Web Developer	Onsite
3.	Executive – Social Media Management	Onsite
4.	Executive – ORM	Onsite
5.	Executive- SEO	Onsite
6.	Content Writer	Onsite

- If required more personnel with similar job profile and skill set could be hired.

▪ Manpower Profile

It is expected that the Bidder may adhere to the following indicative criteria for recruiting /deploying their employees. Resources to be engaged / employed by Bidder cannot be construed as employee of MPTB and cannot claim any benefit thereof.

The following are the indicative requirements for Man Power

Designation	Educational Qualification
Team Leader	MBA, with seven years of experience in handling all aspects Digital Media Management.
Executive – ORM	Graduate in any field with good linguistics & Interpretation skills (English & hindi) with 2 years of experience in handling ORM or related field experience.
Executive – Social Media Management	Graduate in any field with good knowledge of handling social media with 2 years of experience of handling Social Media or related field experience.
Executive – SEO	Graduate in any field with good knowledge of SEO with 2 years of experience of the field .
Web developer	Graduate in any field with knowledge of web development & creation

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	& maintenance of website and Integrated dashboard.
Content Writer	Good command over English language and having a flair for writing on travel & tourism.

Background / referral to be checked by the Bidder for all selected resources.

The profile of all functionaries (team leaders, web developer and executives) shall be as per industry best practices. MPTB will approve the batch for benchmarking the quality of resources.

If the behavior of any resource of the Bidder is not up to the satisfaction of the MPTB or any such staff misbehaves with any customer/s of the MPTB during the performance of given assignment, the Bidder will immediately, on the advice of the MPTB, remove such resource without expressing any objection to the MPTB in any manner.

Deliverables

S.No.	Deliverable	Accountable Resource	Details
1	Social Media Management	Team Leader/ Executive Social Media	<ul style="list-style-type: none"> •The agency manpower will be responsible for creating posts, posting it on social media handle, filtering of user comments, giving responses to all official social media handles & profiles. •All posts, tweets on all social media handles of MPT should be in accordance with the tourism related activities going on at the time. •Repackaging of the content (videos and photographs) into suitable formats (video packages and others)
2	Innovative Social Media Campaign	Team Leader / Executive Social Media / Web Developer/ Content Writer	<p>The team shall be responsible for designing, managing and evaluating innovative digital media campaigns to support digital media presence of MP tourism.</p> <p>The Team shall also be responsible for creating banners for all campaigns organized during the tenure.</p> <p>(Including Blogger's Outreach, Bloggers Short Trails etc)</p>
3	Online Reputation Management & Listening of Madhya Pradesh Tourism Brand in Digital & Social Space.	Team Leader/ Executive ORM	<ul style="list-style-type: none"> •Proper response posting on queries. (as per pre-defined text response or escalation levels) •Removal of Non relevant posts/information/offensive from all social media handles. <p>The key Languages to be monitored will be Hindi and</p>

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			English.
4	Website Development & maintenance	Team Leader/ Web Developer	<ul style="list-style-type: none"> • If required, re-designed / re-developed website. • New Template creation for websites (www.mptourism.com, www.mpstdc.com & www.tourism.mp.gov.in) • Content & page addition, updation and deletion, based on new new or existing template and thus keeping the websites current and updated at all times. • Microsite creation as when required during the tenure
5	Search Engine Optimization	Team Leader/ Executive SEO	Please refer table “On Page and off page optimization”
6	Integrated Dashboard	Team Leader/ Web Developer	<ul style="list-style-type: none"> • The agency shall be responsible for creating and maintaining dashboard to provide analytics for all social media channels, SEO reports, ORM Reports, Submission Reports & Website analytics. The dashboard should also provide data in terms of competitor analysis, percentage growth and target achievement. The dashboard should have role based user access levels i.e. Top Management Level & Middle Management level.
7	Planning and Media Buying for Digital Marketing	Team Leader	<ul style="list-style-type: none"> • The agency shall be responsible for planning and Media Buying for digital marketing throughout the tenure of agreement for all calendared events of MP Tourism; as and when required newly added events will also be the part of Media Planning & Buying. Consultation should be provided by the agency for finding top media houses in specific genres, evaluating them and provide comparative chart for at least top 3 media agencies.
8	Content Creation	Content Writer	<ul style="list-style-type: none"> • Creation of Core Website Copy • Creation of Blogs / News articles/ Articles • Creation of Social media posts/ Content for banners/ Landing pages content

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			<ul style="list-style-type: none">Creation of Product descriptions/ Case studies, whitepapers/ Company bios and eBooks
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7.3. Timelines for Integrated Dashboard

S/No.	Integrated Dashboard Milestone	Time to Completion (in Weeks**)
1.	Project Start at Signing of Contract	T
2.	Submission of Project Plan/ Inception Report	T + 1
3.	Implementation / customization and submission of Integrated dashboard	T + 4
4.	Implementation of Feedback / Correction suggested by MPT	T+ 6

Note:

- 1) 'T' refers to signing of contract. Operations Phase will start from the date of signing of contract (T) and will last for 3 (Three) years (In case of extension given to agency, till the extension period).
- 2) The bidder should ensure that the development of "Integrated Dashboard" and deployment of the other digital media activities shall be carried out in parallel.
- 3) Integrated Dashboard will be the part of RFP and No separate payment will be made under this head.

7.4. Acceptance Criteria

7.4.1.MPTB will accept the commissioning and dashboard Go-Live only as described earlier.

7.4.2.A team comprising of representatives from MPTB and Bidder will verify satisfactory performance of all the modules.

7.5. Service level Requirements (SLR)

7.5.1.Parameters for Service Level Agreements & compliance

The Bidder will ensure meeting of following SLA parameters and will enter into an agreement with MPTB on SLA parameters indicated below.

7.5.2.General Conditions

- Annual action plan with all concerned activity break up is to be submitted by the agency within 15 days of signing of agreement, also, every year the agency has to submit the Annual action plan for the coming year.
- Review of entire job will be done on monthly, quarterly and annual basis.
- Quarterly and annual review of entire digital media management will be held at Bhopal Head Office, and presence of agency officials with concerned team members is mandatory for which travel & accommodation arrangements are to borne by agency.

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- Bills will be raised by agency after quarterly review of digital campaign. Proper supporting as per requirement of the accounts departments is to be submitted by the agency along with the bills.
- The agency shall be responsible for submitting Exit Management Plan before six months of completion of 3 years term, if the term of agency not get extended.

7.5.3.HR terms Conditions

- Onsite resource employed should not leave the project before six months.
- If any onsite resource leaves project, agency should provide 1 month advance notice to MPTB. Agency should provide replacement (with same experience and skill set) within 15 days of providing notice and also ensure that the new resource is up to the speed and is productive from day one.
- Onsite manpower will be utilised by MPTB for coordination, media exchange, new event updation etc.

7.5.4.Digital Media Condition

- There should be substantial growth in number of Followers/ Impressions/ Tagging/ Engagement etc. for MP Tourism Social Media Handles, in comparison to previous quarter.
- Number of posts on social media handles should not be less than the mentioned details, also, in case of major events these numbers can be increased as per discussion with MP Tourism team at the time.

S.No.	Platform	No. of post	Frequency
1	Facebook – Feed	8	Weekly
2	Facebook - stories	As and when required	
2	Instagram -Feed	8	Weekly
3	Instagram – Stories	8	Weekly
4	IGTV	2-3	Monthly – as per YouTube uploads
5	IG - Reel	As and when required	
6	Twitter	8 Tweets, 20 Retweets	Weekly
7	YouTube	2-3	Monthly

- All posts and queries received between 8am to 8pm should be replied with 30 minutes.
- Removal of Non relevant posts / information/offensive from all social media handles
- To reply suitably on digital space for MP Tourism related query/comment within 30 minutes.
- Key word analysis based on content and competitor websites.
(www.mptourism.com, www.mpstdc.com & www.tourism.mp.gov.in)

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- On Page and off page optimization

S.No	Activity	Number	Frequency
1	Keywords Research & Analysis	40	Monthly
2	Pages Meta Tags Optimization	50	Quarterly
3	Quality Social Bookmarking	60	Quarterly
4	Article Submission	15	Quarterly
5	Article Link Promotion	30	Quarterly
6	Press Release Submission	9	Quarterly
7	Logo Submission	20	Quarterly
8	Profile Submission	40	Quarterly
9	Blog Articles Writing	10	Quarterly
10	Blog Submission	20	Quarterly
11	Blog Promotion	40	Quarterly
12	Classified Ad Submission	40	Quarterly

- CMS Content updates on an existing page to be done within 2 working days
- CMS Content updates on a new page to be completed within 3 working days

7.5.5. Penalties

- Non delivery of any of the parameter mentioned in deliverables will lead to penalty of maximum 5 % of quarter bill amount at sole discretion of MD, MPTB.
- On site resource will be available as mentioned in deliverables and as mentioned in terms and conditions. If any gap found in availability of resources penalty of maximum 5 % of quarter bill amount at sole discretion of MD, MPTB will be levied upon agency.
- In case the company is levied with penalty of “**max 5%**” for more than three times, then the contract will be treated as terminated.

8. Exit Management

The agency has to support an orderly, controlled transition of responsibility for the provision of the services/ from the existing agency to the new agency without any disruption in the services to MPTB. The agency is required to submit the Exit Management Plan 6 months before the completion of the contract. The Exit Management Plan shall be based on mutually agreed terms between agency and MPTB.

MPTB can:

- 8.1. Continue using the solution, in case the bidder opts to transfer the solution to MPTB. MPTB, however, reserves the right of refusal to continue with the solution.
- 8.2. Extend the contract, based on same terms and conditions of this RFP. The MPTB, however, reserves the right to re-negotiate terms of the contract.

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9. Governance Structure

9.1. Bidder's Responsibilities

- 9.1.1. To submit Pre-Qualification documents as required.
- 9.1.2. To understand the Scope of Work and the expected Outcomes & Deliverables.
- 9.1.3. To obtain necessary clarifications during Pre-Bid meeting, for preparing a comprehensive Proposal.
- 9.1.4. To provide necessary collaterals to validate RFP response.
- 9.1.5. To present the salient features of RFP response to facilitate evaluation.
- 9.1.6. To prepare various deliverables as per requirements for the respective phase.
- 9.1.7. To develop system as per committed plans and timelines.
- 9.1.8. To ensure Quality Assurance of the system.
- 9.1.9. To deploy the system as per committed Deployment plan. to set up a ticket monitoring system for tracking of all activities. Within 1 week of starting the work the agency to finalize ticket process flow in consultation with MPTB. It should be possible to check the status of the ticket at any time and generate SLA reports as and when required.
- 9.1.10. To monitor Risks and mitigate them continuously.
- 9.1.11. To complete User Acceptance & Sign-Off for Phase wise functionalities.
- 9.1.12. The Customization of the application using the infrastructure of the Service provider.
- 9.1.13. Submission of the reports to department on project progress on weekly basis.
- 9.1.14. Configuration management of the system during Operations & Maintenance period. To ensure the all websites are up and running with updated content.
- 9.1.15. The agency shall design a detailed training program for the staff users.
- 9.1.16. Deliver the deliverables as per the contract terms and conditions.
- 9.1.17. Responsibility of getting sign-off on deliverables and phases from MPTB .
- 9.1.18. Adding value to the Functional Requirements provided in the RFP.
- 9.1.19. Responsibility to conduct further research on process reform.
- 9.1.20. Bring to the attention of the Government GPR opportunities

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9.2. MPTB's Responsibilities

MPTB will have the overall responsibility for the smooth implementation of the whole project. MPTB would be responsible for monitoring the Automation project as a whole.

9.2.1.To participate in Program Governance processes as and when required.

9.2.2.To facilitate process changes as required for Application deployment.

9.2.3.To provide acceptance & sign-off for the deployed system and Deliverables for respective

9.2.4.To process the payments to the bidder.

9.2.5.Any other activity, as may be necessary for successful project implementation.

Section IV: Instructions to Bidders

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10. General Conditions of Contract

10.1.1. Language of Bids

All Proposals, correspondence and documents related to proposals, shall be written in the English language. Supporting documents and printed literature furnished by the Bidder may be in another language, provided they are accompanied by an accurate translation of the relevant passages in English language.

10.1.2. Compliance & Completeness of Response

Bidders are advised to study all instructions, forms, terms, requirements and other information in the RFP document carefully. Submission of bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications. The response to this RFP should be full and complete in all respects. Failure to furnish all information required by the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the bidder's risk and may result in rejection of its proposal. The RFP Document is not transferable to any other bidder.

10.1.3. Signing of Communication to MPTB

All the communication to MPTB including this RFP and the bid documents shall be signed on each page by the authorized representative of the bidder and authority letter should be attached with the bid.

10.1.4. Amendment of Bid Document

At any time prior to the deadline for submission of bids, MPTB for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, may modify the bid documents by amendment. Any such communication shall be posted on website (<http://www.tourism.mp.gov.in> and/or www.mptenders.gov.in) and bidders are requested to visit the website for updates. The Amendments will be binding on bidders. In order to allow prospective bidders reasonable time to take into consideration the amendments while preparing their bids the Tendering Authority, at its discretion, may extend the deadline for the submission of bids. Any modification in submitted proposals will not be considered.

10.1.5. Bid Validity

All the bids must be valid for a period of 180 days from the last date of submission of the RFP for execution of Contract Agreement. However, the quoted rates should be valid for the initial/ extended period of the contract from the effective date of the Contract Agreement. No request will be considered for price revision during the contract period.

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10.1.6. Deadline for Submission of Bids

Bids must be received by the Tendering Authority at the address, no later than the time and date specified in the Tender Notice. In the event of the specified date for the submission of Bids being declared as a holiday for the Tendering Authority, the bids will be received up to the appointed time on the next working day. However, the Tendering Authority may, at its discretion, extend this deadline for submission of bids, in which case all rights and obligations of the Tendering Authority and TENDERERS will thereafter be subject to the deadline as extended.

10.1.7. Clarification of Commercial Bids

The Tendering Authority may at its discretion discuss with the Tenderer(s) to clarify contents of financial offer.

10.1.8. Right to Terminate the Process

MPTB may terminate the RFP process at any time and without assigning any reason. MPTB makes no commitments, express or implied, that this process will result in a business transaction with anyone. This RFP does not constitute an offer by MPTB .

10.1.9. Disqualification of Bids

MPTB may at its sole discretion and at any time during the processing of tender, disqualify any bidder from the tendering process if the bidder has:

- Not submitted EMD as per specified timelines.
- Made misleading or false representations in the forms, statements and attachments submitted.
- If found to have a record of poor performance such as abandoning works, not properly completing the contract, inordinately delaying completion, being involved in litigation or financial failures, etc.
- Submitted bid document, which is not accompanied by required documentation and Earnest Money Deposit (EMD) or non-responsiveness.
- Failed to provide clarifications related thereto, when sought.
- Conditional bids will be summarily rejected.
- Applicants who are found to canvass, influence or attempt to influence in any manner the qualification or selection process, including without limitation, by offering bribes or other illegal gratification, shall be disqualified from the process at any stage.

10.1.10. Right to Accept/Reject any or all Proposals

MPTB reserves the right to accept or reject any proposal, and to cancel the bidding process and reject all bids at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for action of MPTB .

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10.1.11. Contract Duration

As mentioned in Clause 4.3, the bidder will be required to sign a contract for duration of 3 Years. The contract may be extended upto 2 years on year-on-year basis , as may be agreed upon mutually by MPTB and the successful bidder.

10.1.12. Late Proposal

The bidder will not be able to submit the proposals after final submission date and time is over. The EMD of such proposals will be returned to the Bidder.

10.1.13. Modification & Withdrawal of Proposal

The Bidder is not allowed to modify its proposal subsequent to the final submission of proposals. The Bidders cannot withdraw the proposal during the period between the last date for receipt of proposals and the expiry of proposal validity period specified in the RFP. A withdrawal of proposal during proposal validity period may result in the forfeiture of its EMD from the Bidder.

10.1.14. Penalties

If the Bidder fails to deliver within the agreed time-period, the MPTB shall be entitled to impose as penalties, as mentioned in Clause 7.5: Service level Requirements (SLR) of Section III: Project Requirements of this RFP. Once the maximum is reached, MPTB may consider termination of the Contract.

10.1.15. Limitation of Liability

- Neither party shall be liable to the other for any special, indirect, incidental, consequential (including loss of profit or revenue), exemplary or punitive damages whether in contract, tort or other theories of law, even if such party has been advised of the possibility of such damages.
- The total cumulative liability of the Service provider arising from or relating to this Contract shall not exceed the Total Contract Value, which gives rise to such liability provided, however, that this limitation shall not apply to any liability for damages arising from:
 - Willful misconduct, or
 - Indemnification against third party claims.
 - Gross Negligence

10.1.16. Bid Security / EMD

- The bidder shall furnish a bid security (EMD) as stated in the fact sheet section 1.1 (b)
- The Bid Security (EMD) shall be in Indian Rupees (INR) shall be paid online
- The EMD shall be valid for at least 180 (one hundred and eighty) days from the date of submission of proposal. No interest shall be payable on EMD under any circumstances.

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- Unsuccessful Bidder's Bid security shall be discharged or returned within 60 (sixty) days of expiration of the period of proposal validity prescribed by the Tenderer or after awarding tender to successful Bidder.
- The successful Bidder's EMD shall be discharged upon the signing of agreement by the Bidder, and submission of Performance Guarantee.
- The Bid security will be forfeited at the discretion of Tenderer on account of one or more of the following reasons-
 - The Bidder withdraws its Proposal during the period of proposal validity
 - Bidder does not respond to requests for clarification of its proposal
 - In case of a successful Bidder, the said Bidder fails-to sign the Agreement in time.
 - In case of successful bidder, the bidder have to submit the Performance Security, as defined in this RFP

10.1.17. Performance Security

The Bidder shall at his own expense, deposit with MPTB , within Fifteen (15) working days of the date of notice of award of the contract or prior to signing of the contract, whichever is earlier, an unconditional and irrevocable Performance Security in the form of Bank Guarantee (BG) from a Scheduled/ nationalized Bank acceptable to MPTB , payable on demand, for the due performance and fulfillment of the contract by the bidder.

This Performance Security of INR 10% of the Bid Amount, in favour of MD, MPTB payable at Bhopal. All charges whatsoever such as premium, commission, etc. with respect to the BG shall be borne by the bidder. The BG shall be valid for a period of 36 months from the date of signing of agreement and should be in the standard format prescribed by Reserve Bank of India. Also, the same shall be extended to the extent that it remains valid for at least 3 months after the expiry of the contract.

The bidder will also be required to further extend the BG, in case the MPTB extends the contract, to an extent that the BG is valid for a minimum of 6 months after the expiry of the Contract.

The extended BG in all the above cases shall be submitted at least 3 months before the expiry of the previous BG, failing which, MPTB reserves the rights to terminate the contract, and forfeit the BG.

10.1.18. Bid Prices

- The bidder shall express their bid prices using the price schedule form provided in the bidding documents Format 6 : Commercial Bid Format. All costs and charges related to the bid shall be expressed in Indian Rupees. Prices indicated in the Price Schedule shall be entered in the following manner:-
- The Prices quoted by the bidder shall remain fixed during the entire period of contract and shall not be subject to variation on any account. A bid submitted with an adjustable price quotation will be treated as non-responsive and rejected.

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- The prices quoted by the bidder shall be in sufficient detail to enable the Purchaser to arrive at the price of the services offered.
- Prices shall be inclusive of all Taxes (taxes, duties, charges, levies etc.) except applicable Service Tax, which shall be payable extra on prevailing rates.

10.1.19. Payments

. The process to be followed will be as under:

- The MPTB shall pay all invoices within 60 days from the date of receipt of verified invoice.
- All taxes deductible at source, if any, at the time of release of payment, shall be deducted at source as per the current rate while making any payments.
- The invoice amount would be paid after the evaluation of performance against both the deployment, operational and SLAs and after deducting penalties, if any.

10.1.20. Resolution of Disputes

MPTB and the successful bidder shall make every effort to resolve amicably by direct informal negotiation any disagreement or dispute arising between them under or in connection with the contract. If, after thirty (30) days from the commencement of such informal negotiations, MPTB and the successful bidder have been unable to resolve amicably a contract dispute, either party may require that the dispute be referred for resolution to the formal mechanisms specified here in. These mechanisms may include, but are not restricted to, conciliation mediated by a third party.

In case of a dispute or difference arising between the MPTB and the successful bidder relating to any matter arising out of or connected with the agreement, such disputes or difference shall be settled in accordance with the Arbitration and Conciliation Act, of India, 1996.

10.1.21. Governing Language

The contract shall be written in English. All correspondence and other documents pertaining to the contract, which are exchanged by the parties, shall be in English.

10.1.22. Applicable Law

The contract shall be interpreted in accordance with appropriate Indian laws and the jurisdiction would be BHOPAL district court.

10.1.23. Taxes and Duties

The bidder shall be entirely responsible for all other taxes, duties, license fee, Octroi, road permits etc. No increase in base rates will be allowed during the period of the contract.

10.1.24. Ownership and Use of Data

MPTB holds exclusive rights to all data captured by the system. The bidder cannot sell or use data for its own research or benefit without prior approval granted from the MPTB .

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10.1.25. Termination for Default

The Tendering Authority may, without prejudice to any other remedy for breach of contract, by written notice of default sent to the successful bidder terminate the Contract in whole or part:

(a) If the successful bidder fails to deliver any or all of the services within the period(s) specified in the Contract.

(b) If the successful bidder, in the judgment of the Tendering Authority has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.

For the purpose of this clause:

“Corrupt practice” means the offering, giving, receiving or soliciting of anything of value to influence the action of a public official in the procurement process or in contract execution.

“Fraudulent practice” means a misrepresentation of facts in order to influence a procurement process or the execution of a Contract to the detriment of the Tendering Authority, and includes collusive practice among TENDERERS (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and deprive the Tendering Authority of the benefits of free and open competition.

10.1.26. CONSEQUENCES OF TERMINATION

In Circumstances mentioned above the Tendering Authority may forfeit the security deposit / Guarantee. Also, the exit management process will get into force immediately on termination. Bidder will have to prepare and execute the exit management process as described in para 8 of Section III: Project Requirements.

10.1.27. TERMINATION FOR INSOLVENCY

The Tendering Authority may at any time terminate the Contract by giving written notice to the successful bidder, if the successful bidder becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the successful bidder, provided that such termination will not prejudice or affect any right of action or remedy, which has accrued or will accrue thereafter to the Tendering Authority.

10.1.28. Force Majeure

The Bidder shall not be liable for forfeiture of its performance security, penalties, or termination for default if and to the extent that its delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure. For purposes of this Clause, “Force Majeure” means an event beyond the control of the Bidder and not involving Bidder’s fault or negligence and not foreseeable. Such events may include, but are not restricted to, acts of the Client in its sovereign capacity, wars or revolutions, fires, floods, pandemics, epidemics, quarantine restrictions, and freight embargoes, act of god, riots, strikes, change in relevant government policy etc.

If an event of Force Majeure continues for a period of ninety (90) days or more, the parties may, by mutual agreement, terminate the Contract without either party incurring any further liabilities towards the other with respect to the Contract, other than to effect payment for goods/services already delivered or performed.

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10.1.29. Notices

Any notice given by one party to the other pursuant to this contract shall be sent to the other party in writing or by email and confirmed in writing to the other party's last recorded address. A notice shall be effective when delivered or tendered to other party whichever is earlier.

10.1.30. Binding Clause

All decisions taken by the Tendering Authority regarding the processing of this tender and award of contract shall be final and binding on all parties concerned. The Tendering Authority, reserves the right:

- To vary, modify, revise, amend or change any of the terms and conditions mentioned in RFP; or
- To reject any or all the tender/s without assigning any reason whatsoever thereof or to annual the bidding process and reject all bids at any time prior to award of contract, without thereby incurring any liability to the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for such decision

10.1.31. Interpretation of the Clauses

In case of any ambiguity in the interpretation of any of the clauses in Tender Document or the Contract Document, the Tendering Authority's interpretation of the clauses shall be final and binding on all parties.

11.Special Conditions of Contract

11.1.1. Sub-Contracting

Sub-contracting is not allowed under this RFP.

11.1.2. Infrastructure arrangement by Bidder

The Bidder shall assess and make his own arrangements for infrastructure which includes necessary hardware, system software and transportation of personnel deployed by him, security at the site in addition to the men, machine and material. The bidder should assess the capacity planning and assessment for the solution taking into account the entire period, and shall update/replace the hardware for resources, in order to meet the Service Level Requirements of the solution.

11.1.3. Risk Purchase

In case of breach of any of the conditions of the agreement or delay in supply or failure to implement at bidder's own quoted rates, MPTB may at its option, take any or all of the actions detailed below:-

- Implement / Purchase from elsewhere on bidder's Risk or Account the entire or the remaining items and services.
- Forfeit either wholly or the part of the service charges/ security deposits.

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- Taking of such other action against the bidder including legal action for breach of contract.
- Levy of penalties or with-held payment to the extent of services not provided.

11.1.4. Compliance to Guidelines

- Bidders to ensure incorporate the guidelines as a must for the social media. It should comply with guidelines issued by Central / Madhya Pradesh State Government Authorized Agencies from time to time.

11.1.5. Warranties & Intellectual Property Rights (IPR)

- Bidder must ensure that they have all necessary licenses, approvals, consents of third Parties/principle manufacturers and all necessary technology, hardware and software to enable it to provide the solution.
- Intellectual property in anything developed by the Solution Provider specifically and exclusively for MPTB , and based on the information or data owned by MPTB , shall vest with MPTB . The source code along with administrative passwords of the application is required mandatorily by the MPTB . MPTB will have the IPR for all the functional processes and process flows therein

11.1.6. Staff Retention Program

The Bidder will put in place systems to ensure that the resources are not changed frequently for internal purposes. The Bidder will ensure that the given seating capacity is fully resourced and will ensure achievement of SLA parameters.

11.1.7. Assessment & Remedial Action

The Bidder will put in place evaluation systems to continuously evaluate the performance of its resources.

11.1.8. Quality Management

The Bidder will deploy exclusive quality management team which will continuously audit the systems and procedures of operations and management

11.1.9. Industrial Relations and Discipline

11.1.10. The Bidder will put in place appropriate disciplinary procedures and ensure congenial relations with its employees. MPTB shall not intervene in any of the disputes between the employees and management, nor can MPTB be drawn in any circumstances in such disputes. The employees of the Bidder will never be considered as employees (fulltime or part-time or contractual) of the MPTB in any circumstances. The employees of the Bidder will never claim any right to

Request for Proposal for Engagement of Agency for Digital Media Management

employment in the MPTB irrespective of their status of employment with Bidder.

11.1.10. Remuneration to Employees of Bidder

MPTB will have NO obligation to pay any remuneration, reimbursements or incentives to employees or members of the Bidder. All the payments due to them shall be paid only by the Bidder.

11.1.11. Insurance Coverage

Bidder shall procure insurance policies to include requisite insurance coverage as applicable including but not limited to Comprehensive General Liability Insurance and / or third party accident insurance to safeguard any eventuality while the employees of the Bidder are on duty.

11.1.12. Compliance to Labour laws

The Bidder shall be responsible for compliance of all laws, rules, regulations and ordinances applicable in respect of its employees, sub-contractors and agents (including but not limited to Minimum Wages Act, Provident Fund laws, Workmen's Compensation Act) and shall establish and maintain all proper records including, but not limited to, accounting records required by any law, code, practice or corporate policy applicable to it from time to time, including records and returns as applicable under labour legislations.

11.1.13. No Outsourcing by Bidder

The selected Bidder will undertake to provide Services required in this RFP to the MPTB and will not outsource or subcontract any or all of the services being offered to MPTB to any company or to a company fully / partly owned by the Bidder.

Section V: Formats & Templates

Request for Proposal for Engagement of Agency for Digital Media Management

12. Format 1: Bid Form

(To be submitted on letterhead of the Bidder)

To,
Managing Director
Madhya Pradesh Tourism Board
6th Floor, Lily Trade Wing,
Jehangirabad,
Bhopal (M.P.)-462003.

Dated -----, 2021

Ref: "Request for Proposal for Engagement of Agency for Digital Media Management" against tender No...

Dear Sir,

Having examined the tender document of Request for Proposal for Engagement of Agency for Digital Media Management as detailed in the tender document, Terms & Conditions and scope of procurement, Specifications etc., and having understood the provisions and requirements relating to the procurement and all other factors governing the tender, We hereby submit our offer for the tender document of Request for Proposal for Engagement of Agency for Digital Media Management, in accordance with terms and conditions and confirm our acceptance to execute the order within the time period specified in the tender document, at the rates quoted by us in the accompanying financial Bid.

We accept the RFP document and if we fail to complete the delivery as per the order, we agree that, MPTB shall have full authority to forfeit the Earnest money/Performance Security and cancel our order with no obligation on their part.

We confirm having deposited earnest money of INR 2,00,000/- (INR Two lakhs only) online through e-procurement portal.

Signature of the Bidder

With stamp and date

Request for Proposal for Engagement of Agency for Digital Media Management

13.Format 2: Bidder’s Profile

(To be submitted on letterhead of the Bidder)

TECHNICAL PROPOSAL SUBMISSION FORM		
Section 1: Organizational Details/Personal details		
1.1 Name of the Firm/ Organization/ Individual		
1.2 Address of the Head Office:		
1.3 Address of the Project Offices:		
1.4 Telephone, Fax and Email details		
1.5 Name and Designation of the Authorized Representative of the renderer to whom all the references shall be made :		
1.6 Address, phone, fax and email of the Authorized Representative		
Section 2: Subject Area		Reference page
2.1 Area of Expertise:		
Section 3: Registration Details		Reference page
3.1 Registration no. and date:		

Request for Proposal for Engagement of Agency for Digital Media Management

3.2	PAN/TAN card number details		
3.3	GST Number		
3.4	Any other registration		
Section 4: Experience & Profile			
4.1 Summary of similar projects executed successfully in the past years; focusing on brief descriptions of assignments and experience in similar conditions.			
(i)	Project title		
(ii)	Source of funding		
(iii)	Implementing partners (if any)		
(iv)	Project duration		
(v)	Project budget		
(vi)	Project brief		
4.2	Experience in Social Media Management		
Section 5: Turnover of last three years (submit audit report/balance sheet) and Net Worth			
5.1 Turnover of last three years (submit audit report/balance sheet)			
Year 1 (FY 2017-2018)			
Year 2 (FY 2018-2019)			
Year 3 (FY 2019-2020)			

Request for Proposal for Engagement of Agency for Digital Media
Management

5.2 Net Worth as on 31/3/2020		
Section 6: Earnest money deposit (Bid Security) and validity		
6.1 Details of Earnest money deposit		
(i) Amount of EMD		

Signature of the Bidder

With stamp and date

Request for Proposal for Engagement of Agency for Digital Media Management

14.Format 3: Declaration Regarding Clean Track

(To be submitted on letterhead of the Bidder)

To,
Managing Director
Madhya Pradesh Tourism Board
6th Floor, Lily Trade Wing,
Jehangirabad,
Bhopal (M.P.)-462003.

Dated -----, 2021

Ref: "Request for Proposal for Engagement of Agency for Digital Media Management" against tender No.....

Dear Sir,

I have carefully gone through the Terms & Conditions contained in the RFP Document regarding "Engagement of Agency for Digital Media Management".

I hereby declare that my company has not been debarred/black listed by Central Government/any State Government/ Semi Government organizations in India. I further certify that I am competent officer in my company to make this declaration.

In accordance with the above we would like to declare that:

1. We are not involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment.
2. We are not blacklisted by any Central/State Government/Public Sector Undertaking in India.
3. The information provided in the tender document is true and no false representation has been made.

Yours faithfully,

(Signature of the Bidder)

Printed Name

Designation Seal

Date:

Business Address:

Place:

Bidder's signature

Date:

with seal.

Request for Proposal for Engagement of Agency for Digital Media Management

15.Format 4: Request for Pre-bid Clarifications

Bidder's Request for Clarification for Selection of for Engagement of Agency for Digital Media Management NIT No.1097/MPTB/Publicity/2021; Tender Id: 2021_MPTB_132124	
Name of Organization	
Name & position of person	
Full formal address including phone, mobile and email	

Sl. No.	Page No.	Clause No.	Clause heading	Query / Clarification sought	Suggestion

Request for Proposal for Engagement of Agency for Digital Media Management

16.Format 5: Project Experience

(To be submitted on letterhead of customer separately for every similar kind of project)

S. No	Item	Details
General Information		
1	Customer Name/Government Department	
2	Name of the Contact Person and Contact details including email-id.	
Brief Description of scope of Project		
3	Contract Value of the project (in Crore)	
4	Total cost of the services provided (by the Bidder)	
Project Details		
5	Name of the project	
6	Start Date/End Date	
7	Date of Go-Live	
8	Current Status (work in progress, completed)	
9	Contract Tenure	
10	Brief Scope of Work	
11	Number of Agents.	

Signature of Customer:

Name of Customer:

Seal of Customer:

Request for Proposal for Engagement of Agency for Digital Media Management

17.Format 6 : Commercial Bid Format

To,
Managing Director
Madhya Pradesh Tourism Board
6th Floor, Lily Trade Wing,
Jehangirabad,
Bhopal (M.P.)-462003.

Dated -----, 2021

Ref: "Request for Proposal for Engagement of Agency for Digital Media Management" against tender NIT No.1097/MPTB/Publicity/2021; Tender Id: 2021_MPTB_132124

Sir/Madam,

With reference to tender document for development of application, we submit our commercial bid as under -

FORMAT FOR COMMERCIAL BID - Bill of Material

S.No.	Items	Unit	Rate	Qty (b)	No. Of month (c)	Total Price = axbxc
1.	Team Leader			1	12	
2.	Executive -ORM			1	12	
3.	Executive-Social Media Management			1	12	
4.	Executive-SEO			1	12	
5.	Web developer			1	12	
6.	Content Writer			1	12	
	Grand Total					

Note:

1. Total cost of ownership will be sum of items from Sr. no 1 to 7 given above.
2. MPTB may ask to increase the resource on pro-rata basis.
3. Prices should be inclusive all duties, Taxes etc., except service tax. This price will remain valid for 3 years. MPTB will consider any changes in tax by central / state government after bid submission date.

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18.Format 7 : Technical Score Sheet

Technical Score Sheet				
S.NO	Parameters	Max Score	Self Marking by agency	Marks given by MPT
1	No. of years of experience in works relating Digital Media Management in last 10 years starting backwards from 01.04.2020. (2 marks will be awarded for each year of experience upto a maximum of 20 marks)	20		
2	Average annual turnover for the last three financial years (2017-18, 2018-19 & 2019-20). (4 marks will be awarded for every 10 cr up to maximum of 20 marks)	20		
3	Digital and Social Media Management projects worth 2 Cr undertaken for Government / PSUs / Private Sector in the last 3 years. (Maximum of 4 projects will be considered for this RFP) If the project is related to tourism then 5 marks would be awarded for each project. If the project is a non- tourism project then 4 marks would be awarded for each project.	20		
4	National / International Awards won in Digital and Social Media Management for the projects undertaken by the company. (2 mark for each National / International Award for a maximum of 10 Marks)	10		
	Technical Score (out of 70)	70		