



Delhi Tourism

# **Request for Proposal for Engagement of Agency for Digital Media Management & Mobile Application**

**Delhi Tourism and Transportation Development Corporation Ltd.**

(A Govt. of Delhi Undertaking)

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## Disclaimer

All information contained in this **Request for Proposal (RFP)** provided is in the good interest and faith. 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.

**Delhi Tourism and Transportation Development Corporation Ltd.(DTTDC)** reserve 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. **Delhi Tourism and Transportation Development Corporation Ltd.**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. **Delhi Tourism and Transport Development Corporation Ltd.**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 DTTDC (<http://www.delhitourism.gov.in>)

Neither DTTDC nor their employees or associates will have any liability to any prospective Bidder interested to apply or any other person under the law of contract to the principles of unjust enrichment or otherwise for any loss, expense or damage which may arise 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 **DTTDC** 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 **DTTDC** and shall not be used by the Bidder for any other purpose, distributed to, or shared with any other person or organization.

**Delhi Tourism & Transportation Development Corporation Limited**  
**(A Government of Delhi Undertaking)**  
**18-A, DDA SCO Complex, Defence Colony, New Delhi, 110024**

## **e- Tender Notice**

DTTDC invites offer for engagement of Agency for Digital Media Management and design and development of Mobile Application for Delhi Tourism. The tender document with terms and conditions can be downloaded from <https://govtprocurement.delhi.gov.in>

Corrigendum if any, will appear only at e-procurement website of GNCTD (<https://govtprocurement.delhi.gov.in>)

**General Manager**  
**Delhi Tourism**

## Abbreviations

Abbreviation	Description
EMD	Earnest Money Deposit
LoI	Letter of Intent
DTTDC	Delhi Tourism and Transportation Development Corporation Ltd.
MIS	Management Information System
MoU	Memorandum of Understanding
NIT	Notice Inviting Tender
SLA	Service Level Agreement
SP	Service Provider
SPOC	Single Point of Contact
GNTCD	Government of National Capital Territory of Delhi

## Definitions

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

**Bidder** means any eligible entity as per the criteria 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 Delhi Tourism and Transportation Development Corporation Limited, New Delhi known as the first party.

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

**Contract** means the agreement entered into between the Client and the Service provider (Successful 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 DTTDC , 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.

**Specification** means the functional and technical specifications or scope 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.



## 1. Request for Proposal

The intent of this RFP is to invite proposals from the Agencies/Companies (also referred to as bidders) to enable DTTDC for Engagement of Agency for Digital Media Management and creation of Mobile App.

### 1.1 Fact Sheet

S.no	Item/Events	Description
a)	Cost of Bid document	Free
b)	Earnest Money Deposit	INR 1,00,000.00 (One lakh Only) to be paid in form of Demand Draft as mentioned in RFP
c)	Date of Publishing and Downloading E-Tender	<a href="#">31.07.2019 AT 03:00 PM</a> <a href="http://www.govtprocurement.delhi.gov.in">http://www.govtprocurement.delhi.gov.in</a>
d)	Date & Time for Pre-Bid Meeting	<a href="#">06.08.2019 at 11:30 AM</a>
e)	Last Date of Receiving Pre Bid Queries	<a href="#">07.08.2019 by 03:00 PM</a>
f)	DTTDC response to queries by	<a href="#">13.08.2019 by 01:00 PM</a>
g)	Submission of Bids (Technical +Financial)	<a href="#">23.08.2019 by 02:00 PM</a>
h)	Bid Opening	<a href="#">23.08.2019 at 02:30 PM</a>
i)	Presentation	will be informed to the bidders
k)	Financial Bid Opening	will be informed to shortlisted bidders
l)	Contact Details	<b>Mr. SudhirSobti, Chief Manager (PR &amp; Publicity)</b> <b>Mr. Kripal Singh, Dy. Manager (PR)</b> <b>Mr. Maniksha Bakshi, Dy. Manager (IT)</b> Delhi Tourism & Transportation Development Corporation Ltd. 18-A, D.D.A. SCO Complex, Defence Colony, New Delhi – 110024, <b>Ph: 91-11-24647005, 24698431, 24618026, 24698393</b> <a href="mailto:tenders.delhitourism@gmail.com">tenders.delhitourism@gmail.com</a>

## **1.2 Pre-Bid Meeting**

DTTDC will host a pre-bid meeting as per the schedule given in this RFP. A Pre-bid meeting may be organized to provide clarifications sought by the bidders.

Bidders are permitted to submit their queries in writing on email ids above to DTTDC in format at least two days before pre bid meeting date and time.

\*Any future Corrigendum/Information/Reply to Pre-bid Queries shall be posted only on website <http://www.govtprocurement.delhigov.in>

## **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 five Sections viz:

- 1.3.1 Section I: Introduction
- 1.3.2 Section II: Bidding Procedures
- 1.3.3 Section III: Project Requirements
- 1.3.3 Section IV: Instructions to Bidders
- 1.3.4 Section V: Formats & Templates

# **Section I: Introduction**

## **1. Introduction**

### **1.1 Introduction to DTTDC**

Delhi known as the city of cities is the capital of India. The city, offers visitors a sumptuous banquet of history and heritage seamlessly in tune with its transformation as one of the world's fastest growing and largest metropolises today. Delhi has numerous things to offer the tourists from UNESCO World Heritage sites, culture, and historic sites among many others. Also popular as a film shooting destination. Since the last few years Govt. of Delhi has taken several initiatives to establish Delhi as a leading tourism destination. In the process, Delhi Tourism had created digital presence through its website and social media channels. In the same lines, Delhi Tourism is in the process of engagement of agency for carrying out digital media activities and creation of Mobile App. The mobile App shall act as a handy tool on smart phones for assistance of the Tourist.

### **1.2 Objectives of the Project**

The main objectives are:

- Active presence of Delhi Tourism in Social & Digital Space for creating awareness of tourist destinations of Delhi & to increase tourist inflow in the city. To establish better connect with the targeted audience in terms of digital reach with quality creative and inputs from agency involved.
- To keep website updated & maintained according to current marketing needs and practices.
- Online Reputation Management & Social Listening in an effective manner to strengthen brand positioning and recall value of Delhi Tourism.
- To facilitate Media tie-ups for increased awareness about tourism related activities and events.
- To create quality content to facilitation
- Moderation of the social media pages
- To create a reliable and resourceful presence on digital media so travelers can start recognizing it as a brand.
- Use all the digital momentum to gain traction on the website where we can add more itineraries and make it a platform to sell packages.
- Enhance the marketability of DTTDC for the domestic and international market.
- Mobile App to assist Tourist with online help on smart phones.

# **Section II: Bidding Procedures**

## **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 DTTDC in three parts as mentioned in the following sections:-

### **2.1 Tender Document Cost and Earnest Money Deposit**

2.1.1 EMD must be submitted in the form of Demand Draft drawn at Delhi & issued in favor of Delhi Tourism and Transportation Development Corporation Ltd. from any nationalized bank.

**Note:** Bidder must upload scanned copies of above along with the Tender Document

### **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 authorized 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 15-16, 16-17, 17-18)
- 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 Permanent Account Number (PAN) from Income Tax authorities of bidder along with certified photocopy
- 2.2.8 GST details of bidder

- 2.2.9 Other documents as mentioned in the Pre-Qualification Criteria section of this document.
- 2.2.10 The team composition, including SPOC, as proposed by the bidder shall be specified clearly in the Technical bid.

### **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 (<http://govtprocurement.delhi.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 & comprising of maximum of 3 volumes(if required), with file name clearly mentioning: "PQ and Tec bid for RFP part-1/2/3"

3.3.2 Commercial Proposal –"Format 6: Commercial Bid"

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 out rightly rejected and no correspondence in this regard will be entertained.

#### 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 reputed companies/ agencies should be registered entity and must have been in operation for a minimum period of <b>five years</b> as on 31 <sup>st</sup> March, 2019	Certificate of Incorporation/Registration Pan Card GST Registration
2.	The Agency should have an average turnover of Rs 5 Crore during the last three financial years (i.e 2016-17, 2017-2018, 2018-2019).  The agency should have positive Net worth as on 31/03/2019	Audited Balance Sheet & Profit & Loss A/c along with auditors report is to be submitted. Un-audited Balance Sheet & Profit & Loss Account for the financial year 2018-19 may be submitted in case of pendency of audit. <b>A certificate of average turnover &amp; net worth duly certified by a Chartered Accountant is to be submitted.</b>
3.	The agency must have at least three years of experience in Digital Media Management and Mobile Apps development and must have completed three projects of 10 lacs each or two completed projects of 15 lacs each or one completed project of 25 lacs in Government, PSU or leading private organization.	Undertaking or Relevant Document
4.	Mandatory certification mentioning that bidders have not been blacklisted by any of the State or Central Government organization and should not have been found guilty of any criminal offence by any Court of law	Undertaking or Relevant Document
5.	The bidder should not have been blacklisted by any Government/Semi Government organizations in India, as on date of submission of bid.	Format 3: Declaration Regarding Clean Track should be attached for the bidder.



## 4.2 Technical Evaluation Criteria

S.No	Parameters	Maximum Score
1.	No. of years of Experience in work relating to Digital Media Management and Mobile App Development. (10 marks for minimum 3 years as on 31 <sup>st</sup> March 2019 and 1 marks each for every additional year of experience upto a maximum of 20 marks)	20
2.	Average annual turnover for the last three financial year (2016-17, 2017-18, 2018-19).  (10 marks for minimum 5 Cr and 1 marks each for additional turnover of Rs. 1 Cr each up to maximum of 20 marks)	20
3.	Digital and Social Media Management and Mobile App Development projects worth Rs. 10 lacs and above undertaken for Government / PSUs / Private Sector in the last 3 years.  ( 2 marks shall be awarded for each project worth Rs 10 lacs or more than 10 lacs undertaken for Govt./PSU/Private sector)	20
4.	National / International Awards won in Digital and Social Media Management and Mobile App Development for the projects undertaken by the company/entity  (2 mark for each National / International Award for a maximum of 10 Marks)	10
	<b>Minimum Marks Required to Qualify</b>	<b>40 **</b>
5.	<b>PRESENTATION:</b> <ul style="list-style-type: none"> <li>• Understanding of the Project Requirements</li> <li>• Approach &amp; Methodology including but not limited to the following : <ul style="list-style-type: none"> <li>- Proposed brand vision and social media strategy for Delhi tourism</li> <li>- Content Development Strategy</li> <li>- Proposed timelines of deliverables</li> <li>- Innovative ideas and suggestions (Without any extra cost)</li> <li>- Proposed Architecture of Mobile App</li> </ul> </li> </ul>	30
	<b>Minimum Qualifying Marks in Presentation</b>	<b>20 **</b>
	<b>Total</b>	<b>100 **</b>

### Note:

**\*\* 1. Technical Score less than 60 marks will not be considered for Financial Bid.**

**\*\* 2. The bidder/agency Not securing minimum qualifying marks in each of the above stages i.e. Technical Evaluation and Presentation, even if securing more than 60 marks, will not be considered for next stage i.e. Financial Bid.**

4.2.1 DTTDC will assign points to the technically qualified 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.

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 1 year contract period, the contract can be further extend for a period of 12 month, on the basis of performance, at a maximum increment of 10% on the agreed rates on similar terms and condition, on a mutually agreeable basis.

The bids of bidders who have cleared the Minimum Qualification Score shall be ranked on the basis of the Technical cum Creative bid marks (Stm) and declared "Technically Qualified Bids".

The Technical Bid Score "**St**" of the bidder shall be derived as under:

$$\mathbf{St = (Stm / SH),}$$

Where; St is the total Technical & Presentation marks.

**Stm**= Total Technical and Presentation Bid marks of the bid under consideration.

**SH**= Highest total technical and Presentation bid marks amongst all evaluated bid.

The commercial bids of those whose technical bids qualify are opened, and would be evaluated as per the following:

$$Sf = (FL/F),$$

Where; Sf is the financial score.

FL is the value of the lowest commercial bid.

F is the price quoted in the bid under consideration.

#### **4.4 Overall Evaluation Criteria**

The total score of the bidder will be determined as under.

$$\text{Total Score (Ts)} = (70 \times St) + (30 \times Sf)$$

The Bid of the bidder, who obtains the highest Ts value, will be rated as the Best Bid and will be awarded the contract. In the event of a tie, the bid with the highest technical score (St) will be rated as the best bid.

Beyond that, DTTDC will

Decide the matter in its full discretion.

### **5. Bid Evaluation Process**

#### **5.1 Bid Evaluation Committee**

The bid evaluation committee constituted by DTTDC 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/Agency's capacity, skill base and other Bidder attributes as claimed therein are consistent with the needs of this project.

5.2.3 DTTDC 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 at a date, time and venue as informed by DTTDC. 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 Delhi Tourism.
  - Content Development Strategy
  - Proposed timelines of deliverables
  - Innovative ideas and suggestions
  - Proposed Architecture of Mobile App – This shall not be limited to suggestive scope of work mentioned for in this RFP.
- 5.3.3.3 Detailed Project Plan
- 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 for 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 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 LoI**

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

### **6.2 Signing of Contract**

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

# **Section III: Project Requirements**

## 7. About the Project and Objectives

Followings are the main things need to be looked into:

- Promote Delhi as a tourist destination
- Promote Delhi as a Film Shooting Destination
- Promote DTTDC as a service provider
- Promote the various policies of DTTDC
- Promote various events organized by DTTDC/Govt. of Delhi

### 7.1 Scope of Work

Delhi Tourism and Transportation Development Corporation Ltd. invites bid for **Engagement of an agency for Digital Media Management and Mobile Application**

#### A. Scope of Work for Digital Media Management

7.1.1 The agency will be responsible for handling, managing & maintenance of all official social media handles of Delhi Tourism. The agency should analyze DTTDC's present and potential social media presence. 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 & Youtube). Thus preparing a Social Media Strategy for DTTDC and create social media programmes and submit for approval. Followers have been listed below:

	<b>Facebook</b>	<b>Twitter</b>	<b>Instagram</b>	<b>Youtube</b>
Followers as on <b>31 July 2019</b>	28,874	4,159	5,834	254

7.1.2 The social media management will consist of post creation, posting , responding to the audience on respective channels & driving innovative campaigns. The agency needs to provide a detailed plan of ideas and timing and shall also be responsible for all the content, creative and communication done across social media platforms from all social accounts.

- 7.1.3 The agency shall ensure that there is uniform communication across all channels.
- 7.1.4 Website upgrade, that includes Addition /Editing /Updating of content (text images)and if required design template creation/ changing of templates in coordination with DTTDC and C-DAC (Centre for Development and Advanced Computing).
- 7.1.5 **Innovative Campaigns:** The agency shall be responsible for carrying out innovative programme/ campaigns with influencers/ industry partners who are have a strong digital presence, to support & sustain digital brand image of Delhi Tourism with to media houses throughout the tenure as & when required. It shall include creative inputs, development, monitoring contests relevant to the brand to ensure increase in follower base.
- 7.1.6 **Content Creation:** The agency shall be responsible for creating content as per deliverables be it creative posts, live videos, videos or any other form of content. 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, twitter, trends, hashtags and other evolving trends.
- 7.1.7 **Media Tracking:** Use of good industry standard monitoring tool for analyzing comments / remarks about Delhi in various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, national & international.
- 7.1.8 **Photo Bank:** A still Photo Bank with cataloguing needs to be developed consisting of at least 100 high quality and high resolution aesthetic photographs (Corbis or Getty Images quality) per year on various themes / aspects of tourism in India.Procuring photographs and videos as may be required, for one time usage.
- 7.1.9 **Online Response Management:** Proper response posting on queries, removal of non-relevant posts/information/offensive posts.
- 7.1.10 **Copyright:** Content shared online must be copyright protected and unauthorized use of this must be monitored.
- 7.1.11 **Reporting:** The agency must submit a weekly report, to Delhi Tourism on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of Delhi on the Social Media Platforms and the results achieved.



7.1.12 The selected agency shall submit an operational/media purchase plan, for social media management for approval to the competent authority in DTTDC.

7.1.13 Any mailer/promotional material shall be sent from DTTDC authorized point only, after its due approval by DTTDC.

### **Event Based Posts and Boost (as and when required)**

- 1) Delhi Tourism hosts a lot of events during the year and the agency will have to create special creatives based on the theme of the events
- 2) Creation of event on relevant platforms of DTTDC social media accounts
- 3) Posting of all approved creatives on all social media platforms for - pre event buzz, - during the event, - after the completion of the event
- 4) Boosting Plan to be approved by DTTDC and managed by the agency's credit cards
- 5) Live Feeds from events to be managed by the agency
- 6) Creation of detailed report of each event
- 7) All boosting/media purchases for any platforms shall be as per plan created and approved by DTTDC. The boosting demographic area shall be limited to regions as discussed and approved under the social media plan and budget.
- 8) Focal media for all the social media initiatives for the event shall be the DTTDC website i.e. [www.delhitourism.gov.in](http://www.delhitourism.gov.in). The linkage from this focal point may lead to the detailed webpage/website created for the DTTDC event, if any, authorized by DTTDC.
- 9) Any data collected/generated from the event in any form shall be the property of DTTDC.

### **Key Influencer Programme (as and when required)**

- i) Planning and executing a "Key Influencer Program" on Social Media platforms.
- ii) The Influencer program will aim at engaging Top 50 influencers in the tourism industry.
- iii) The Influencer program will focus on blogs & forums and other social media platforms.
- iv) The Influencer program will need to generate content for social channels and blogs, web listings, directory submissions etc. and spread awareness about Delhi.

The **SUGGESTIVE** Scope of work for Creation of Mobile Application (Apps) is as under;

**B. SUGGESTIVE Scope of Work for Design, Development and Maintenance of Mobile Apps for Delhi Tourism Compatible with Google Play Store and Apple iStore**

**SUGGESTIVE Functional Specification and Scope of Work for Mobile Apps**

The requirements of the project can be easily broken down into sections as per the details given below :-

1. Scope of Work of Mobile Apps of Delhi Tourism, Govt. of Delhi
2. Admin user- Content Management System functional requirement specification
3. Mobile platform requirement
4. User interface requirements
5. Technology and server requirements
6. Testing
7. Timeline & Deliverables
8. Training
9. Support
10. Intellectual property rights
11. General Terms & Conditions
12. Implementation of Mobile Application Software
13. Condition

**Scope of Work :** This section lists the **Suggestive** Functionality as well as the requirement for the aspects of Mobile Apps of Delhi Tourism, Government of Delhi .

**Tourism in Delhi**

**1. About**

- 1.1 History of Delhi
- 1.2 How to Get There
- 1.3 Climate
- 1.4 Cuisine
- 1.5 Festivals of Delhi
- 1.6 Location Map of Delhi
- 1.7 Facts at a Glance
- 1.7.1 Area

- 1.7.2 Population
- 1.7.3 Capital
- 1.7.4 Language
- 1.7.5 Time
- 1.7.6 Currency
- 1.7.7 Religion
- 1.8 Districts
  - 1.8.1 History
  - 1.8.2 Where to Stay
  - 1.8.3 Where to Eat
  - 1.8.4 Art and Craft
  - 1.8.5 Tourism Information Points
  - 1.8.6 Places of Interest
  - 1.8.7 Bird Watching points
  - 1.8.8 Fishing points
  - 1.8.9 Haveli's of Old Delhi / Shahjehanabad
  - 1.8.10 Yoga Centres
  - 1.8.11 Naturopathy Centres
  - 1.8.12

**2. Explore Destination on Tourism Experience** ((Add to Favorite, Get Directions/Driving Directions, About, Get There, Near by and Each linked with Google Map and Photos of concerned location.

- 2.1 Pilgrim Destination
- 2.2 Heritage Spots
- 2.3 Weekend
- 2.4 Nature Discovery
- 2.5 Heritage
- 2.6 MICE Destinations
- 2.7 Farm Tourism
- 2.8 Adventure Journey

**3. Explore Important Tourist Places** ((Add to Favourite, Get Directions, About, Get There, Nearby and Each linked with Google Map and Photos of concerned location.

- 3.1 History
- 3.2 At a Glance
- 3.3 How to reach
- 3.4 Places to visit
- 3.5 Important Tourist locations
- 3.6 Places to Stay
- 3.7 Nearby places to visit
- 3.8 Location Map
- 3.9 Best Time to Visit
- 3.10 Gallery(Photo & Video)

- 3.10.1 Uploaded by Delhi Tourism
  - 3.10.2 Uploaded by Users
  - 3.11 No. of Likes/Like It/Share/Add to Wishlist  
(District/city/location wise)
  - 3.12 Comment: User should be able to add comment about any location
    - 3.12.1. App should show last 10 comments
  - 4. **Packages**
    - 4.1 Tour Packages
    - 4.2 Film Shooting Locations
  - 5. **Stay Accommodation**
  - 6. **Festivals**
    - 6.1 Garden Tourism Festival
    - 6.2 Mango Festival etc. etc.
  - 7. **On Line Tour Booking**
  - 8. **On Line Space booking System**
  - 9. **Media Gallery** (Photo Gallery, Audio Gallery, Video Gallery)
- Location/other category wise
- 10 Money Convertor**
  - 11 Complaint and Grievances**
  - 12 Social Media Share**
    - 12.1.Share functionality on all major screens Images and
    - 12.2.Share On Faceook
    - 12.3.Share on Twitter
    - 12.4.Share on Instagram
  - 13. Like/Favorites**
  - 14. Search(On the Top of App screen)**
  - 15. Refer the App**
    - 15.1.Invite on Email & SMS
    - 15.2.Invite On Facebook
    - 15.3.Invite On Twitter
  - 16. Settings**
    - 16.1.Update profile
    - 16.2.retrieve/change password
  - 17. Push Notification**
    - 17.1.Notification in APP on every Major event
  - 18. Feedback and Ratings**
    - 18.1.Feedback Form
    - 18.2.Rating Option to rate the product on Google & Apple Store.
  - 19. Faqs**
  - 20. Emergency:**

- 20.1. Emergency Number for Police
- 20.2. Fire
- 20.3. Hospital
- 20.4. Ambulance
- 20.5. Tourism Office
- 21. **Analytics**
  - 21.1. Google Analytics
- 22. **Miscellaneous**
  - 22.1. Descriptive App icons
  - 22.2. Unique splash screen
- 23. **Contact us**
  - 23.1. Email Contact Option to Delhi Tourism Office
  - 23.2. Phone Contact Option to Delhi Tourism Office

In addition the mobile app may also have HARK type (Handy Audio Recorded Kit) facility which may enable the tourist to hear / read the description / information of a tourist point. E.g. If a Tourist is in Diwan e Khas a Red fort and he wants to see description of this place there should be a chip / QR Code at this particular location bearing a certain number. The Tourist should press this number on his mobile and get connected to this. This will give a very authentic information of that particular part of the monument.

**The Mobile app may include brief Audio/Visual information by celebrity from Delhi citing brief description of various tourist sites. Different description of Audio/visual information may be made available for children.**

**The Mobile App may also contain other related information on various travel plan and calendar of events of DTTDC. Information about the Bed and Breakfast establishment in Delhi may also be made available on the App.**

## **2. Admin User- Content Management Functional Requirement Specification**

This section lists the specific end functionality as well as the requirements for all aspects of the admin user-Content management tool. To manage all mobile application contents, separate user friendly content management system (CMS) tool needs to be developed.

## **2.1 General Design Guidelines for CMS Application**

Following list will provide the general guidelines followed for CMS application design.

1. User should be able to create, update, publish/unpublished and delete the data.
2. User should be able to search the data.
3. User should be able to sort the data.
4. CMS should support two levels of user.
  - a. Admin User - Can perform all the CMS functions.
  - b. Normal User - Can perform all the CMS features except Publish, Delete and editing any record in the system. Normal user cannot create any new user.
5. CMS should be protected using HTTPS for secure access of information and access for CMS users

## **2.2 Reporting Requirements**

As per the requirement of DTTDC, following reports will be needed for the Admin:

1. Audit Log Screen will be provided to admin user to check the activities performed by all users. The data will be available only in read-only mode.
2. Admin User will be able to see the list of login/logout information for the user through Authentication report screen.
3. Admin User will be able to see the list of notifications sent to the devices through notification screens. Data will be only in read only mode.
4. Google and iPhone provides the required details on their console along with app publishing.
5. Google Analytics

## **3. Mobile Platform Requirement**

- Android
- Apple iOS

## **4. User interface requirements**

- All icons must be crisp, clean, and distinguishable and should be as per guidelines of mobile application platform.

- All buttons and objects must be reactive to touch and work as intended.
- All functions must stay within the mobile platform boundaries.
- All data must be easily viewable on different Mobile platform matrix of section 3.4.

## 5. **Technology and Server Requirements**

- App should be developed on native platform and no hybrid platform should be used
- Mobile App development should be in English language.
- Admin CMS application should be developed in PHP/.net and uses MySql/MS SQL open source Database
- CMS system should be hosted on vendor's own and secured server.
- Vendor will setup and deploy Admin CMS application, Web Application on his own server or equivalent cloud based server.
- Vendor has to ensure the development of mobile application as per guidelines issued by Application stores. For ex: Google play, iTunes etc. Vendor has to submit mobile app binary to iTunes app store and Google play store

## 6. **Testing**

- Vendor is expected to perform comprehensive mobile application testing as part of the project scope.
- The test plans, test cases and results for each of the phases will be shared by vendor.
- Vendor has to facilitate User acceptance testing environment.
- A security Audit of Complete Application be done by Vendor

## 7. **Timeline and Deliverables**

- Vendor is expected to deliver the mobile application on application store (Google Play & Apple) at the earliest.
- Vendor has to share the Design Documents based on the mobile Requirement document for Review & Sign-off.
- User Manual, Admin Manual, Test Cases, Test Plan and QA Results for User Acceptance testing.
- Application Code, Web API's.

- Deployment document
- Source Code of Mobile App along with CMS as well as Web Application be the property of DTTDC

## 8. **Training**

For the effective uses of the supplied software/application licenses & their functionalities, the selected vendor must compulsorily provide classroom training for 4 DTTDC officials at New Delhi. Following training needs are to be provided by Vendor as part of the scope:

- Content Management Training
- Deployment & Hosting Training
- Application Submission Training
- Support Handover

## 9. **Support**

The DTTDC requires application, billing and account support be available from the vendor preferably in India. Bidder must be able to assign a dedicated account representative with support specifically to DTTDC and handle account management issues.

Minimum support period is 2 Year after DTTDC acceptance of deliverables.

## 10. **Intellectual Property Rights**

The Intellectual Property Rights of the application will rest with DTTDC.. The vendor will provide the source code of the application to DTTDC at the time of sign-off

## 11. **General Terms & Conditions**

1. The input, output design and data structure formation should be done in consultation with DTTDC.
2. The Work flow for Mobile Application should be prepared in consultation with DTTDC and should be approved by DTTDC.
3. The Mobile applications should be developed in any of language like .net, PHP, HTML5, JQuery etc after consulting DTTDC
4. During the trial run of applications, if bugs found that should be rectified .

## 12. **Implementation of Mobile Application Software**

The Mobile applications software should be tested at Corporate office of DTTDC in the available Servers using network infrastructure (Internet & Intranet) . Once the testing of Mobile applications software is successful, the apps should be on live.



### 13. **Condition**

- Maintenance, implementation and support must be provided with for 2 years as part of the tender
- No extra cost shall be paid by DTTDC for supply, installation and implementation, updation / upgradation of any software/device wherever it is necessary for its optimum functioning
- In case any of parts of the provided solution is found to be insufficient to support DTTDC requirements post submission of bid, the vendor shall provide the same at no extra cost to DTTDC

### **Functional Specification and Scope of Work for Design, Development of Mobile App in Android and Apple IOs**

Delhi Tourism intends to develop the Mobile Apps in Android and Apple IOs with Design/Layout of Mobile Apps. The Mobiles apps are to be uploaded on Android and IOs Platforms. In addition the Mobile App is also to be integrated/ uploaded in the UMANG app of Government of India.

#### a) **Mobile Platform Requirement**

- Android
- Apple iOS

#### b) **User interface requirements**

- All icons must be crisp, clean, and distinguishable and should be as per guidelines of mobile application platform.
- All buttons and objects must be reactive to touch and work as intended.
- All functions must stay within the mobile platform boundaries.
- All data must be easily viewable on different Mobile platform matrix

#### c) **Technology and Server Requirements**

- App should be developed on native platform and no hybrid platform should be used
- Mobile App development should be in English language.
- Vendor has to ensure the development of mobile application as per guidelines issued by Application stores. For ex: iTunes etc. Vendor has to submit mobile app binary to iTunes app store
- Web Services are to be provided by National Informatics

Centre, Delhi and the bidders has to work with NIC, Delhi as per their guidelines

d) **Testing**

- Vendor is expected to perform comprehensive DTTDC mobile application testing as part of the project scope
- The test plans, test cases and results for each of the phases will be shared by vendor with DTTDC

Vendor has to facilitate User acceptance testing environment for DTTDC.

e) **Timeline and Deliverables**

- Vendor is expected to deliver the mobile application on application stores (Android / Apple IOs) at the earliest.
- Vendor has to share the Design Documents based on the DTTDC Requirement document for DTTDC Review & Sign-off.
- User Manual, Admin Manual, Test Cases, Test Plan and QA

Results for User Acceptance testing.

- Application Code.
- Deployment document

f) **Intellectual Property Rights**

The Intellectual Property Rights of the application will rest with DTTDC. The vendor will provide the source code of the application to DTTDC at the time of sign-off

g) **General Terms & Conditions**

- The input, output design and data structure formation should be done in consultation with National Informatics Centre, Delhi and the same should be approved by him.
- The Work flow for Mobile Application should be prepared in consultation with National Informatics Centre, Delhi ) and should be approved by him.
- The Mobile applications should be developed in any of language like .net, PHP, HTML5, JQuery etc after consulting with National Informatics Centre
- During the trial run of applications, if bugs found that should be rectified.

h) **Implementation of Mobile Application Software**

The Mobile applications software should be tested at Office of DTTDC/ NIC in their available Servers using network infrastructure (Internet & Intranet)

Once the testing of Mobile applications software is successful, the apps should be on live.

#### I) **Settings Screen**

End user will have option to share this app, report bug or request for any feature, change text size & manage push notifications

#### J) **Push Notifications**

The mobile application will have push notification feature for end users with ability for the user to Accept/Decline receiving these notifications

### **7.2 Acceptance Criteria**

7.2.1 DTTDC will accept the commissioning and dashboard Go-Live only as described earlier

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

### **7.3 Service level Requirements (SLR)**

#### 7.3.1 Parameters for Service Level Agreements & compliance

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

#### 7.3.2 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.
- Review of entire campaign would be done on monthly & quarterly basis.
- 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 month of completion of one year term.

#### 7.3.3 Digital Media Condition

- There should be substantial growth in number of Followers/ Impressions/ Tagging Engagement etc. for Delhi 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 the tourism team at the time.

S.No	Platform	No of Post	Frequency
1.	Facebook	7	Weekly
2.	Instagram	7 post, 5 repost	Weekly
3.	Twitter	10 Tweets, 15 Retweets	Weekly
4.	Youtube	2	Monthly
5.	Pinterest	6	Weekly
6.	Blogs	4	Monthly

- All posts and queries received between 9 am to 8pm should be replied within 30 minutes. Removal of Non relevant posts / information/offensive from all social media handles should be done within 30 minutes.
- No. of posts on DTTDC Projects – one per platform/every two weeks
- Key word analysis based on content and competitor websites.  
([www.delhitourism.gov.in](http://www.delhitourism.gov.in))

#### 7.3.4 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, DTTDC.
- 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, DTTDC 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 without any further communication & performance guarantee shall also be forfeited.

## 8. Exit Management

Service provider has to support an orderly, controlled transition of responsibility for the provision of services/ from the Service provider to the new Service provider without any disruption in the vices to DTTDC. The Service provider is required to submit the Exit Management Plan 6 month before the completion of the contract. The Exit Management Plan

shall be based on mutually agreed terms & conditions between Service provider and DTTDC.

The DTTDC can:

**8.1** Continue using the solution, in case the bidder opts to transfer the solution to DTTDC. The DTTDC, 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 DTTDC, however reserves the right to re-negotiate terms of the contract for another year.

## **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 comprehensive Proposal.

9.1.4 To provide necessary collaterals to substantiate 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.

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 O&M period.

9.1.15 The Service provider 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 DTTDC.

- 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.

## **9.2 DTTDC's Responsibility**

DTTDC will have the overall responsibility for the smooth implementation of the whole project DTTDC 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.
- 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**

## **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 DTTDC**

All the communication to DTTDC including this RFP and the bid documents shall be signed & stamped 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, DTTDC 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.delhitourism.gov.in/>) or (<http://govtprocurement.delhi.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 consideration the amendments while preparing their bids the Tendering Authority, at its discretion, it 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 price revision during the contract period.

#### 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 dates 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

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

DTTDC may terminate the RFP process at any time and without assigning any reason. DTTDC make commitments, express or implied, that this process will result in a business transaction with anyone RFP does not constitute an offer by DTTDC.

### **10.1.9 Disqualification of Bids**

10.1.10 DTTDC 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 attachment 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 or 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 bribe or other illegal gratification, shall be disqualified from the process at any stage.

#### 10.1.11 Right to Accept/Reject any or all Proposals

DTTDC reserves the right to accept or reject any proposal, and to annul the bidding process and rejects 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 DTTDC .

#### 10.1.12 Contract Duration

The bidder will be required to sign a contract for total duration of System Implementation for one year which may be extended to another year, as may be agreed upon mutually by DTTDC and the successful bidder.

#### 10.1.13 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.

#### 10.1.14 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 dates for receipt of proposal 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.

#### 10.1.15 Penalties

The Bidder fails to deliver within the agreed time-period, the DTTDC shall be entitled to impose aspenalties, as mentioned in Clause 7.3: Service level Requirements (SLR) of Section III: Project requirements of this RFP. Once the maximum is reached, DTTDC may consider termination of thecontract.

#### 10.1.16 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, or other the ories 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 correlating 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

#### 10.1.17 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 as mentioned earlier.
- 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.
- Unsuccessful Bidder's Bid security shall be discharged or returned within 60 (sixty) days of expiration of the period (without any interest) of proposal validity prescribed by DTTDC 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 for its proposal
  - In case of successful bidder, the said bidder fails to sign the agreement within 15 days.
  - In case the successful bidder, fails to submit the performance security, as defined in this RFP

#### 10.1.18 Performance Security

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

This Performance Security of INR 10% of the Bid Amount, in favor of DTTDC payable at Delhi 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 6 months after the expiry of the contract.

The bidder will also be required to further extend the BG, in case the DTTDC extends the contract, to the 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, DTTDC reserves the rights to terminate the contract, and forfeit the BG.

#### 10.1.19 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.
- 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 GST, which shall be payable extra on prevailing rates.

#### 10.1.20 Payments

The process to be followed will be as under:

- The DTTDC shall pay all invoices within 30 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.

#### 10.1.21 Resolution of Disputes

DTTDC 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, DTTDC and 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. The mechanisms may include, but are not restricted to, conciliation mediated by a third party.

In case of a dispute or difference arising between the DTTDC 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 by MD, CEO, DTTDC and the decision may be final.

#### 10.1.22 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.

#### 10.1.23 Applicable Law

The contract shall be interpreted in accordance with appropriate Indian Laws and jurisdiction would be the Delhi District Court. All activities undertaken after the contract is finalized should be as per the provisions of IT Act and directives of the Govt. of India, Govt of GNCTD and DTTDC.

#### 10.1.24 Taxes and Duties

The bidder shall be entirely responsible for all other taxes, duties, license fee, Octroi, road permits etc. increase in base rates will be allowed during the period of the contract.

#### 10.1.25 Ownership and Use of Data

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

#### 10.1.26 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:

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

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.

#### 10.1.27 CONSEQUENCES OF TERMINATION

In Circumstances mentioned above the Tendering Authority may forfeit the security deposit /Guarantee.

#### 10.1.28 TERMINATION OR 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.

#### 10.1.29 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, 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.

#### 10.1.30 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.

#### 10.1.31 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 annul 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.

#### 10.1.32 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 the 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, DTTDC 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.
- 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/Delhi 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 DTTDC, and based on the information or data owned by DTTDC, shall vest with DTTDC. The source code along with administrative passwords of the application is required mandatorily by the



DTTDC. DTTDC will have the IPR for all the functional processes and process flows therein.

#### 11.1.6 Staff Retention Program

Bidder will put in place systems to ensure that the resources are not changed frequently for internal poses. 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. The name and details of the operation staff be conveyed to DTTDC.

#### 11.1.9 Industrial Relations and Discipline

The Bidder will put in place appropriate disciplinary procedures and ensure congenial relations with its employees. DTTDC shall not intervene in any of the disputes between the employees and management, nor can DTTDC 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 DTTDC in any circumstances. The employees of the Bidder will never claim any right to employment in the DTTDC irrespective of their status of employment with Bidder.

#### 11.1.10 Remuneration to Employees of Bidder

DTTDC 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 through RTGS.

#### 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 DTTDC and will not outsource or subcontract any or all of the services being offered to DTTDC to any company or to a company fully / partly owned by the Bidder. In such cases, contract will be ground of termination.

# **Section V: Formats & Templates**

## 12. Format 1: Bid Form

(To be submitted on letterhead of the Bidder)

To,  
Managing Director  
Delhi Tourism Transportation Development Corporation Ltd.  
18-A, DDA SCO Complex, Defence Colony  
New Delhi- 110024

Dated -----, 2019

Ref: "Request for Proposal for Engagement of Agency for Digital Media Management and Mobile Application development for Delhi Tourism"

Dear Sir,

Having examined the tender document of Request for Proposal for Engagement of Agency for Digital Media Management and Mobile App 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, DTTDC 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 1,00,000/- (INR One lakh only)** as required.

Signature of the Bidder

With stamp and date

### 13. Format 2: Bidder's Profile

(To be submitted on letterhead of the Bidder)

<b>Technical proposal submission form</b>		
<b>Section 1: Organizational Details / Personal details</b>		
1.1 Name of the Firm / Organization / Individual		
1.2 Address of the Registered 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 alongwith mobile/phone/email etc.		
1.6 Type of Entity <input type="checkbox"/> Partnership <input type="checkbox"/> Company <input type="checkbox"/> Proprietorship <input type="checkbox"/> Other (Please specify)		
1.7 Are you on the panel of any Govt. agency <input type="checkbox"/> Yes <input type="checkbox"/> No		
<b>Section 2: Subject Area</b>		<b>Reference page</b>
2.1 Area of Expertise:		
<b>Section 3: Registration Details</b>		<b>Reference page</b>
3.1 Registration no. and date:		
3.2 PAN / TAN card number details		
3.3 GST registration		
3.4 Any other registration		

3.5 Name of the Bank with Account No.		
<b>Section 4: Experience &amp; Profile</b>		<b>Reference page</b>
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 and Mobile App		
<b>Section 5: Turnover of last three years (submit audit report / balance sheet / P &amp; L A/c statement) and Net worth</b>		
5.1 Turnover of last three years (submit audit report / balance sheet and P&L Statement)		
Year 1 (FY 2015-16)		
Year 2 (FY 2016-17)		
Year 3 (FY 2017-18)		
Net Worth as on 31.03.2019		
<b>Section 6: earnest money deposit (Bid Security) and validity</b>		
Details of Earnest money deposit		
Amount of EMD		

Authorized Signature of the Bidder

With Stamp and Date

(Attach documentary evidence pertaining to all the points above and mention the pages in the column above)

## 14. Format 3: Declaration Regarding Clean Track

(To be submitted on letterhead of the Bidder)

To,  
Managing Director  
DTTDC Ltd.  
18-A, D.D.A.SCO Complex,  
Defence Colony,  
New Delhi - 24

Dated -----, 2019

Ref: "Request for Proposal for Engagement of Agency for Digital Media Management and Mobile App for Delhi Tourism"

Dear Sir,  
I have carefully gone through the Terms & Conditions contained in the RFP Document regarding "Engagement of Agency for Digital Media Management and Mobile App".

I hereby declare that my company has not been debarred/black listed by any 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,

(Authorized Signature of the Bidder)

Printed Name  
Designation Seal  
Date:  
Business Address:  
Place: Bidder's signature

Date:

with seal.

**15. Format 4: Request for Pre-bid Clarifications**

<b>Bidder's Request for Clarification for Selection for Engagement of Agency for Digital Media Management No .....</b>	
<b>Name of the Organization</b>	
<b>Name and Position of the Person</b>	
<b>Full Formal Address including Phone, mobile and Email</b>	

<b>S.No</b>	<b>Page No.</b>	<b>Clause No.</b>	<b>Clause Heading</b>	<b>Query/Clarification Sought</b>	<b>Suggestion</b>



## 16. Format 5: Project Experience

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

S.no	Item	Details
<b>General Information</b>		
1.	Customer Name	
2.	Government Department	
<b>Brief Description of Scope of Project</b>		
3.	Contract Value of the Project	
4.	Total cost of the services provided (by the bidder)	
<b>Project Details</b>		
5.	Name of the Project	
6.	Start/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	

Authorized Signature of the Customer:

Name of the Customer:

Seal of the Customer:

**17. Format 6: Commercial Bid Format**

(To be submitted on letterhead of the Bidder)

**A. PRESCRIBED PROFORMA FOR COMMERCIAL BID – for Digital Media Management**

<b>S No</b>	<b>PARTICULARS</b>	<b>AMOUNT (Rs)</b>
1.	Digital Media Management for Delhi Tourism for one year	
2	GST as applicable shall be extra.	
	<b>Total Cost</b>	

Amount (in words) .....

**B. PRESCRIBED PROFORMA FOR COMMERCIAL BID – for Mobile App**

S No	PARTICULARS	AMOUNT (Rs)
1.	For Design, Development , Testing, Implementation, Trail Run and Documentation for Mobile Application, Web Service API and CMS System (for Android and Apple IOs) with AMC for Two years  (including costs of Google play store and Apple IO store)	
2.	Web server hosting Charges (per year) for the complete application	
3.	GST as applicable shall be extra.	
	<b>Total Cost</b>	

Amount (in words) .....

Sign. With stamp

Name .....

Address .....

.....

Contact No./E mail.....