



**Delhi Tourism and Transportation Development Corporation Limited
(DTTDC)**

18-A, D.D.A. SCO Complex,
Defence Colony,
New Delhi-110024

**Request for Proposal (RFP)
For
Selection of Agency for Social Media Management and
Mobile Application Development**

Offers are invited from reputed and experienced Agencies/Firms/Consortium for working with DTTDC. The RFP may be downloaded from www.delhitourism.gov.in Tender Section.

General Manager, DTTDC

Sep 2013



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**Data Sheet**

S. No.	Particular	Details
1.	Document Reference Number	PR&Pub/622/DTTDC/2013
2.	Date for Issue of RFP	4 Sep 2013
3.	Date & Time for Pre-bid Meeting	11 Sep 2013, 11:00 AM
4.	Last Date & Time for receipt of queries for Pre-bid Meeting	13 Sep 2013, 2:00 PM
5.	Date for Release of responses to the Pre-bid queries / Revised RFP	17 Sep 2013
6.	Last Date & Time for Submission of Proposals	27 Sep 2013, 3:00 PM
7.	Date & Time for opening of Technical Proposal	27 Sep 2013, 3:30 PM
8.	Date & Time for Technical Presentation	4 - 5 Oct 2013
9.	Date & Time for opening of Financial Bids	11 Oct 2013
10.	Declaration of Successful bidder	21 Oct 2013
11.	Signing of Agreement	30 Oct 2013
12.	Bid Document Fee	INR 1,050/-
13.	Earnest Money Deposit	INR 50,000/-
14.	Address for Bid Submission	Sh. Binay Bhushan General Manager, Delhi Tourism & Transportation Development Corporation Limited, 18-A, DDA, SCO, Shopping Complex, Defence Colony, New Delhi – 110024 email - gm@delhitourism.gov.in Tel. - +91 11 24624354 / 24698431 Fax - +91 11 24697352
15.	Website	www.delhitourism.gov.in www.delhigovt.nic.in/tender



S. No.	Particular	Details
16.	Method of Selection	<p>Quality cum Cost Based Selection</p> <ul style="list-style-type: none">• The Technical and Financial Scores secured by each Bidder will be added using weightage of 70% and 30% respectively to compute a Composite Bid Score.• The Bidder securing the highest Composite Bid Score will be adjudicated as the most responsive Bidder for award of the Project.• The overall score will be calculated as follows:- $C_n = 0.70 * T_n + 0.30 * F_n$where, C_n = Composite Bid Score of Bidder T_n = Technical Score of the Bidder F_n = Normalized Financial Score of the Bidder• In the event the Composite Bid Scores are tied, the Bidder securing the highest Technical Score will be adjudicated as the most responsive Bidder for award of the Project.



Section 1: Invitation for Proposal

1.1. Introduction

Tourism is one of the largest and fastest growing tertiary industries in India. Travel & Tourism generated, either directly or indirectly, United States Dollar (USD) 121 million, amounting to 6.4% of the total Gross Domestic Product (GDP) of India in 2011.

Delhi Tourism and Transportation Development Corporation Limited (DTTDC), an undertaking of the Government of National Capital Territory of Delhi, was incorporated in 1975 to promote tourism in Delhi. It has been identified as an important element in the overall institutional framework of Tourism Management in Delhi by the Ministry of Tourism, Government of India. Broadly the main objectives of the corporation are:

- To disseminate Tourism related information
- To provide tourist related services
- To provide recreational facilities
- To develop tourism infrastructure
- To train manpower for tourism

Government of National Capital Territory of Delhi (GNCTD) has taken many initiatives to strengthen the tourism ecosystem in Delhi; an important one being approaching United Nations Educational, Scientific and Cultural Organization (UNESCO) to get Delhi listed as a World Heritage City. Following this, Delhi is expected to experience an increased footfall of tourists. DTTDC offers a wide-ranging spectrum of services to tourists and also to the citizens of Delhi to promote tourism, transportation and hospitality in National Capital Territory of Delhi. The main activities carried out by DTTDC for tourism promotion are:





1.2. Goals and Objectives

- To promote tourism development in Delhi by developing tourism related facilities and information availability
- To inform and educate tourists about various avenues for tourism in Delhi
- To maximise platform functionality to enhance the user experience of the application and the respective sites (e.g. GPS)
- To effectively engage with relevant online community of users
- To facilitate easier ecommerce transactions
- To assist in Creation of Brand and Reputation Management
- To provide Customer Service and establish Feedback Mechanism
- To enable Anytime, Anywhere availability of tourism related information
- To provide timely & accurate information to tourists/visitors
- To enable User (Tourists) generated content analysis for future forecasting

1.3. Invitation to Bidders / Consortium of Bidders

The invitation is for Selection of a Firm / Agency / Consortium (maximum of 2 members for Social Media Management and Mobile Application Development for DTTDC.

- The RFP Document can be availed by making a payment of INR 1,050/- in the form of Banker's Cheque / Demand Draft during working hours on all working days at the office address from start date till last date for issue of RFP document. The RFP can also be downloaded from www.delhitourism.gov.in Tender Section.
- DTTDC may, at its own discretion, extend the date for submission of proposals. In such a case all rights and obligations of DTTDC and Bidders / Consortium of Bidders previously subject to the deadline will thereafter be subject to the deadline as extended.
- All Banker's Cheque / Demand Draft Should be in Indian Rupees and from any Nationalized / Scheduled Bank in favour of "Delhi Tourism and Transportation Development Corporation Limited" payable at New Delhi



Section 2: Instructions to Bidders / Consortium of Bidders (ITB)

2.1. Conflict of Interest

- The selected Firm / Agency / Consortium should provide professional, objective and impartial service and hold DTTDC's interest paramount.
- The selected Firm / Agency / Consortium shall not deploy former employees of DTTDC.
- The selected Firm / Agency / Consortium shall not downstream or outsource any part of the scope of work.
- The selected Firm / Agency / Consortium should not be currently associated / under agreement consideration for Tourism Promotional Mandate of State Boards which qualifies as direct competitors of Delhi. Non-disclosure of such an association will lead to termination of Agency.

2.2. Validity of Proposal

The following will be considered for the validity of the proposals deemed submitted:

- Proposals shall remain valid for a period of 120 days from the date of opening of Proposal.
- DTTDC reserves the right to reject a proposal valid for a shorter period as non-responsive.
- In exceptional circumstances DTTDC may solicit the Bidder's consent to an extension of the period of validity. The request and the response thereto shall be made in writing.
- Extension of validity period by the Bidder should be unconditional. A Bidder may refuse the request without forfeiting the Earnest Money Deposit (EMD). A Bidder granting the request will not be permitted to modify its Proposal.

2.3. Right to Accept or Reject any Proposal

DTTDC reserves the right to annul the RFP process, or to accept or reject any or all the Proposals in whole or part at any time without assigning any reasons and without incurring



any liability to the affected Bidder(s) or any obligation to inform the affected Bidder(s) of the grounds for such decision.

2.4. Fraud & Corruption

It is required that the Bidders / Consortium of Bidders submitting Proposal and Agency selected through this RFP must observe the highest standards of ethics during the process of selection and during the performance and execution of Contract.

For this purpose, definitions of the terms are set forth as follows:

- "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of DTTDC or its personnel in Contract executions.
- "Fraudulent practice" means a misrepresentation of facts, in order to influence a selection process or the execution of a Contract, and includes collusive practice among Bidders / Consortium of Bidders (prior to or after Proposal submission) designed to establish Proposal prices at artificially high or non-competitive levels and to deprive DTTDC of the benefits of free and open competition.
- "Unfair trade practice" means supply of services different from what is ordered on, or change in the Scope of Work.
- "Coercive practice" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the selection process or execution of Contract.

DTTDC will reject a proposal for award, if it determines that the Bidder recommended for award, has been determined to having been engaged in corrupt, fraudulent or unfair trade practices.

DTTDC will declare a Firm / Agency / Consortium ineligible, either indefinitely or for a stated period of time, for awarding the Contract, if it at any time determines that Firm / Agency / Consortium has engaged in corrupt, fraudulent and unfair trade practice in competing for, or in executing the Contract.



2.5. Clarifications & amendments of RFP

- During the process of evaluation of Proposals, DTTDC may, at its discretion, ask Bidders / Consortium of Bidders for clarifications on their proposal. The Bidders / Consortium of Bidders are required to respond within the prescribed time-frame.
- DTTDC may for any reason, modify the RFP from time to time. The amendment(s) to the RFP would be clearly spelt out and the Bidders / Consortium of Bidders may be asked to amend their proposal due to such amendments.

2.6. Earnest Money Deposit (EMD)

- The Bidder shall furnish an Earnest Money Deposit (EMD) amounting to INR 50,000/-
- The EMD shall be in Indian Rupees and shall be in the form of Bankers Cheque or Demand Draft from any of the Nationalized / Scheduled Bank in favour of “Delhi Tourism and Transportation Development Corporation Limited” payable at New Delhi.
- The earnest money of unsuccessful Bidders / Consortium of Bidders shall be refunded on request by the Bidder after final award of Contract.
- The EMD lying with DTTDC in respect of other Bid / RFP / Expression of Interest awaiting approval or rejected or on account of Contracts being completed will not be adjusted towards EMD for this RFP. The EMD may however, be taken into consideration in case RFP are re-invited.
- EMD of the successful Bidder will be released after the Bidder signs the final agreement and furnishes the Performance Bank Guarantee (PBG).
- The Earnest Money will be forfeited on account of one or more of the following reasons:
 - Bidder withdraws the Proposal during the validity period specified in RFP
 - Bidder does not respond to requests for clarification of its Proposal
 - Bidder fails to provide required information during the evaluation process or is found to be non-responsive
 - In case of a successful Bidder, the said Bidder fails to sign the Agreement in time; or furnish Performance Bank Guarantee



2.7. Preparation of Proposal

The Bidder must comply with the following instructions during preparation of Proposals:

- The Bidder is expected to carefully examine all the instructions, guidelines, terms and condition and formats of the RFP. Failure to furnish all the necessary information as required by the RFP or submission of a proposal not substantially responsive to all the requirements of the RFP shall be at Bidder's own risk and may be liable for rejection.
- The Proposal and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or over writings shall be valid only if they are initialled by the authorized person signing the Proposal.
- The Proposal shall be in indelible ink and shall be signed by the Bidder or duly authorized person(s) to bind the Bidder to the Contract. The letter of authorization shall be indicated by written power of attorney and shall accompany the Proposal.
- In addition to the identification, the envelopes containing the Proposals shall mention the name and address of the Bidder to enable the Proposal to be returned in case it is declared late pursuant, and for matching purposes.
- Proposals received by facsimile shall be treated as defective, invalid and rejected. Only detailed proposals complete in all respect and in the forms indicated shall be treated as valid.
- No Bidder is allowed to modify, substitute, or withdraw the Proposal after its submission.

2.8. Pre-bid Meeting

A prospective Bidder, requiring a clarification on the RFP shall notify DTTDC via email gm@delhitourism.gov.in at the address specified in the Data Sheet within the time-frame.

DTTDC shall conduct a Pre-bid Meeting at its Office as per Data Sheet to address the submitted queries. Response to the queries and any resulting amendments shall be intimated via email to the Bidders / Consortium of Bidders and also posted on DTTDC's official website.



2.9. Submission of Proposal

Bidders / Consortium of Bidders shall submit their Proposals at the office address on or before the last date and time for receipt of proposals mentioned in Data Sheet.

- Proposals shall be submitted in three parts. Each part should be separately bound with no loose sheets. Each page of all parts should be page numbered and in conformance to the eligibility qualifications should be clearly indicated using an index page. The proposals should not contain any irrelevant or superfluous documents.
- Bidder shall be required to submit 2 hard copies (1 Original + 1 Duplicate) of the complete proposal & a CD containing the technical proposal only
- Every page of the documents submitted by the Bidder must be duly signed by the authorized signatory of the Firm / Company along with the Agency's seal.

The three parts of the Proposal should be as per following:

- 1. Pre-qualification Proposal** - The envelope containing Pre-qualification Proposal shall be sealed and superscripted "Pre-qualification Proposal - Selection of Agency for Social Media Management and Mobile Application Development". Following list of documents shall be submitted as part of Pre-qualification Proposal:
 - Form-1P: Covering Letter
 - RFP Document Fee (if applicable): In case the RFP Document has been procured from DTTDC's office; please include copy of Receipt and the DD submitted.
 - Earnest Money Deposit
 - Documents required as per Section 2.10: Pre-qualification Evaluation
- 2. Technical Proposal** - The envelope containing Technical Proposal shall be sealed and superscripted "Technical Proposal - Selection of Agency for Social Media Management and Mobile Application Development". Form-1T to Form-3T shall be submitted as part of the Technical Proposal.
- 3. Commercial Proposal** - The envelope containing Commercial Proposal shall be sealed and superscripted "Commercial Proposal - Selection of Agency for Social Media Management and Mobile Application Development". Form-1C and Form-2C shall be submitted as part of the Commercial Proposal. Bidder must provide a single quotation



for all-inclusive fee (including out of pocket expenses and taxes) to be charged for the assignment. No extra out of pocket expenses will be reimbursed.

2.10. Evaluation of Proposals

The Bid will be opened as per the schedule mentioned in the Data Sheet. Authorized representatives of the Bidders / Consortium of Bidders may be present during the Bid Opening if desired. DTTDC may constitute Evaluation Committee to evaluate the Proposals submitted by Bidders / Consortium of Bidders for a detailed scrutiny. Subject to terms mentioned in the RFP, a three-stage process, as explained below, will be adopted for evaluation of Proposals submitted by the specified date and time.

2.11. Pre-qualification Evaluation

Preliminary scrutiny of the Proposals for eligibility will be done to determine whether:

- The Bidders / Consortium of Bidders meet the eligibility criteria as defined under:

S. No.	Criteria	Documentary Evidence
1.	The Firm / Agency (All Bidders in case of Consortium) should be a registered entity with minimum 3 years of existence.	<ul style="list-style-type: none">Certificate of Incorporation / RegistrationPAN CardService Tax Registration Certificate
2.	The Firm / Agency (all members put together in the case of a Consortium) should have a minimum cumulative turnover of INR 2 Crores during the last three financial years.	Audited Balance Sheets and Profit & Loss Statements for the last three financial years
3.	In last 3 years, Firm / Agency (Any member of the Consortium) must have completed / in progress minimum 3 projects of Social Media Management in Government or Private Sector.	Work Order / Client Completion Certificate
4.	In last 3 years, Firm / Agency (Any member of	Work Order / Client



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S. No.	Criteria	Documentary Evidence
	the Consortium) must have completed / in progress minimum 2 projects for Development of Mobile Application in Government or Private Sector.	Completion Certificate
5.	The Firm / Agency (Any member of the Consortium) must have minimum 20 experienced professionals in the area of Social Media Management and Mobile Application Development.	Self Certification
6.	The Firm / Agency (Any member of the Consortium) should not have been black listed by Central or State Governments & PSUs.	Self Certification

- Relevant documents as specified above have been attached.
- RFP Document Fee and EMD are as per requirement.
- The offer is for entire work and not for part of the work.
- The price quoted is all inclusive and not open ended.

NOTE: Proposals not conforming to the above requirements shall be rejected.

2.12.Evaluation of Technical Proposal

- Technical Proposals would be evaluated only for those Bidders / Consortium of Bidders, who qualify the Pre-qualification Evaluation.
- The Technical Evaluation shall be based on the parameters and weightages as mentioned in the Table below.

NOTE: The Technical Proposal must not include any financial information failing which the Proposal will be rejected.

S. No.	Parameters	Maximum weightage
1.	Relevant experience in online Social Media Management for	15



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S. No.	Parameters	Maximum weightage
	Government / PSU (Last 3 years) (3 marks for each project)	
2.	Relevant experience in online Social Media Management for Private Sector (Last 3 years) (2 marks for each project)	10
3.	Relevant experience in Mobile Application Development for Government / PSU (Last 3 years) (3 marks for each project)	15
4.	Relevant experience in Mobile Application Development for Private Sector (Last 3 years) (2 marks for each project)	10
5.	Approach & Methodology including but not limited to the following: <ul style="list-style-type: none">• Overall Proposition for DTTDC• Proposed Business Model (Cost effective & Viable)• Content Development Strategy• Comments / Suggestions on the Scope of Work	20
6.	Technical Presentation / Demo (Only for proposals meeting the pre-qualification criteria)	30

- Evaluation Committee may, at its discretion, call for additional information from the Bidder(s). Such information has to be supplied within the set out time-frame, otherwise the Evaluation Committee shall make its own reasonable assumptions at the total risk and cost of the Bidders / Consortium of Bidders and the Proposal is liable to be rejected. Seeking clarifications cannot be treated as acceptance of the proposal.
- For verification of information submitted by the Bidders / Consortium of Bidders, the Committee may visit Bidder's offices at its own cost. The Bidders / Consortium of Bidders shall provide all the necessary documents, samples and reference information as desired by the Committee. The Bidders / Consortium of Bidders shall also assist the Committee in getting relevant information from the Bidders / Consortium of Bidders' references, if desired.
- For calculating the Technical Score (TS) the individual scores, as per respective weightages specified above, will be summed up. In order to qualify technically, a Proposal must secure minimum TS of **60**.
- Only technically qualified Proposals shall be considered for Commercial Opening.



2.13. Evaluation of Commercial Proposal

Financial proposals of only those firms who are technically qualified shall be opened publicly on the date & time specified the Data sheet, in the presence of the Firm's representatives who choose to attend. The name of the Firm, their technical score (if required) and their financial proposal shall be read out aloud.

DTTDC will correct any computational errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount, or between word and figures, the former will prevail.

After opening of financial proposals, appropriate selection method shall be applied to determine the Firm who will be declared winner and be eligible for award of the contract. The methods of selections are described in the Data Sheet. This selected consultant will then be invited for negotiations, if considered necessary.

2.14. Payment Terms

Advance payment will not be made in any case.

Social Media Management:

- Payment will be made on monthly basis on submissions of bill in a format mutually agreed upon along with Satisfactory Work Report.

Mobile Application Development:

- Consolidated Cost of Mobile Application Development, as quoted, shall be paid on satisfactory development of Mobile Application and the Mobile Application Hosting charges for a period of 1 year.
- A mobilization fee of 10% of the total contract value will be paid to the appointed Agency/Firm/Consortium.
- 20% of the approved cost will be paid on submission FRS/SRS/ Design documentation,
- 30% of the approved cost will be paid after development & Testing of Mobile application
- 40% of the approved cost will be paid on successful roll out/ Go live of the application.



Mobile Application Operation & Maintenance

- Mobile Application Updation & Maintenance, Uploading of New content for a period of One Year will be paid on monthly basis.

Mobile Application Hosting

- Mobile Application hosting for a period of One Year will be paid on monthly basis.



Section 3: Scope of Work

3.1. Social Media Management

The selected Agency shall begin Social Media Management for DTTDC from the day of Contract signing for a period of 1 year including, but not limited to the following activities:

- **Creation & Maintenance of Social Media Platforms for DTTDC:** The Agency shall create and subsequently maintain the official Facebook Page, Twitter Profile and YouTube Channel & Google plus for DTTDC
- **New Look:** Give the four Social Media Platforms a new look every 2 months by putting up new creative features, Theme lines, Links etc.
- **Integration:** Integrate the four Social Media Platforms to the official website of DTTDC
- **Updates:** Daily informative and promotional updates in the form of relevant text, photos, videos, audio, interactive content, interviews, news, quiz etc.
- **Engage with users:** Regularly organize online surveys, quizzes, contests on the four platforms in consultation with DTTDC
- **Publicity:** Publicize all festivals and cultural events promoted by DTTDC using the four platforms
- **Query Management:** All the queries received on the four platforms must be replied to and addressed within 24 hours
- **Gate Keeping:** Moderation of the four platforms with a frequency of 3 times a day in order to deal with spam, unauthorised advertisements, inappropriate content etc.
- **Media Tracking:** Use a good industry standard monitoring tool for analyzing comments / remarks about DTTDC / Delhi Tourism in various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, national & international
- **Tagging:** Create relevant tagging & linkages of content on the four platforms
- **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) of relevant landscapes, cultural practices, people, artefacts, food, different celebrities etc
- **Copyright:** Content shared online must be copyright protected and unauthorized use of this must be monitored



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- **Reporting:** The agency must submit monthly 'Effectiveness Analysis and MIS Reports' to DTTDC on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of Delhi Tourism on the Social Media Platforms and the results achieved.

Assistance to be provided by DTTDC would be as under:

- Provide the necessary information on events / festivals being conducted by DTTDC from time to time
- Provide relevant content as available from time to time
- Provide all the necessary information such as logo of Department / event / press releases issued for traditional media and updates etc.
- Assist in obtaining any other permissions / information as required
- All Intellectual Property displayed on these platforms and application shall belong to DTTDC exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with DTTDC.
- All photographs, videos, audio content or literary works etc. exhibited on the platform shall be provided by DTTDC, unless uploaded by public users. If, in case, such content needs to be uploaded from outside the archive of DTTDC, then, express permission of DTTDC shall have to be sought.

NOTE:

- The selected Agency shall actively engage in Content Creation & Management for a period of 1 year and all such content created will be the property of DTTDC.
- The Agency must also be advised that the operation of the Social Platforms and Application shall fall under the purview of the Right to Information Act, 2005. Thus, it must understand the laws provided thereunder and must answer such queries only after consultation with DTTDC
- The Social Media Platforms and Mobile Application to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, Tabs etc., failure of any one of which shall be considered an incomplete execution of the Contract



3.2. Mobile Application

The Agency will create and host a Mobile Application for DTTDC with the following features:

- Audio, video, image and text information about the following:
 - **“Tourist Destinations”** giving details about the various tourist sites in Delhi.
 - **“Where to Eat”** section with detailed listings of various eating joints including those in geographical proximity using GPS functionality (i.e. Restaurants around Me). Also show Travel Distance (length of time in mins and km or miles) via walking, driving to the listings.
 - **“What to Do”** listings, including listings in geographical proximity using GPS functionality. Also show Travel Distance (length of time in mins and km or miles) via walking, driving to the listings.
 - **“Events and Entertainment”** with a focus on what is happening and available that evening. May include the ability to add to user’s calendar.
- Parts of Delhi with walking tours on lines of audio guides like Old Delhi, Connaught Place, Lodi Gardens etc.
- Fare details for taxi, auto and other public transports, Delhi Metro details.
- List of helpline numbers like police, hospital, fire, women’s helpline, transport etc.
- Include capability for QR codes i.e. barcode scanner to be used as a marketing avenue to help inspire consumers to download app e.g. at airport when tourists first arrive in Delhi, Monuments in Delhi, Important sites in Delhi etc.
- Twitter / Facebook Feed Integration and Sharing.
- Integration with DTTDC’s official website.
- Navigation path to the destination selected by the user.
- Orientation and navigation (using smart phone GPS capability).
- Push notifications to users with ability for the user to Accept / Decline receiving these notifications; Turn notifications On / Off.
- Integration with e-commerce backend for payment of tours / accommodation etc. The tour cost may include an additional payment to be stored in mobile wallet which could be used at various points in the tour (pre-defined) to avoid hassles of payments via cash / credit card in local currency at various points.
- Voice recognition wherever possible will be integrated to facilitate normal as well as visually impaired users.



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- Ability to add various items to Favourites.
- Ability for users to rate the App and to add / surf comments.
- Ability for users to share their comments with friends and networks via Facebook, Twitter YouTube channel & Google Plus.
- Categorization of offered services in consultation with DTTDC to enable charging of a premium.
- Application should be user-friendly.
- English, Hindi will be the default and initial language however, the app should be scalable so as to easily and cost-effectively add other languages at later time.
- Mobile app solution should be scalable to allow for easy upgrades in future.
- Offline content is required to offer users a rich experience without having to worry about incurring roaming charges.

It is envisaged that a basic version of this application would be downloadable for free from the appropriate Android stores / Amazon App stores / Apple Store / Blackberry / Windows. Premium content like access to Deals, Coupons, Bookings etc. may be downloadable for a fee charged by Delhi Tourism and such premium content shall be developed by the Agency in consultation with DTTDC.

The selected Agency will carry out the following broad activities:

- The development, delivery and hosting of Mobile Application
- Graphic design for the Application
- Content for the Application in consultation with DTTDC
- Design, upload and update the Content
- Liaise with DTTDC and be responsible for all documentation and technical support



3.3. Timelines

The following is an indicative list of deliverables and milestones for the agency, assuming that the engagement starts at time T.

Social Media Management

Sr. No	Deliverables	Timelines
1.	Inception Report	T+15 Days
2.	Preparation & Submission of FRS/ SRS / Design Documentation	T+45 Days
3.	Content Creation & Deployment	T+90 Days
4.	Updation, Maintenance, New Content Creation	T+360 Days

Mobile Application

Sr. No	Deliverables	Timelines
5.	Inception Report	T+15 Days
6.	Preparation & Submission of FRS/ SRS / Design Documentation	T+45 Days
7.	Development of Mobile Application / Testing	T+90 days
8.	Go- Live	T+120 days
9.	O& M	T+360 days

Fortnightly Progress Reports (FPRs) to be submitted every fortnight indicating the activities remaining / completed as against the scheduled tasks / activities.



Section 4: General Terms & Conditions

NOTE: Bidders / Consortium of Bidders should read these conditions carefully and comply strictly while submitting the Proposals

- Rate shall be written both in words and figures. There should not be errors and /or over-writings and corrections, if any, should be made clearly and initialled with dates. The rates should mention elements of the service charges or any other charges separately.
- Agency shall not assign or sublet the Contract or any substantial part thereof to any other agency, nor can the agency have arrangement with other company for bidding purpose.
- Rates quoted will be valid upto one year from the date of Agreement.
- In the event of any loss / damage to DTTDC, the Bidder shall be liable to make good such loss found. No extra cost on such shall be admissible.
- Direct or indirect canvassing on the part of the Bidder or his representative will lead to disqualification.
- If a Bidder imposes conditions, which is in addition to or in conflict with the conditions mentioned herein, his Bid is liable to summary rejection. In any case none of such conditions will be deemed to have been accepted unless specifically mentioned in the letter of acceptance of Bid issued by the General Manager of DTTDC.
- DTTDC reserves the right to accept or reject one or all bids without assigning any reasons and accept bid for all or anyone or more of the articles for which bid has been given or distributed to more than one Firm / Agencies. DTTDC also reserves the right to award the work to more than one company.
- The Agency shall not abuse the use of the Govt. Emblems and the DTTDC logo in any way which may deceive the public to believe unsolicited, unauthorized or unverified content. The said logos and emblems shall be used only in such manner as to provide credibility to the authentic webpages/applications/platforms belonging to the DTTDC.
- The Agency shall also monitor the virtual space for any individual or organization which may be operating platforms/applications/webpages/websites and deceiving the public to believe that they are in any way associated with the DTTDC. Upon discovery of such entity, the Agency shall provide necessary information of such entity to the DTTDC for immediate prosecution.



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- The Agency must maintain uniformity in the uploading of content on the platforms and application. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms and application instantly.
- The Agency's contract shall be immediately terminated if the DTTDC finds it responsible for uploading any defamatory, seditious, gender prejudiced or obscene content. The Agency shall promptly remove any content of the aforementioned malicious nature uploaded by a member of the public, and inform DTTDC of the same to provide DTTDC with the opportunity to prosecute such an individual or group.
- **Refund of EMD:** The EMD of unsuccessful Bidder shall be refund soon after final acceptance of the successful Bidder's Proposal.
- The Central Government and Government of NCT of Delhi undertaking need not furnish any amount of earnest money.
- Successful Bidder will have to execute an agreement in the SR-17 of GF&AR within a period of 3 days of receipt of confirmation order and deposit security amount equal to 3% of the value of goods & services as Performance Bank Guarantee (PBG).
- The expenses of completing and stamping the Agreement shall be paid by the selected Agency and DTTDC shall be given free of charge one executed stamped counter part of the Agreement.
- The Bidder shall furnish the following documents at the time of execution of Agreement:
 - Attested copy of Partnership Deed in case of Partnership Firms or Memorandum of Association in case of Limited Company.
 - Registration Number and year of registration in case partnership firm is registered with Registrar of Firms.
 - Address of residence and office, telephone numbers in case of Sole Proprietorship.
 - Registration issued by Registrar of Companies in case of Company.
- The earnest money deposited at the time of Bid will be adjusted towards PBG. The PBG shall not be less than earnest money in any case.
- No interest shall be paid by DTTDC on PBG.
- The PBG shall be refunded within two months after the expiry of Contract i.e. on satisfactory completion of the warranty period, after being satisfied that there are no dues outstanding against the Bidder.
- Remittance charges on payment made will be borne by the Bidder.
- Service Tax and all other taxes, if any, as imposed from time to time will be borne by the Bidder.



- **Termination:** The Contract can be terminated at any time by the General Manager of DTTDC, if the services are not up to his satisfaction after giving an opportunity to the selected Agency of being heard and recording of the reasons for repudiation.
- **Liquidated Damages:** In case of delay in supply of services to be provided within the prescribed period in the Contract, liquidated damages will be charged, as per rules of GF&AR.
- **Recoveries:** Recoveries of liquidated damages shall ordinarily be made from PBG. Amount may also be withheld in case of failure in satisfactory services. Amount of liquidated damages shall be recovered from his dues and PBG available with DTTDC. In case recovery is not possible recourse will be taken under Delhi PDR Act or any other law in force.
- **Forfeiture of PBG:** PBG in full or part may be forfeited in the following cases:
 - When any terms and conditions of the Contract are breached
 - When the Bidder fails to provide services desired satisfactorily.
- Notice of reasonable time will be given in case of forfeiture of PBG. The decision of General Manager of DTTDC in this regard shall be final.
- Period of Contract may be extended for another one year at a time or reduced or terminated at the discretion of General Manager, DTTDC, Government of NCT of Delhi.
- If the Agency requires an extension of time in completion of contractual service on account of occurrence of any hindrance, he shall apply in writing to the authority, which has placed the supply order, for the same immediately on occurrence of the hindrance but not after the stipulated time. The case will be examined and permission in writing will be necessary for the Bidder.
- Service Delivery period may be extended with or without liquidated damages if the delay in the services is on account of hindrances beyond the control of the Bidder.
- If any dispute arises out of the Contract with regard to the interpretation, meaning and breach of the terms of the Contract, the matter shall be referred to by the Parties to the General Manager of DTTDC, who will appoint his senior most deputy as the Sole Arbitrator of the dispute who will not be related to this contact and whose decision shall be final.
- All legal proceedings, if necessity arises to institute, by any of the parties needs to be lodged in courts situated in Delhi.



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The Agency/Firm/Consortium shall not be liable for forfeiture of its PBG or termination of contract 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 Agency/Firm/Consortium and not involving the agency’s fault or negligence, and not foreseeable. Such events may include, but are not restricted to, acts of DTTDC in its sovereign capacity, wars or revolutions, riot or commotion, earthquake, fires, floods, epidemics, quarantine restrictions and freight embargoes.
- If a Force Majeure situation arises, the Agency/Firm/Consortium shall promptly notify DTTDC in writing of such condition and the cause thereof. Unless otherwise directed by DTTDC in writing, the Agency/Firm/Consortium shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event



Section 5: Opening of Proposal

- Pre-qualification and Technical Proposals shall be opened as per Data Sheet at DTTDC's Office in the presence of Bidders / Consortium of Bidders or their authorized representatives who choose to attend the opening of Bids.
- The date of opening of Financial Bid will be intimated to the technically qualified Bidders / Consortium of Bidders in due course.
- The Evaluation Committee shall determine whether the Financial Bids are complete, unconditional and free from any computational error.
- The cost indicated in the Financial Bid shall be treated as final and reflecting the total cost of services excluding service tax.

Section 6: Award of Contract

- Contract shall be awarded to the Bidder with the highest cumulative score calculated as per the method provided in Data Sheet in terms of the aforementioned terms and conditions and the General Manager, DTTDC shall be the competent authority in this regard whose decision shall be final & binding.
- DTTDC reserves the right to accept or reject any or all the proposals assigning any reason.
- DTTDC also reserves the right to call for additional information from the Bidders / Consortium of Bidders.
- Notification on Award of Contract for Bidder shall be made in writing to the successful Bidder.
- The period of contract shall be for 1 year.



Section 7: Proposal Formats

DTTDC invites the Proposals from Firms / Agencies / Consortium for “Social Media Management & Mobile Application Development”. Bidders / Consortium of Bidders are required to submit Proposals in the formats as given under:

S. No.	Form	Description
Pre-qualification Form		
1.	Form-1P	Covering Letter
2.	Form-2P	Pre-qualification Form
3.	Form-3P	Bidder's Organization Details
Technical Form		
1.	Form-1T	Technical Form
2.	Form-2T	Details of Similar Assignments
Commercial Form		
1.	Form-1C	Covering Letter
2.	Form-2C	Commercial Proposal Format
Power of Attorney for Lead Member of Consortium		



7.1. Form-1P: Covering Letter

[Bidders / Consortium of Bidders are required to submit the covering letter as given here on their letterhead]

To,

General Manager,
Delhi Tourism & Transportation Development Corporation,
18-A, DDA, SCO, Shopping Complex,
Defence Colony,
New Delhi – 110024

Sub: Proposal for Selection of Agency for Social Media Management and Mobile Application Development

Dear Sir,

1. We, the undersigned, having carefully examined the referred RFP, offer to provide the required services, in full conformity with the said RFP.
2. We have read the all the provisions of RFP and confirm that these are acceptable to us.
3. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
4. We agree to abide by this Proposal, consisting of this letter, our Pre-qualification, Technical and Commercial Proposals, the duly notarized written power of attorney, and all attachments, for a period of 120 days from the date fixed for submission of Proposals as stipulated in the RFP and modifications resulting from Contract negotiations, and it shall remain binding upon us and may be accepted by you at any time before the expiration of that period.
5. Until the formal final Contract is prepared and executed between us, this Proposal, together with your written acceptance of the Proposal and your notification of award, shall constitute a binding Contract between us.
6. We declare that we do not have any interest in downstream business, which may ensue from the RFP prepared through this assignment.



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7. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation or misinterpretation contained in it may lead to our disqualification.
8. We understand you are not bound to accept any proposal you receive, not to give reason for rejection of any proposal and that you will not defray any expenses incurred by us in bidding.
9. Banker's Cheque / Demand Draft No. ----- dated ----- drawn on ----- for Rs. 50,000/- is enclosed towards EMD.
10. [Banker's Cheque / Demand Draft No.----- dated -----drawn on-----for Rs. 1,050/- is enclosed towards RFP Document Fee as document was downloaded from website.] OR [RFP Document was purchased by us by making cash payment vide receipt number----- dated ----- at your office.]

Yours faithfully,

Date

Signature

Designation



7.2. Form-2P: Pre-qualification Form

S. No.	Item	Required information available at page no.
1.	Status of the firm (Proprietorship / Partnership / Pvt. Ltd. Co. etc.)	
2.	The Firm / Agency (All Bidders in case of Consortium) should be a registered entity with minimum 3 years of existence.	
3.	Service Tax Registration Details	
4.	Copy of PAN	
5.	The Firm / Agency (all members put together in the case of a Consortium) should have a minimum cumulative turnover of INR 2 Crore during the last three financial years.	
6.	In last 3 years, Firm / Agency (Any member of the Consortium) must have completed / in progress minimum 3 projects of Social Media Management in Government or Private Sector.	
7.	In last 3 years, Firm / Agency (Any member of the Consortium) must have completed / in progress minimum 2 projects for Development of Mobile Application in Government or Private Sector.	
8.	The Firm / Agency (Any member of the Consortium) must have minimum 20 experienced professionals in the area of Social Media Management and Mobile Application Development.	



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S. No.	Item	Required information available at page no.
9.	The Firm / Agency (Any member of the Consortium) should not have been black listed by Central or State Governments & PSUs.	
10.	Documents attached as proof of experience	
11.	RFP Document Fee Details	
12.	Earnest Money Deposit Details	



7.3. Form-3P: Bidder's Organization / Consortium Details

Organization and Financial Information

Details of the Organization	
Name	
Date of Incorporation / Establishment	
Date of Commencement of Business	
Address of the Headquarters	
Address of the Registered Office in India	
Area of expertise with respect to this project	
Contact Details (name, address, phone no. and email)	

Financial Information (All Figures in Lac)			
	FY 2012-13	FY 2011-12	FY 2010-11
Revenue in INR			
Any other information			

All Bidders shall provide the details in the format above.

In case of a Consortium:

Regarding role of each Member should be provided as per table below:

S. No.	Name of Bidder	Lead Member / Consortium Member	Roles & responsibilities



7.4. Form-1T: Technical Form

S. No.	Item	Required information available at page no.
1.	Relevant experience in online Social Media Management for Government / PSU	
2.	Relevant experience in online Social Media Management for Private Sector	
3.	Relevant experience in Mobile Application Development for Government / PSU	
4.	Relevant experience in Mobile Application Development for Private Sector	
5.	Approach & Methodology	
6.	Proposed Business Model (To assist in recovering part of the costs for DTTDC)	



7.5. Form 2T: Details of Similar Assignments

Assignment Name:	Country:	
Location within Country:	Professional Staff Provided by Company:	
Name of Client:	No. of Support Staff:	
Address & Contact Details of Client:	Duration of Assignment:	
Start Date:	Completion Date:	Approx. Value of Services (INR):
Name of Associated resources:	No. of Months of Professional Staff provided by Associated resources:	
Name of Senior Staff involved and functions performed:		
Narrative Description of Project:		



7.6. Form 1C: Covering letter

[Bidders / Consortium of Bidders are required to submit the covering letter as given here on their letterhead]

To,

General Manager,
Delhi Tourism & Transportation Development Corporation,
18-A, DDA, SCO, Shopping Complex,
Defence Colony,
New Delhi – 110024

Sub: Financial Proposal for Selection of Agency for Social Media Management and Mobile Application Development

Dear Sir,

Enclosed herewith is our Financial Bid for Selection of our Agency for Social Media Management and Mobile Application Development as per the RFP.

We agree to abide by the offer for 120 days from the date of opening of the Financial Proposal and after signing of Contract our offer shall remain binding upon us till completion of the project.

We understand that DTTDC is not bound to accept the lowest offer and it reserves the right to reject any or all offers without assigning any reason.

Yours faithfully,

Date

Signature

Designation



7.7. Form 2C: Commercial Bid Format

- A. Consolidated Rate per month for a period of 1 year for Social Media Management as per Scope mentioned above, including all taxes and expenditures:

Rates per month (X) _____

Total Cost (X*12) _____

Total Cost in Words _____

- B. Cost of Mobile Application Development,

Rates _____

In Words _____

- C. Updation & Modification of content, Maintenance as per scope of work, and all taxes and expenditures:

Rates _____

In Words _____

- D. Mobile Application Hosting charges for a period of 1 year including all taxes and expenditures

Rates _____

In Words _____

Total Cost = (A + B + C +D+ All applicable taxes)

Total Cost INR _____

In Words _____

Date

Signature



Designation

7.8. Power of Attorney for Lead Member of Consortium

(On a Stamp Paper of relevant value)

Power of Attorney

Whereas the Delhi Tourism and Transportation Development Corporation Limited (DTTDC) (“the Authority”) has invited applications from interested parties for “ Social Media Management & Mobile Application Development (the “Project”).

Whereas,and(collectively the “Consortium”) being Members of the Consortium are interested in applying for the Project in accordance with the terms and conditions of the Request for Proposal (RFP) and other connected documents in respect of the Project, and Whereas, it is necessary for the Members of the Consortium to designate one of them as the Lead Member with all necessary power and authority to do for and on behalf of the Consortium, all acts, deeds and things as may be necessary in connection with the Consortium’s bid for the Project and its execution.

NOW THEREFORE KNOW ALL MEN BY THESE PRESENTS

We,having our registered office atM/s.having our registered office at M/s.having our registered office at, andhaving our registered office at, (hereinafter collectively referred to as the “Principals”) do hereby irrevocably designate, nominate, constitute, appoint and authorise M/S having its registered office at, being one of the Members of the Consortium, as the Lead Member and true and lawful attorney of the Consortium (hereinafter referred to as the “Attorney”). We hereby irrevocably authorise the Attorney (with power to sub-delegate) to conduct all business for and on behalf of the Consortium and any one of us during the bidding process and, in the event the Consortium is shortlisted for award or awarded the concession/contract, during the execution of the Project and in this regard, to do on our behalf and on behalf of the Consortium, all or any of such acts, deeds or things as are necessary or required or incidental to the prequalification of the Consortium and submission of its bid for the Project, including but not limited to signing and submission of all applications, bids and other documents and writings, participate in applicants and other conferences, respond to queries, submit information/ documents, sign and execute contracts and undertakings consequent to acceptance of the bid of the Consortium and generally to represent the Consortium in all its dealings with the Authority, and/ or any other Government Agency or any person, in all matters in connection with or relating to or arising out of the Consortium’s bid for the Project and/ or upon award thereof till the Concession Agreement is entered into with the Authority.



AND hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Project

Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us/ Consortium.

IN WITNESS WHEREOF WE THE PRINCIPALS ABOVE NAMED HAVE EXECUTED THIS POWER OF

ATTORNEY ON THIS DAY OF..... 2013

For

(Signature)

.....

(Name & Title)

For

(Signature)

.....

(Name & Title)

Witnesses:

1.

2.

.....

(Executants)

(To be executed by all the Members of the Consortium)

Notes:



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The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.

Also, wherever required, the Applicant should submit for verification the extract of the charter documents and documents such as a board or shareholders' resolution/ power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.

For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued.