DIRECTORATE OF TOURISM
GOVERNMENT OF UTTAR PRADESH

REQUEST FOR PROPOSAL (RFP)
FOR
SELECTION OF A SOCIAL MEDIA & DIGITAL AGENCY FOR UTTAR PRADESH TOURISM

Bid Reference: SOCIAL MEDIA/2020

Date : 30/06/2020
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Tender Notice

Bid Reference: SOCIAL MEDIA/2020 Dated: 30/06/2020

SELECTION OF A SOCIAL MEDIA & DIGITAL AGENCY FOR UTTAR PRADESH TOURISM

Directorate of Tourism (DoT), Government of Uttar Pradesh to promote tourism in the state. Therefore, DoT invites proposals from social media & digital firm for carrying out digital media activities.

Interested parties may download bid document from http://etender.up.nic.in. and submit their proposals with requisite documents before 21/07/2020. The submitted proposals will be open at 21/07/2020. at DoT office, Paryatan Bhawan 4th Floor, C-13, Vipin Khand, Gomti Nagar, Lucknow– 226010 Uttar Pradesh, India.

DoT reserves the right to reject any or all the proposals without assigning any reason thereof. For any queries please respond on e-mail- DG.UPT1@GMAIL.COM.

All subsequent notifications, changes and amendments will be posted only on the website http://etender.up.nic.in.

DoT reserves the right to cancel this invitation and / or invite fresh Bid with or without amendments to this invitation, without liability or any obligation for such invitation and without assigning any reason.
1. SECTION 1: - INTRODUCTION

1.1 Background

1.1.1 Uttar Pradesh is one of the most favored state for tourists in India, with a consistent ranking amongst the top states in terms of tourist arrivals. In 2018, Uttar Pradesh was ranked the 2nd state in terms of the total tourist arrivals, 2nd in terms of the domestic tourist arrivals and 3rd in terms of the foreign tourist arrivals. Uttar Pradesh, with its strong and diverse culture is home to many events and festivals also.

1.1.2 Through innovative and rigorous marketing and branding initiatives, Uttar Pradesh tourism is establishing itself as a preferred tourism destination in India, by making optimum use of tourism experiences across vibrant cities, attractions, nature, wildlife, adventure, food, heritage, religion and culture of Uttar Pradesh.

1.1.3 As the consumer journey becomes increasingly fragmented, traditional ways of marketing need to be strengthened with new differentiated content and digital focused strategies to enable us to reach the target audience better. In this context, the DoT had created strong digital presence through its official social media handles, media buying and running digital campaigns. In the same line, the dot is in process of engagement of a social media & digital agency for carrying out digital media activities on behalf of it. Interested applicants shall submit the e-bids, the scope of work and the terms & conditions of which is mentioned in this tender document.

1.1.4 RFP document is available at the website http://etender.up.nic.in. Interested parties may download the RFP documents from the website and submit their Proposals.

1.1.5 Earnest Money Deposit (EMD) cum Performance Security amounting to Rs.2,00,000/- (Rupees Two Lakh Only) in the form of a Demand Draft in favour of “Director General Tourism, Govt. of Uttar Pradesh”, of any Nationalized/ Scheduled bank, payable at “Lucknow” along with bid documents valid for a period of 90 (ninty) days.

1.1.6 Tender/Bid document fee of Rs. 5,000/- (Five Thousand only + 18% GST) (Not Refundable) in the form of a Demand Draft in favour of “Director General Tourism, Govt. of Uttar Pradesh”, of any Nationalized / scheduled bank, payable at “Lucknow” along with bid documents valid for a period of 90 (ninty) days.

1.1.7 The scope of services to be provided by the Agency/Bidder are general and the list is not exhaustive i.e. does not mention the entire incidental services required to be carried out. The services shall be provided all in accordance with true intent and meaning, regardless of whether the same may or may not be particularly described, provided that the same can be reasonably inferred there from. The scope of services shall be governed by the provisions of the RFP, work order & Agreement. There may be several incidental services & assignments, which are not mentioned herein but will
be necessary to complete the work in all respects. The scope of services shall be as stated in Clause no. 2.10.

1.1.8 The statements and explanations contained in this RFP are intended to provide a proper understanding to the Bidders about the subject matter of this RFP and should not be construed or interpreted as limiting in any way or manner the scope of services and obligations of the Agency set forth in RFP or DoT’s rights to amend, alter, change, supplement or clarify the scope of work, the Right to be awarded pursuant to this RFP or the terms thereof or herein contained. Consequently, any omissions, conflicts or contradictions in the Bidding Documents including this RFP are to be noted, interpreted and applied appropriately to give effect to this intent, and no claims on that account shall be entertained by DoT.

1.1.9 DoT shall receive Proposals pursuant to this RFP in accordance with the terms set forth in this RFP and any addendum issued subsequent to this RFP (collectively the "Bidding Documents"), as modified, altered, amended and clarified from time to time by DoT, and all Proposals shall be prepared and submitted in accordance with such terms.

1.2 Brief Description of Selection Process

1.2.1 DoT has adopted a single stage (Technical & Financial) selection process (referred to as the "Selection Process") for identifying a suitable Agency. DoT invites eligible Bidders to submit their Proposals online only in the ‘Submission’ Module of the e-tender Portal http://etender.up.nic.in. upto 21/07/2020 12:00 hrs in accordance with the terms of this RFP document.

Contact Information & Address for communication:-
Office of The Director General
Directorate Of Tourism
Tel - +91-522-2308017/2308993
Email - DG.UPT1@GMAIL.COM

1.2.2 During this Bid Stage, Bidders are invited to carry out, at their cost, such studies as may be required for submitting their respective Proposals for award of the Right.

1.2.3 The Selection Process shall be governed by, and construed in accordance with, the laws of India and the Courts at Lucknow shall have exclusive jurisdiction over all disputes arising under, pursuant to and/ or in connection with the Selection Process.

1.3 Schedule of Selection Process

DoT shall endeavour to adhere to the following schedule:

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Event Description</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td>Issue of RFP document</td>
<td>30/06/2020</td>
</tr>
<tr>
<td>Sl No</td>
<td>Event Description</td>
<td>Date</td>
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<td>2.</td>
<td>Pre-Bid Queries Submission</td>
<td><strong>09/07/2020</strong> by 15:00 Hours</td>
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<td>3.</td>
<td>Pre-Bid Conference</td>
<td><strong>10/07/2020</strong> by 12:00 Hours</td>
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<td>4.</td>
<td>Bid Due Date</td>
<td><strong>21/07/2020</strong> by 12:00 Hours</td>
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<td>5.</td>
<td>Technical Bid Opening Conference</td>
<td><strong>21/07/2020 at 15:00 Hours</strong></td>
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<td></td>
<td><strong>Venue Details:</strong></td>
<td></td>
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<td>Office of The Director General</td>
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<td>Directorate of Tourism</td>
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<td>Vipin Khand, Gomti Nagar,</td>
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<td>Lucknow– 226010, Uttar Pradesh (India)</td>
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<td>6.</td>
<td>Technical Presentation</td>
<td><strong>23/07/2020 at 11:00 Hours</strong></td>
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<td></td>
<td><strong>Venue Details:</strong></td>
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<td>Lucknow– 226010, Uttar Pradesh (India)</td>
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<td>7.</td>
<td>Financial Bid Conference</td>
<td><strong>24/07/2020 at 14:00 Hours</strong></td>
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<td><strong>Venue Details:</strong></td>
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<td></td>
<td>Lucknow– 226010, Uttar Pradesh (India)</td>
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<td>8.</td>
<td>Bid Validity period</td>
<td>90 days from the Bid Due Date</td>
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<tr>
<td>9.</td>
<td>Tender/Bid Document Fee</td>
<td>Rs.5,000/- (Five Thousand only + 18% GST) (Not Refundable). Demand Draft in favour of “<strong>Director General Tourism, Govt. of Uttar Pradesh</strong>”, of any Nationalized / scheduled bank, payable at “<strong>Lucknow</strong>”</td>
</tr>
<tr>
<td>10.</td>
<td>Earnest Money Deposit</td>
<td>Rs.2,00,000/- (Rupees Two Lakh Only) Demand Draft in favour of “<strong>Director General Tourism, Govt. of Uttar Pradesh</strong>”, of any Nationalized / scheduled bank, payable at “<strong>Lucknow</strong>”</td>
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2. SECTION 2:- INSTRUCTIONS TO BIDDERS

2.1 Eligible Bidders

2.1.1 In order to participate in the Selection Process, the Bidder’s should be a single business entity (the “Single Business Entity”). The term Bidder used herein would apply to a Single Business Entity.

A Single Business Entity shall mean a company or a sole proprietorship or a registered partnership firm under the or a Limited Liability Partnership Firm.

Note:
1. No Consortium or Joint Venture is allowed to participate in the Selection Process.
2. Bidder Should be:
   i. A company should furnish copy of the certificate of incorporation and memorandum of association as a proof of identity or
   ii. A sole proprietorship and a Limited Liability Partnership firm should furnish copy of the registration certificate, GST and IT returns for the last three financial years preceding the Proposal Due Date as a proof of identity or
   iii. A registered partnership firm, it should furnish a copy of the IT returns for the last three financial years preceding the Proposal Due Date, copy of the registration certificate under the registrar of firms and a copy of the partnership deed executed between the partners as a proof of identity

2.1.2 It is necessary that the bidder firm having proper qualifications, which make him/her competent to carry out the task. In addition, relevant work experience is also important. Bidders possessing the following qualifications and work experience shall be considered for the selection Process. A Bidder is required to fulfil the criteria specified below. Any Bidder who does not meet the criteria set out below shall be disqualified.

Copy of supporting documents for each mentioned point to be submitted along with Technical Bid.

a) The Bidder should have achieved an Average Annual Turnover of Rs. 1 crores (Rupes One Crore) during the preceding 3 (three) years. To calculate the average turnover, the total turnover achieved by the Bidder during last 3 years shall be divided by 3. i.e.(2016-17, 2017-18 & 2018-19). CA Certificate as per the format given in this document and Copy of supporting documents are to be submitted.

b) The Bidder should have experience in Social Media & Digital or similar work for not less than 5 years as on proposal submission due date i.e. (2015-16, 2016-17, 2017-18, 2018-19 & 2019-20). Copy of work order to be submitted.

c) The agency must have undertaken one (1) project in the field of social media or digital marketing in the last 3 years for travel or hospitality brand with the state or central government / state tourism department or tourism development corporation / international tourism boards /PSUs. Projects will include tasks such as social media
management, digital media management, conceptualization and implementation of digital campaigns.

d) The Bidder should be registered in India. (supporting documents must be furnished) Should have **GST and PAN Registration.** Copy of GST certificate and PAN to be submitted.

e) The Bidder should be single entity. Consortium/Joint Venture are not allowed to participate in the Empanelment process.

f) **Tender/Bid Document Fee and EMD** must be furnished along with technical bid.

2.1.3 The Bidding entity must not be **blacklisted / terminated / debarred** by any state or central government or their agencies and should not have been found guilty of any criminal offence by any court of law, in the last five (5) years.

2.1.4 The agency who fulfil the above pre-qualification criteria will be considered eligible bidder. failure to comply with pre-qualifications criteria shall render the bidder ineligible. the technical and financial proposal of in-eligible bidder shall not be considered.

2.1.5 The Bidder should submit a Power of Attorney as per the format enclosed as **Appendix-VI**, authorizing the signatory of the proposal to commit the Bidder. The Proposals must be properly signed by the authorized representative (the “**Authorized Representative**”) as detailed below:

(a) In case the sole proprietor himself/herself is signing the Proposals, the Power of Attorney is not required to be submitted. However, if the Proposals are signed by any other person other than the sole proprietor or a duly authorized person, the Power of Attorney is required to be submitted in the format at **Appendix- VI**

(b) by a partner or a duly authorized person holding the Power of Attorney, in case of a limited liability partnership; or a partnership firm or

(c) by a duly authorized person holding the Power of Attorney, in case of a Company.

2.2 **Number of Proposals**

Each Bidder shall submit only one (1) Proposal, in response to this RFP. Any Bidder who submits or participates in more than one Proposal shall be disqualified.

2.3 **Proposal Preparation Cost**

The Bidder shall be responsible for all costs associated with the preparation of its Proposal and its participation in the Selection Process. DoT will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Selection Process.

2.4 **Right to Accept any Proposal and to Reject any or all Proposals**

2.4.1 DoT reserves the right to accept or reject any Proposal and to annul the Selection Process and reject all Proposals at any time, without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reasons thereof.
2.4.2 DoT reserves the right to verify all statements, information and documents submitted by the Bidder in response to the RFP. Failure of DoT to undertake such verification shall not relieve the Bidder of its obligations or liabilities hereunder nor will it affect any rights of DoT thereunder.

2.5 Conflict of Interest

2.5.1 A Bidder shall not have a conflict of interest that may affect the Selection Process or the Services (the “Conflict of Interest”). Any Bidder found to have a Conflict of Interest shall be disqualified. In the event of disqualification, DoT shall forfeit and appropriate the EMD as mutually agreed genuine pre-estimated compensation and damages payable to DoT for, inter alia, the time, cost and effort of DoT including consideration of such Bidder’s Proposal, without prejudice to any other right or remedy that may be available to DoT hereunder or otherwise.

2.5.2 Without limiting the generality of the above, a Bidder shall be deemed to have a Conflict of Interest affecting the Selection Process, if:
- a constituent of such Bidder is also a constituent of another Bidder; or
- such Bidder has the same legal representative for purposes of this Proposal as any other Bidder; or
- such Bidder has a relationship with another Bidder, directly or through common third parties, that puts them in a position to have access to each other’s information about, or to influence the Proposal of either or each of the other Bidder.

2.6 Clarifications

2.6.1 Bidders are required to submit their queries in writing through e-tender portal at least one day before the pre-proposal conference.

2.6.2 The responses will be uploaded in the e-tender portal only. However, DoT reserves the right not to respond to any question or provide any clarification, in its sole discretion, and nothing in this Clause shall be taken or read as compelling or requiring DoT to respond to any question or to provide any clarification.

2.6.3 All clarifications and interpretations issued by DoT shall be deemed to be part of the Bidding Documents. Verbal clarifications and information given by DoT or its employees or representatives shall not in any way or manner be binding on DoT.

2.7 Amendments to RFP

2.7.1 At any time prior to the Proposal Due Date, DoT may, for any reason, whether at its own initiative or in response to clarifications requested by a Bidder, amend the RFP by the issuance of addendum in the Website. Any addendum issued would be published in the Website (s) and the same shall be binding on the Bidders.

2.7.2 In order to afford Bidders reasonable time to take the Addendum into account, or for any other reason, DoT may, at its discretion, extend the Proposal Due Date.
2.8 Payment Schedule
2.8.1 No advance shall be given.
2.8.2 **Quarterly** review will be conducted and evaluate the performance of the selected agency. Payment will be made to the successful bidder quarterly, upon submission of monthly reports along with ORM report. The DoT shall pay all invoices within 45 days from the date of receipt of verified invoice. The invoice amount would be paid after the evaluation of performance against both the deployment, operational and deliverables.

2.9 Objective
2.9.1 Active presence of Uttar Pradesh tourism in social & digital space for creating awareness of tourist destinations of Uttar Pradesh & indirectly increase tourist inflow in the state. To establish better connect with the targeted audience in terms of digital reach with quality creative and inputs from the agency involved.

2.9.2 Online reputation management & social listening in an effective manner to strengthen brand position of up tourism. Through various brand campaign and innovative creatives through videos and artworks.

2.9.3 To facilitate media tie-ups for increased awareness about tourism related activities and events, and to create quality content to facilitate promotion in the digital world.

2.10 Scope of the Project
The DoT invites e-Bids for the ‘Selection of a Social Media & Digital Agency for Uttar Pradesh Tourism’. There may be several incidental services & assignments, which are not mentioned herein but will be necessary to complete the work in all respects. The scope of work for the selected agency shall be, but not limited to, the following:

2.10.1 The agency will be responsible for handling, managing & maintenance of all official social media handles of Uttar Pradesh Tourism. If required, initiation & creation of new social media handles is to be taken up, that also includes existing web online communities pertaining to the tourism sector.

List of all official social media handles of Uttar Pradesh, with its followership (as on 11 June 2020) is listed below:

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Handle/Web Link</th>
<th>Followers (As on 30 June 2020)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td><a href="http://www.facebook.com/uttarpradeshtourism">www.facebook.com/uttarpradeshtourism</a></td>
<td>3,69,971</td>
</tr>
<tr>
<td>Instagram</td>
<td>@uttarpradeshtourism</td>
<td>48,700</td>
</tr>
<tr>
<td>Twitter</td>
<td>@uptourismgov</td>
<td>4,51,000</td>
</tr>
<tr>
<td>Youtube</td>
<td>Uttar pradesh tourism</td>
<td>918</td>
</tr>
</tbody>
</table>

In addition to the above, the DoT maintains a blog page, google plus and pinterest account, which needs to be worked on.
2.10.2 The social media management will consist of **post creation, posting & driving of innovative campaigns**. The agency needs to provide a detailed plan of campaign ideas & timing in inclination of other tourism board and industry trends. It will include, but not limited to:

- Posting & filtering of user comments, providing responses to all official social media handles & profiles, and creation of relevant tagging & linkages.
- All posts, tweets on all social media handles of UP Tourism should be in accordance with the activities going on at the time, and the prevailing marketing communication of UP Tourism.
- Giving new & colourful look to all social media handles in form of artwork, creative, themes, video etc.
- Publicity of all fairs, festivals, events, etc. As suggested by the dot. A non-exhaustive list of festivals/fairs/events is provided in appendix IX. In addition, conceptualisation and execution of consumer contests, as suggested by the dot.
- Moderation of all social media platforms to address spam, unauthorised ads, inappropriate content, etc.

A pre-defined fortnightly content calendar for each of the social media platform to be shared with the dot, a month in advance for approval. The same cycle to be followed for approval of the content calendar throughout the year. Additional posts on any live activities/events will also be worked on, over & above the pre-defined content calendar. The content needs to be relevant, textual, visual, audio, interactive and engaging. The DoT will review the content calendar and revert within with feedback.

2.10.3 **Online Reputation Management & Social Listening** – Online reputation management of Uttar Pradesh Tourism brand in the digital & social space (Providing appropriate response for social media handles of Uttar Pradesh Tourism). It will include, but not limited to:

- Proper response posting on queries.
- Removal of non-relevant/offensive posts from all social media handles.
- All posts and queries received should be replied within 60 minutes. Removal of non-relevant posts/information/offensive content from all social media handles within 60 minutes.
- As part of ORM, daily review of user generated content platforms like tripadvisor, Holiday IQ is a mandate. Number of platforms to be reviewed is up to a maximum of four (Other two platforms to be shared by the DoT at a later stage). Report to be submitted along with monthly report.

2.10.4 **Integrated Dashboard for Monitoring & Reporting** – The dashboard should provide analytics for all social media channels, ORM reports, etc. It should also provide data in terms of competitor analysis, percentage growth and target achievement.

Analytical reports of the campaign and regular activities must be provided to the DoT. These reports must include the following:
• There must be a section in the analytical report which shows the daily analytics. It is to be shown in a graph which will specify best day of the week/month and also the hourly analysis of the best day.
• The Images/Tweets/Posts which have got the highest number of impressions must be shown in the analytical report. The report must also specify the user who has posted that image and number of impressions/favourites that image has received. Information on the best performing post, tweet and possible reasons to be provided by the agency.
• The agency shall deliver monthly, quarterly and annual analytics report on social media performance of Uttar Pradesh Tourism social media touch points.

Note: Certain analytical information may not be available. However, the Agency is expected to detail out every available piece of analytics to assess the performance. As mutually agreed by the dot and the appointed Agency, the cost of licenses/tools to perform the tasks successfully will be borne by the agency.

2.10.5 Blogs – The agency shall engage in writing blog post focused on tourism in Uttar Pradesh. The content of the posts shall be divided into general posts, as well as, special articles on festivals & events organised by the dot. A minimum of one (1) article per week shall be posted by the agency on the online blogging platform. The total count of posts; including general articles and special stories should stand at 10 entries per month which has to be shared on DoT’s social media platforms.

The blogs will be written in English. However, the DoT may ask the Agency to draft blogs in Hindi also. The DoT will provide topics periodically for blogs. However, the Agency is also expected to suggest topical subjects to promote the destination. The content will be reviewed by the DoT.

2.10.6 Planning for Digital Media Buying – The scope of project expects the bidding company to achieve the desired results organically. There will be no digital media buy. However, the bidding company will be responsible for assisting the DoT on media planning (If desired by the DoT).

2.10.7 Innovative Campaigns – The agency shall be responsible for carrying out innovative campaigns with bloggers/industry partners who are having strong digital presence, to support & sustain digital brand image of Uttar Pradesh Tourism with top media houses throughout the tenure as & when required. It will include, but not limited to:
• Designing, managing and evaluating innovative digital media campaigns to support digital media presence of UP tourism.
• Creating banners and mini video clips for all campaigns organized during the tenure.

2.10.8 Content Creation – The agency shall be responsible for creating content as per deliverables. It is expected of the Agency to develop content with impeccable
spelling, grammar & vocabulary, with clear understanding of tourism consumer through thorough research. It will include, but not limited to:

- Creation of blogs/articles.
- Creation of social media posts/content for banners/landing pages content.
- Design of innovative consumer centric tourism artwork, communicating key messages of the dot.
- Every quarter a unique campaign to be launch apart from the existing one.
- Preparation of press release/note (English and Hindi language).
- Creation of Video Clips (Edits)

2.10.9 **Photography** – The agency shall be responsible for photo shoot and video of events listed in Appendix IX. The agency will also create and manage the photo bank of all destination assets (images, videos, event photos, etc.). In addition, the agency shall make available two cameraman onsite for the duration of the contract. While a list of all UP Tourism’s events/fairs/festivals is provided as Appendix IX, but there will be last minute requests for covering various meetings, movements & other activities. It is, therefore, critical for the agency to make arrangement as a backup cameraman to cater to last minute requests. Use of required latest camera/equipment during work with all required facilities/equipment’s.

Note: The photographer deployed at the client site by the agency will be required to travel to various cities to cover the events (Non-exhaustive list in Appendix IX) on social media (In form of live tweets, posts, pictures, etc.). The dot will pay an all-inclusive payment of **INR 5000 per day of travel** to the onsite deployed photographer of the Agency.

2.10.10 **Manpower Deployment at Client Site** – The agency shall deploy four (4) onsite resources for coordination with the DoT and daily operational tasks. Onsite resource will be utilized for coordination, content creation, posting, meetings, media exchange, new event updates, press release etc. The team component and the list of key personnel required onsite & remotely, along with responsibility matrix is listed below:

<table>
<thead>
<tr>
<th>S. No</th>
<th>Job Profile</th>
<th>Nature of Deployment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>One (1) Project Manager</td>
<td>Onsite</td>
</tr>
<tr>
<td>2.</td>
<td>One (1) Content Writer (Well versed in English &amp; Hindi)</td>
<td>Onsite</td>
</tr>
<tr>
<td>3.</td>
<td>One (1) Photographer</td>
<td>Onsite</td>
</tr>
<tr>
<td>4.</td>
<td>One (1) Designer (Photo and video editor)</td>
<td>Onsite</td>
</tr>
<tr>
<td>5.</td>
<td>One(1)Team Member/Executive (Social media management)</td>
<td>Remote</td>
</tr>
<tr>
<td>6.</td>
<td>One (1) Photographer</td>
<td>Remote</td>
</tr>
</tbody>
</table>

The DoT will provide working space for resources (As shown above) at Paryatan Bhawan, Lucknow. Any material support for the onsite resources to perform its tasks w.r.t the equipment, services, travel/lodging/incidental expenses will have to borne by the Agency. The Project Manager deployed onsite will also be responsible to
coordinate with all Regional Tourist Office (RTOs) of Uttar Pradesh to fetch updated information about various on-ground activities and push it on social media.

**Note:** The proposed team should not be changed during the execution of the project. If needed, replacement to be made with another resource of similar professional credentials after prior approval of Director General, DoT. Latest software and hardware to be used during work. The equipment should be used based on industry trends and project requirement.

2.10.11 **Digital Media Condition** – There should be substantial growth in the number of Followers/Impressions/Tagging/Engagement etc. For UP Tourism social media handles, in comparison to the previous quarter. The DoT intends to **achieve 8% quarterly increase** in the number of followership of its Facebook, Twitter, Instagram, youtube and other social media handles. The intended **8% quarterly increase** in the number of followership is necessarily. This factor (achieved percentage of followership) will be considered while making payment to selected bidder.

Number of posts on social media handles should not be less than the below mentioned details. In case of major events these numbers can be increased as per discussion with UP Tourism team at the time.

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Number of Posts</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>14</td>
<td>Weekly</td>
</tr>
<tr>
<td>Instagram</td>
<td>14</td>
<td>Weekly</td>
</tr>
<tr>
<td>Twitter</td>
<td>21 Tweets, 60 Retweets</td>
<td>Weekly</td>
</tr>
<tr>
<td>Youtube</td>
<td>3</td>
<td>Monthly</td>
</tr>
<tr>
<td>Pinterest</td>
<td>5</td>
<td>Weekly</td>
</tr>
</tbody>
</table>

Note: Posts on any topic should not be duplicated on all social media platforms. Each post must be customised to suit the audience & relevance of each platform.

2.10.12 **Amplification** – Providing amplification of digital marketing communication through planning and execution of social media marketing activity, across both paid and non-paid media avenues. It includes, but not limited to:

- Executing the digital campaigns based on the social media strategy & plan and undertaking activities like optimization of campaign, reporting, etc.
- For the above social media campaigns along with videos, the creative units (Banners, etc.) Will be designed by the agency and approved by the DoT.

2.10.13 **Key Influencer Program** – Planning and executing key influencer program on social media platforms. The influencer program will aim at engaging top influencers in the tourism industry. The influencer program will need to generate content for social channels and spread awareness about Uttar Pradesh Tourism and the social media campaign. Cost for any influencers programme, if desired by the DoT, will be paid separately. However, the bidding company is expected to drive organic reach through some non-paid influencers.
Note 1: The Bidders must study the existing social media touch points of Uttar Pradesh Tourism and understand the positioning of the state and propose how best to further elevate it to position Uttar Pradesh as the most preferred tourism destination.

Note 2: The agency is expected to perform tasks as listed in the ‘Scope of Work’ above. In addition to the above scope of work, the agency will also be responsible for any additional work assigned under the ambit of social media management, digital marketing, content creation, video creation, campaign management, website/microsite development, etc. (The Agency must have capabilities to develop microsites, etc. If asked by the DoT, the payment will be made separately for this work. There is no need to include cost for this task in the BOQ).

2.10.14 Deliverables – The agency is expected to meet the following deliverables each month:

<table>
<thead>
<tr>
<th>S. No</th>
<th>Deliverable</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Content calendar for each of the social media platform</td>
<td>Fortnightly</td>
</tr>
<tr>
<td>2.</td>
<td>Analytics report/Dashboard on social media performance of Uttar Pradesh Tourism’s social media touch points</td>
<td>Monthly</td>
</tr>
<tr>
<td>3.</td>
<td>Number of posts on UP Tourism’s social media handles, as defined in Clause 2.10.11</td>
<td>Per Clause 2.10.11</td>
</tr>
</tbody>
</table>

2.10.15 Video production - Two audio visual production of 90 sec (yearly) (4 video in two year) for Uttar Pradesh Tourism adhering to the following requirements:

- The film will be shot on destinations of Uttar Pradesh.
- All high speed shots to be taken with good quality camera.
- The AV should have three (10:30:60 sec) down edits.
- Master production in Hindi and English parallel shoot (Professionally edited (Hindi and English Subtitle) with proper music and voice over etc).
- Will be responsible for post-production
  - Editing charges
  - Animation charges
  - Music compositions and voice over charges
  - Any other charges
- Editing, Mastering and final delivery (both mixed and unmixed masters) in formats required by DoT, thereafter to be uploaded on Social Media Platforms, and Government websites.
- Video taken should be shown to department before editing and then finalized edited version should be submitted.
- Subtitle will be provided in English in all video after approval from DoT.
- Agency will provide all raw and edited copies to DoT after completion of the work.
- Agency shall indemnify DoT/its agencies from any loss, damage or liability of property and life.
Note: Cost of production of video should be quote in the financial bid/BoQ. The cost of video production shall be as per DAVP rate. Financial evaluation (Service Fee) will be calculated on final amount including cost of production of video for 2 years.

2.10.16 Confidentiality and Copywrite
- The agency is expected to meet the confidentiality, copywrite and other privacy policy while using any content, photographs, videos etc. The agency should always keep DoT indemnified against any plagiarism charges.

2.11 Key Personnel
The Consultancy Team shall consist of the following key personnel (the “Key Personnel”) who shall discharge their respective responsibilities as specified below:

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Key Personnel</th>
<th>Educational Qualification</th>
<th>Length of Professional Experience</th>
<th>Professional Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Project Manager (1)</td>
<td>Graduate in English literature and related discipline</td>
<td>8 years</td>
<td>Experience in Social &amp; Digital Media Management, Command Over Digital Ad Formats, Digital Media Buy, Knowledge Of Latest Digital Trends And Market Insight And Leading One (1) Similar Govt. Project in The Past 3 Years. Relevant Work Experience Required.</td>
</tr>
<tr>
<td>2</td>
<td>Content Writer (1)</td>
<td>Graduate in English literature and related discipline</td>
<td>5 years</td>
<td>Good Command Over English &amp; Hindi Language and Having a Flair for Writing on Travel &amp; Tourism. One (1) Similar Govt. Project in The Past 3 Years. Relevant Work Experience Required.</td>
</tr>
<tr>
<td>4</td>
<td>Photographer (1)</td>
<td>Graduate in any discipline</td>
<td>5 years</td>
<td>Experience in Professional Photography, With a Course in Photography Learning.</td>
</tr>
<tr>
<td>Sl. No</td>
<td>Key Personnel</td>
<td>Educational Qualification</td>
<td>Length of Professional Experience</td>
<td>Professional Experience</td>
</tr>
<tr>
<td>-------</td>
<td>----------------</td>
<td>---------------------------</td>
<td>----------------------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Relevant Work Experience Required.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>One (1) Similar Govt. Project in The Past 3 Years.</strong> Relevant Work Experience Required.</td>
</tr>
<tr>
<td>5</td>
<td>Executive (1)</td>
<td>Graduate in any discipline</td>
<td>3 years</td>
<td>Experience in similar field. Relevant Work Experience Required.</td>
</tr>
</tbody>
</table>

The applicant shall offer and make available all Key Personnel meeting the requirements (Relevant qualification and experience certificate to be furnished). Bidder will be disqualified in case of any discrepancy found in number of years and relevant project experience.
3. SECTION 3:- PREPARATION AND SUBMISSION OF PROPOSAL

3.1 Language and Currency

3.1.1 The Proposal and all related correspondence and documents shall be written in english language, supporting documents and printed literature furnished by the Bidder with the Proposal may be in any other language provided that they are accompanied by an appropriate translation in English language. Supporting materials that are not translated into English may not be considered. For the purpose of interpretation and evaluation of the Proposal, the English language translation shall prevail.

3.2 Validity of Proposal

3.2.1 The Proposal shall be valid for a period not less than 90 (Ninety) days from the Proposal Due Date ("Proposal Validity Period"), in the format set out in Appendix-I. DoT reserves the right to reject any Proposal that does not meet this requirement.

3.2.2 Prior to expiry of the Proposal Validity Period, DoT may request the Bidders to extend the period of validity for a specified additional period.

3.2.3 The Selected Bidder shall, where required, extend the validity of the Proposal till the date of completion of services as per scope of work.

3.3 Earnest Money Deposit

3.3.1 The Bidder shall furnish an Earnest Money Deposit of Rs.2,00,000/- (Rupees Two Lakh Only) (the "Earnest Money Deposit" or “EMD”) in the form of a Demand Draft issued by a Nationalized Bank or a Scheduled Bank in India, drawn in favour of “Director General Tourism, Govt. of Uttar Pradesh”, of any Nationalized / scheduled bank, payable at “Lucknow” along with bid documents. DoT shall not be liable to pay any interest on the EMD so made and the same shall be interest free.

3.3.2 The EMD amount shall remain valid for a period of 90 (ninety) days from the Proposal Due Date, or beyond any period of extension subsequently as determined by DoT from time to time. The Proposal shall be summarily rejected if it is not accompanied by the EMD.

3.3.3 The EMD shall be returned to the unsuccessful Bidders after selection of the Selected Bidder. The EMD submitted by the Selected Bidder shall be retained as Performance Security. As per instruction of DoT, the selected bidder shall be required to extend the validity of the demand draft.

3.3.4 The EMD shall be forfeited, if the Bidder:
- Furnishes any information or document which is misleading or untrue in any material respect; engages in a corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice as specified.
3.4 **Bidder's Responsibility**

3.4.1 It shall be deemed that prior to the submission of Proposal, the Bidder has:

a) made a complete and careful examination of terms & conditions/requirements, and other information set forth in this RFP document;

b) received all such relevant information as it has requested from DoT; and

c) made a complete and careful examination of the various aspects of the Assignment.

3.4.2 DoT shall not be liable for any mistake or error or neglect by the Bidder in respect of the above.

3.5 **Format and Signing of Proposal**

3.5.1 Bidders would provide all the information as per this RFP in the specified format(s). DoT would evaluate only those Proposals that are received in the required format and complete in all respects. Incomplete and/or conditional Proposals shall be liable to rejection.

3.5.2 All the documents of the Proposal under this RFP shall be typed or written in indelible ink and signed by the authorized signatory of the Bidder who shall also initial each page. All the alterations, omissions, additions or any other amendments made to the Proposal shall be initialed by the person(s) signing the Proposal. The person signing the Proposal shall initial all the alterations, omissions, additions, or any other amendments made to the Proposal. The Proposals must be properly signed by the Authorized Signatory as detailed below:

- (a) by a duly authorized person holding the Power of Attorney, in case of a Company; or

- (b) by the proprietor or a duly authorized person holding the Power of Attorney, in case of a sole proprietary firm.

3.6 **Submission of Proposals**

3.6.1 The bidder shall provide all the information as per this tender document. The DoT will evaluate only those proposals that are received in the required format and are complete in all respects. The bidder shall prepare the electronic copy for the e-bids (in PDF format) and upload the e-bids on e-tender portal [http://etender.up.nic.in](http://etender.up.nic.in). Through the bidder’s digital signature certificate (DSC).

3.6.2 The bidders should submit their bids online only in the ‘submission’ module of the e-tender portal [https://etender.up.nic.in](https://etender.up.nic.in). The bids shall be submitted only from the bid submission start date till the bid submission end date and time given in the e-tender portal [https://etender.up.nic.in](https://etender.up.nic.in).

3.6.3 Therefore, bidders are advised to submit the e-bids well in time. The proposal, all correspondence and documents shall be written in English. In case of accompanying literature or brochures, etc. being in a language other than English, a certified translation should accompany the documents as part of the tender. All proposals and accompanying documentation will become the property of the DoT and will not be returned. The bidders should submit their e-bid considering the server time displayed
on the e-tender portal https://etender.up.nic.in. The server time is the time by which the e-bid submission activity will be allowed till the permissible time on the last/end date of submission of e-bids indicated in the e-tender schedule. Once the e-bid submission date and time is over, the bidders cannot submit their e-bid. The bidders shall only be held responsible for any delay and whatsoever reason in submission of e-bid. The procedure for submission of e-bids by the bidders on the e-tender portal https://etender.up.nic.in is already available on the portal and has also been explained in the tender document under ‘instructions for e-tendering’ section.

3.6.4 Bid should be submitted through online mode (http://etender.up.nic.in) on the Proposal Due Date as indicated. The documents accompanying the Proposal(s) submission shall include:

A. “Technical Proposal”, consisting of the following: (Envelope-1)

a) Letter of Proposal in the prescribed format at Appendix - I
b) Details of Bidder in the prescribed format at Appendix – II
c) Financial Capacity of the Bidder in the prescribed format at Appendix – III
d) Experience of the Bidder in the prescribed format at Appendix – IV
e) Self-declaration in the prescribed format at Appendix – V for not being blacklisted
f) Power of Attorney for signing of Proposal in the prescribed format at Appendix – VI
g) Affidavit - Appendix – VII
h) Manpower Details - Appendix VIII

i) In case of a company, copy of the Certificate of Incorporation, Copy of Memorandum and Articles of Association of the Bidder.
j) In case of a sole proprietorship firm or a Limited Liability Partnership firm, it should furnish copy of either the registration certificate or IT returns for the last three financial years preceding the Proposal Due Date as a proof of identity.
k) In case of a registered partnership firm, it should furnish a copy of the IT returns for the last three financial years preceding the Proposal Due Date copy of the registration certificate under the registrar of firms and a copy of the partnership deed executed between the partners as a proof of identity.
l) Copy of the Bidder’s duly audited annual reports for the preceding 3 (three) Financial Years (Along with CA Certificate).
m) Copy of Tender/Bid Document Fee and EMD
n) Soft Copy of Presentation.

B. Financial Proposal :- (Part-II)

a) The financial proposal (2 years’ service fee) will be separately uploaded on the e-tendering website after dually filling the ‘bill of quantities’ in the excel file BOQ.xls per the provided format and marked as ‘part II submission – financial bid’;
b) The fees charged will be exclusive of GST.

c) The prices should be quoted in the Financial Bid Only.

3.6.5 Each page of the technical and financial bid shall be numbered and signed by an authorized signatory of the bidder.

3.6.6 Bidders are advised to submit their bids technical and financial bid as per RFP clause. Please note that financial bid must not be shared or quoted in the technical bid. The prices should be quoted in the financial bid only. On receipt on the bid, the technical proposals will be opened by the bid evaluation committee (BEC) members in the office of the Directorate of Tourism, Paryatan Bhawan, Lucknow.

3.6.7 The Financial Proposal should specify the total amount of Service Fee (2 years) and should be exclusive of GST and any other applicable taxes. The Financial Proposal clearly indicating the total Service Fee of work in both figures and words and signed by the Agency’s Authorized Representative. In the event of any difference between figures and words, the amount indicated in words shall prevail.

3.6.8 Bidders may note that DoT will not entertain any deviations to the RFP at the time of submission of the Proposal or thereafter. The Proposal to be submitted by the Bidders should have to be unconditional and unqualified and the Bidders would be deemed to have accepted the terms and conditions of the RFP. Any conditional Proposal shall be regarded as non-responsive and would be liable for rejection.

3.6.9 DoT reserves the right to seek original documents for verification of any of the documents or any other additional documents upon opening of the Bidding Documents.

3.6.10 Bidder should submit one hard copy of bid along with e-tender submission receipt. Uploading the e-bids online, the demand draft towards the tender fee and the earnest money deposit (EMD) has to be submitted in original (hard copy) in a separate envelop on or before the last date & time of the tender submission date.

3.7 Proposal Due Date

3.7.1 Proposals should be submitted through online mode (http://etender.up.nic.in) upto 21/07/2020, 12:00 hrs on the Proposal Due Date as indicated, in the manner and form as detailed in this RFP Document. Applications submitted by hard copy fax, telex, telegram or e-mail shall not be entertained and shall be rejected.

3.7.2 DoT, at its sole discretion, may extend the Proposal Due Date by issuing an Addendum in accordance with the provisions of this RFP.

3.8 Late Proposals
3.8.1 the server time indicated in the bid management window on the e-tender portal [https://etender.up.nic.in](https://etender.up.nic.in) will be the time by which the e-bids submission activity will be allowed till the permissible date and time scheduled in the e-tender. Once the e-bids submission date and time is over, the bidder cannot submit his/her bid. Bidder has to start the e-bid submission well in advance, so that the submission process passes off smoothly. The bidder only, will be held responsible if his/her e-bids are not submitted in time due to any reasons. it shall be deemed that prior to the submission of the proposal, the bidder has:

- a) Made a complete and careful examination of terms and conditions/requirements, and other information as set forth in this tender document;
- b) Received all such relevant information as it has requested from the DoT, and;
- c) Made a complete and careful examination of the various aspects of the project.

The dot shall not be liable for any mistake or error or neglect by the bidder in respect of the above

3.9 Modifications/ Substitution/ Withdrawal of Proposals

3.9.1 **Withdrawal:** at any point of time, a bidder can withdraw his/her e-bids submitted online before the e-bids submission end date and time. For withdrawing, the bidder should first log in using his/her login id and password and subsequently by his/her digital signature certificate on the e-procurement portal [https://etender.up.nic.in](https://etender.up.nic.in). The bidder should then select ‘my bids’ option in the ‘bid submission’ menu. The page listing all the bids submitted by the bidder will be displayed. Click ‘view’ to see the details of the bid to be withdrawn. after selecting the ‘bid withdrawal’ option, the bidder has to click ‘yes’ to the message "do you want to withdraw this bid?" displayed in the ‘bid information’ window for the selected bid. The bidder also has to enter the bid withdrawing reasons and upload the letter giving the reasons for withdrawing before clicking the ‘submit’ button. The bidder has to confirm again by pressing ‘ok’ button before finally withdrawing his / her selected bid. Once the bidder has withdrawn his/her bid he/she cannot re-submit this bid again.

3.9.2 **Resubmission:** the bidder can resubmit his/her e-bids as and when required till the bid submission end date and time. The new bid will replace the e-bids submitted earlier. The payment made by the bidder earlier will be used for revised e-bids and the new bid submission summary generated after the successful submission of the revised e-bids will be considered for evaluation purposes. For resubmission, the bidder should first log in using his/her login id and password and subsequently by his/her digital signature certificate on the e-tender procurement portal [https://etender.up.nic.in](https://etender.up.nic.in). The bidder should then select ‘my bids’ option in the ‘bid submission’ menu. The page listing all the bids submitted by the bidder will be displayed. Click ‘view’ to see the details of the bid to be resubmitted. After selecting the ‘bid resubmission’ option, click ‘encrypt & upload’ to upload the revised e-bids documents by following the methodology provided in clause submission of e-bids above. The bidders can submit their revised bids as many times as possible by uploading their e-bids documents.
within the scheduled date & time for submission of e-bids. No e-bids can be resubmitted subsequently after the deadline for submission of e-bids. The DoT may, in exceptional circumstances, and at its sole discretion, extend the above proposal due date by issuing a corrigendum.

3.10 Confidentiality

3.10.1 Information relating to the examination, clarification, evaluation and recommendation for the Bidders shall not be disclosed to any person who is not officially concerned with the process or is not a retained professional advisor advising DoT in relation to, or matters arising out of, or concerning the Selection Process. DoT will treat all information, submitted as part of the Proposal, in confidence and will require all those who have access to such material to treat the same in confidence. DoT may not divulge any such information unless it is directed to do so by any statutory entity that has the power under law to require its disclosure or is to enforce or assert any right or privilege of the statutory entity and/or DoT.

3.11 Clarifications

3.11.1 To assist in the process of evaluation of Proposals, DoT may, at its sole discretion, ask any Bidder for clarification on its Proposal or substantiation of any of the submissions made by the Bidder. The request for such clarification or substantiation and the response shall be in writing or by facsimile. No material change in the substance of the Proposal would be permitted by way of such clarification/substantiation.

3.12 Duration of Engagement

3.12.1 The bidder will be required to sign a contract for the duration of two (2) years. The contract may be extended for an additional two (2) year, as may be agreed upon mutually by the DoT and the successful bidder, and upon satisfactory performance of the agency, as reviewed by the DoT.

3.13 Performance Security cum Performance Bank Guarantee

3.13.1 The Selected Agency shall furnish a Performance Security of 10% (Ten Percent) of the total Contract/Project Price quoted by the Selected Agency in shape of BG/DD/FD/TDR at the time of agreement signing. The Performance Security is required to be taken from a nationalized bank in favor of “Director General Tourism, Govt. of Uttar Pradesh”, of any Nationalized / scheduled bank, payable at “Lucknow”. The Performance Security will be payable on demand and be valid beyond 60 (sixty) days after completion of consultancy services.

3.14 Removal/Exit Clause

3.14.1 The selected agency must perform as per scope of work and instruction of DoT, in case of any deviation, DoT may take appropriate action.
3.14.2 The authority and the selected agency have a right to terminate the contract by providing notice to either party at-least 30 days’ notice.

3.15 **Penalty Provision**

3.15.1 In case of delay in execution of the assigned work and unsatisfactory performance by the Selected Agency/Bidder, DoT may impose a penalty of 5% of the Service Fee or part thereof (subject to maximum of 10% of the Service Fee).
4. **SECTION 4: EVALUATION OF PROPOSALS**

4.1 **Opening and Evaluation of Proposal**

4.1.1 DoT shall open the Proposals on the date specified in Clause 1.3, in the presence of the Bidders who choose to attend.

4.1.2 DoT will examine and evaluate the Proposals in accordance with the provisions set out in this Section 3.

4.1.3 To facilitate evaluation of Proposals, DoT may, at its sole discretion, seek clarifications in writing from any Bidder regarding its Proposal.

4.1.4 Any information contained in the Proposal shall not in any way be construed as binding on DoT, its agents, successors or assigns, but shall be binding against the Bidder if the Services are subsequently awarded to it under the Selection Process on the basis of such information.

4.2 **Tests of Responsiveness**

4.2.1 Prior to evaluation of Proposals, DoT will determine whether each Proposal is responsive to the requirements of the RFP. A Proposal shall be considered responsive only if:

a) it is received by the Proposal Due Date including any extension thereof pursuant to clause 3.7;

b) it is upload the e-bids on e-tender portal **http://etender.up.nic.in** as stipulated in Clause 3.6;

c) it is accompanied with the EMD amount as set out in Clause 3.3;

d) it contains the information and documents as requested in the RFP (set out in Clause 3.7);

e) it provides the information in reasonable detail. ("Reasonable Detail" means that, but for minor deviations, the information can be reviewed and evaluated by DoT without communication with the Bidder). DoT reserves the right to determine whether the information has been provided in reasonable detail;

f) it does not contain any condition or qualification; and

g) it is not non-responsive in terms hereof.

h) Technical and Financial proposal as per instruction.

4.2.2 DoT reserves the right to reject any Proposal which is non-responsive and no request for alteration, modification, substitution or withdrawal shall be entertained by DoT in respect of such Proposal.

4.2.3 Bids of a single business entity which are found to be non-responsive shall be rejected.

4.3 **Evaluation of Experience of the Applicant**

4.3.1 The Proposals/Bids received will be scrutinized to assess their eligibility based on the qualifying criteria. Those Proposals/Bids which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.
4.3.2 All the Bidders whose proposal are found to be responsive as per the clause mentioned in this document and have fulfilled the Conditions of Eligibility specified in this document shall be ranked on the basis of the marks obtained in accordance with the parameters set out in the table below:

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Parameter</th>
<th>Evaluation Criteria</th>
<th>Maximum Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>RELEVANT EXPERIENCE</td>
<td></td>
<td>60 Marks</td>
</tr>
<tr>
<td>1.</td>
<td>Turnover</td>
<td>The Bidder should have achieved an Average Annual Turnover of Rs. 1 crores (Rupees One Crore) during the preceding 3 (three) years. To calculate the average turnover, the total turnover achieved by the Bidder during last 3 years shall be divided by 3. i.e.(2016-17, 2017-18 &amp; 2018-19). Documentary evidence: • CA Certificate (Original) • Audited balance sheets for the last three financial years. Upto Rs.1 Crores = 5 marks More than Rs.1 Crore = 10 Marks</td>
<td>10 Marks</td>
</tr>
<tr>
<td>2</td>
<td>Years of Experience</td>
<td>Agency / Firm Bidder should have been in the business of social media management, digital media management, conceptualization &amp; implementation of digital campaigns or similar work in last 5 years. i.e. (2015-16, 2016-17, 2017-18, 2018-19 &amp; 2019-20). Documentary evidence: Copy of Letter of Award / Agreement / Contract / Work Order / Completion Certificate, Duly Certified by the authorized signatory to be submitted. Pictures &amp; other supporting documents along with bid. Upto 5 Years = 5 Marks More than 5 Years = 10 Marks</td>
<td>10 marks</td>
</tr>
<tr>
<td>3</td>
<td>Experience – Govt.</td>
<td>Number of projects in the field of social media or digital marketing in the last 3 years for state or central government / state tourism department or tourism development corporation / international tourism boards / PSUs i.e. (2017-18, 2018-19 &amp; 2019-20). Projects will include tasks such as social media management, digital media management, conceptualization and implementation of digital campaigns. Documentary evidence: • Letter of award / agreement / contract / work order / completion certificate, duly</td>
<td>20 marks</td>
</tr>
</tbody>
</table>

1 assignment = 5 Marks (Up to a Maximum of 20 Marks for 4 assignments)
<table>
<thead>
<tr>
<th>Sl No</th>
<th>Parameter</th>
<th>Evaluation Criteria</th>
<th>Maximum Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>certified by the authorized signatory of the bidding company.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Project literature, reports or any other material to be enclosed in support of projects.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td><strong>Experience – Travel or Hospitality</strong></td>
<td>Number of projects in the field of social media or digital marketing in the last 3 years for travel or hospitality brand with the state or central government / state tourism department or tourism development corporation / international tourism boards / PSUs/private i.e. (2017-18, 2018-19 &amp; 2019-20).</td>
<td>20 marks</td>
</tr>
</tbody>
</table>
|       | Projects will include tasks such as social media management, digital media management, conceptualization and implementation of digital campaigns. | Documentary evidence:  
- Letter of award / agreement / contract / work order / completion certificate, duly certified by the authorized signatory of the bidding company.  
- Project literature, reports or any other material to be enclosed in support of projects.  
(Point 2 & 3 should be different project) |                |
| B     | **PRESENTATION**                                                          | **Past similar work** of projects which include tasks such as social media management, digital media management, conceptualization & implementation of digital campaigns, for state or central government / PSUs / private / international tourism boards. | 40 marks       |
| 5     | **Past similar work** of projects which include tasks such as social media management, digital media management, conceptualization & implementation of digital campaigns, for state or central government / PSUs / private / international tourism boards. | Understanding and comprehension of the project requirement. Approach & methodology, including but not limited to the following:  
- Proposed brand vision and social media strategy for up tourism, highlighting a vision exclusively for Varanasi, Agra, the buddha circuit & Bundelkhand.  
- Content development strategy.  
- Innovative ideas and suggestions.  
Detailed project plan for a period of one (1) year. | 10 marks       |
| 6     | **Unique Preposition/Concept on Social Media & Digital Strategy**         | **Unique Preposition/Concept on Social Media & Digital Strategy** | 20 marks       |
|       | **Team Composition**                                                      | **Team Composition**                                                                                                                                                                                                  |                |
Prepare a Social Media & Digital Strategy for the following festivals/events of UP Tourism:
1. Deepotsav Ayodhya;
2. Rangotsav Barsana,
To spread destination awareness, drive consumer engagement and position Uttar Pradesh as a preferred tourism destination in India.

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Parameter</th>
<th>Evaluation Criteria</th>
<th>Maximum Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td><strong>Prepare a Social Media &amp; Digital Strategy</strong> for the following festivals/events of UP Tourism: 1. Deepotsav Ayodhya; 2. Rangotsav Barsana, To spread destination awareness, drive consumer engagement and position Uttar Pradesh as a preferred tourism destination in India.</td>
<td>10 marks</td>
<td>100 marks</td>
</tr>
</tbody>
</table>

4.3.3 DoT will finalize agencies on basis of their technical credentials. This assessment will be done by a **Bid Evaluation Committee of DoT**.

4.3.4 **The Bidder whose scores a minimum 70 marks out of 100 marks in the shall be qualified (the “Qualified Bidders”) for opening of Financial Bids.**

4.3.5 The total marks awarded to the Qualified Bidder as per **Clause 4.3.2** of the RFP shall be the **Technical Score (ST)** of the Bidder.

4.3.6 The Financial Proposals of only the Qualified Bidders shall be considered for further evaluation.

*Note:*

a. The Presentation made by the Bidder shall be concise and comprehensively covering all parameters set out in the above table as per Clause 4.3.2.

b. The Bidders will be provided with only 15 minutes to make their presentation. The Bidders should submit 1 hard copies of the presentation and will share a soft copy of the presentation with the Authority.

c. The Authority will not be responsible for any glitches or technical failures occurred during the presentation and thus Bidders are required to bring in necessary gear for making the presentation.

4.4 **Evaluation of Financial Proposals**

4.4.1 The Financial Bids of only the Qualified Bidders shall be opened in the presence of the Bidder’s representatives who choose to attend. Date and time will be intimated to the Qualified Bidders or as per RFP. The name of the Bidder, the Technical scores and the proposed financial offer shall be read.

4.4.2 The financial evaluation will be carried out as per the **Clause No. 4.5.**

4.4.3 For financial evaluation, the total **Service Fee or contract fee exclusive of GST shall be considered.**
4.4.4 DoT will determine whether the Financial Bids are complete, incomplete and unconditional. The cost indicated in the Financial Bid shall be deemed as final and reflecting the total cost of services. Omissions, if any, in costing any services shall not entitle the selected Agency to be compensated and the liability to fulfill its obligations as per the scope of services mentioned in this RFP. The lowest Financial Proposal (FM) will be given a financial score of 100 points. The financial scores of other proposals will be computed as follows:

\[ S_F = 100 \times \frac{F_m}{F} \]  
\[ (F = \text{amount of Financial Proposal}) \]

4.5 Combined and final evaluation - Quality and Cost Based Selection (QCBS)

4.5.1 Proposals will finally be ranked according to their combined technical \((S_T)\) and financial \((S_F)\) scores as follows:

\[ S = S_T \times TW + S_F \times FW \]

Where \(S\) is the combined score, and \(TW = 0.7\) and \(FW = 0.3\) and are the weights assigned to the Technical Score and the Financial Score respectively.

4.6 Selection of Agency

4.6.1 The Bidders shall be ranked in descending order and the Bidder scoring the Highest Combined Score \((H1)\) shall be ranked first for work. The Bidder scoring the highest combined score shall be declared as Selected Bidder.

4.6.2 In the event that the first ranked Bidder withdraws its Proposal or is not selected for any reason in the first instance, DoT may invite the second ranked Bidder for negotiations.

4.6.3 In the event that two or more Bidders obtain the same combined score, (the “Tie Bidders”), the Bidder quoting the lowest Service Fee shall be the Selected Bidder.

4.7 Letter of Award (LOA) / Work Order

4.7.1 After selection, a Letter of Award (the “LOA”) / Work Order shall be issued, in duplicate, by DoT to the Selected Bidder(s) and the Selected Bidder(s) shall, within 15 (Fifteen) days of the receipt of the LOA, sign and return the duplicate copy of the LOA in acknowledgement thereof and signing of agreement. In the event the duplicate copy of the LOA duly signed by the Selected Bidder is not received by the stipulated date, DoT may, unless it consents to extension of time for submission thereof, appropriate the EMD of such Bidder on account of failure of the Selected Bidder to acknowledge the LOA, and the next eligible Bidder may be considered.

4.8 Contacts during Proposal Evaluation
Proposals shall be deemed to be under consideration immediately after they are opened and until such time DoT makes official intimation of award/ rejection to the Bidders. While the Proposals are under consideration, Bidders and/ or their representatives or other interested parties shall not make attempts to establish unsolicited and unauthorised contact by any means with DoT and/ or their employees/ representatives on matters related to the Proposals under consideration after opening of the Proposals and prior to notification of the Award. If any attempt by the Bidder causing extraneous pressure on DoT shall be sufficient reason to disqualify the Bidder.

4.9 Fraud and Corrupt Practices
The Bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Selection Process. Notwithstanding anything to the contrary contained in this RFP, DoT shall reject a Proposal without being liable in any manner whatsoever to the Bidder, if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the “Prohibited Practices”) in the Selection Process. DoT, UP may also, in its sole discretion, debar the Bidder (including its Associates) in participating in any of the bidding/ tender processes in the state for any time period determined by it.

- The DoT and its employees/advisors make no representation or warranty and shall have no liability to any person including any bidder under any law, statutory rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this tender or otherwise, including accuracy, adequacy, correctness, reliability or completeness of the tender and any assessment, assumption, statement or information contained therein or deemed to form part of this tender or arising in any way in this selection process.

- The DoT also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any bidder upon the statements contained in this tender.

- The DoT may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this tender.

4.10 Sequence of Evaluation of Proposal
1. Tests of Responsiveness
2. Evaluation of Technical Bid of the Bidder
3. Evaluation of Financial Proposals
5. SECTION 5:- FORMATS FOR SUBMISSION OF PROPOSAL

5.1 Appendix – I – Letter of Proposal
(On the letterhead of the Bidder)

Dated:

To,
The Director General
Directorate of Tourism
Paryatan Bhawan, C-13,
Vipin Khand, Gomti Nagar,
Lucknow – 226010, Uttar Pradesh (India)
Tel: (91) 522 – 2308017/2308993

Dear Sir,

Sub: Proposal for “SELECTION OF A SOCIAL MEDIA & DIGITAL AGENCY FOR UTTAR PRADESH TOURISM”

1. With reference to your RFP document dated____/____/______, I/We, having examined
   the Bidding Documents and understood their contents, hereby submit my/our Proposal for
   the aforesaid Service. The Proposal is unconditional and unqualified.
2. All information provided in the Proposal and in the Appendices is true and correct.
3. I/We shall make available to DOT any additional information it may find necessary or
   require to supplement or authenticate the Bid.
4. I/We acknowledge the right of DOT to reject our Proposal without assigning any reason
   or otherwise and hereby waive my/our right to challenge the same on any account
   whatsoever.
5. I/We understand that you may cancel the Selection Process at any time and that you are
   neither bound to accept any Proposal that you may receive nor to invite the Bidders to bid
   for the Services, without incurring any liability to the Bidders.
6. I/We hereby irrevocably waive any right which we may have at any stage at law or
   howsoever otherwise arising to challenge or question any decision taken by DOT in
   connection with the selection of the Bidder, or in connection with the Selection Process
   itself, in respect of the above mentioned activities and the terms and implementation
   thereof.
7. I/We offer EMD of Rs.2,00,000/- (Rupees Two Lakh Only) to DOT in accordance with
   the RFP Document.
8. I/We agree and understand that the Proposal is subject to the provisions of the Bidding
   Documents. In no case, I/We shall have any claim or right of whatsoever nature if the
   activities/Right is not awarded to me/us or our Proposal is not opened.
9. I/We agree to keep this offer valid for 90 (Ninety) days from the Proposal Due Date
   specified in the RFP.
10. I/We agree and undertake that the authorised signatory in Appendix- VI shall represent
    the company in all matters pertaining to the Selection Process. No third person,
    consultant, agency shall represent the company in all matters pertaining to the Selection
Process.

11 I/We agree and undertake to abide by all the terms and conditions of the Bidding Document.

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

Yours faithfully,

Date: (Signature of the Authorised signatory)

Place: (Name and designation of the of the Authorised signatory) 

Name and seal of Bidder
5.2 Appendix – II- Details of Bidder

(On the letterhead of the Bidder)

1. (a) Name:
   (b) Place of incorporation:
   (c) Address of the corporate headquarters and its branch office(s), if any, in India:
   (d) Date of incorporation and/ or commencement of business:

2. Brief description of the Company including details of its main lines of business and proposed role and responsibilities for providing the Service

3. Details of the Authorised Signatory of the Bidder:
   (a) Name:
   (b) Designation:
   (c) Company:
   (d) Address:
   (e) Telephone Number:
   (f) E-Mail Address:
   (g) Fax Number:

Note:
The Bidder must submit the following document to establish the legal status along with this Form:

a. In case of a company, copy of the Certificate of Incorporation, Copy of Memorandum and Articles of Association of the Bidder.

b. In case of a sole proprietorship firm or a Limited Liability Partnership firm, it should furnish copy of the registration certificate and IT returns for the last three financial years preceding the Proposal Due Date as a proof of identity.

c. Copy of the Bidder’s duly audited financial Statement for the preceding 3 (three) Financial Years.
5.3 Appendix – III – Financial Capacity

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Financial Years</th>
<th>Annual Turnover (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2016-17</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>2017-18</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>2018-19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Average Turnover</td>
<td></td>
</tr>
</tbody>
</table>

**Certificate from the statutory Auditor**

This is to certify that ---(name of the Applicant)--- has annual Turnover is as shown above the respective years.

Date:
(Signature, name and designation of the authorized signatory)
Name and seal of the audit firm (CA Letterhead)
(Supporting financial statements and relevant documents are to be furnished.)
5.4 Appendix – IV – Experience of the Bidder

(On the letterhead of the Bidder)

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Particulars</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Name of the Organization</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Address of the contact details of Organization</td>
<td></td>
</tr>
</tbody>
</table>

Sl. No. -01

<table>
<thead>
<tr>
<th>Name of client</th>
<th>Detail Description of Project</th>
<th>Duration of Assignment</th>
<th>Value of Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sl. No. -02

<table>
<thead>
<tr>
<th>Name of client</th>
<th>Detail Description of Project</th>
<th>Duration of Assignment</th>
<th>Value of Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sl. No. -03

<table>
<thead>
<tr>
<th>Name of client</th>
<th>Detail Description of Project</th>
<th>Duration of Assignment</th>
<th>Value of Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Project details to be furnished in similar Format) Separate sheets may be added

Name of the Bidder
..............................................................

Signature of the Authorised Person
..............................................................

Name of the Authorized Person
5.5 Appendix – V - Self Declaration

(Should not have been black listed)

(On the letterhead of the Bidder)

I / We agree that the decision of the Authority in relation to RFP for “SELECTION OF A SOCIAL MEDIA & DIGITAL AGENCY FOR UTTAR PRADESH TOURISM”, addition or deletion will be final and binding to me / us. I / We confirm that we have not been blacklisted/terminated/debarred by Central or State Governments & PSUs in the last 5 years.

Name of the Bidder

…………………………………………
Signature of the Authorised Person

…………………………………………
Name of the Authorized Person
5.6  Appendix –VI- Format for Power of Attorney for Signing of Proposal

(On Stamp paper of relevant value)

Know all men by these presents, We, __________________________ (name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorise Mr. / Ms (Name), son/daughter/wife of __________________________ and presently residing at __________________________, who is [presently employed with us and holding the position of __________________________], as our true and lawful attorney (hereinafter referred to as the “Attorney”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Proposal for “SELECTION OF A SOCIAL MEDIA & DIGITAL AGENCY FOR UTTAR PRADESH TOURISM”, proposed by the Directorate of Tourism, Government of Uttar Pradesh (the “DoT”) including but not limited to signing and submission of all applications, proposals, bids and other documents and writings, participate in Bidders’ and other conferences and providing information / responses to DoT, representing us in all matters before DoT, signing and execution of all contracts and undertakings consequent to acceptance of our Proposal, and generally dealing DoT in all matters in connection with or relating to or arising out of our Proposal and/or upon award thereof to us.

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

IN WITNESS WHEREOF WE, __________________________, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS ________ DAY OF __________, 20**.

For __________________________

(Signature)

(Name, Title and Address)

Witnesses:
1
2

Accepted __________________________

(Signature)

(Name, Title and Address of the Attorney)

Notes:

• 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 Bidder should submit for verification the extract of the charter documents and documents such as a resolution/power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.
5.7 Appendix –VII- Affidavit

(On Stamp paper of relevant value)

Date:
To:

Ref: SELECTION OF A SOCIAL MEDIA & DIGITAL AGENCY FOR UTTAR PRADESH TOURISM

Dear Sir,

I/We __________________________ hereby declare that statements, project documents, credentials, documentary evidences, financial statements and other tender documents in the proposal are true, authentic to the best of my/our knowledge. I/we have not incorporated any information not undertaken by us, in the proposal. I/We, for the purpose of the said tender, have not forged, misrepresented & misled any information that has not been undertaken by us. For the purpose of the evaluation, the Directorate of Tourism, Government of Uttar Pradesh, has the right to verify the authenticity of the proposal submitted by us.

I/We fully understand that in case of furnishing any false documents or statements, forging, misrepresentation & producing misleading information in the proposal, and failure to abide by the terms and conditions of the tender, I/we are liable to any actions that may be taken against us by the Directorate of Tourism, Government of Uttar Pradesh.

   a) Not dismissed or removed from Govt. Service.
   b) Not convicted of an offence connected with any proceeding under the Income tax, wealth tax or Gift tax acts.
   c) No Penalty has been imposed on him under the sections of above Acts.
   d) Not convicted of any offence and sentenced to a term of imprisonment.
   e) Not found guilty of misconduct in his professional capacity.

All above mentioned point are true, authentic to the best of my/our knowledge

Yours faithfully,
Name of the Bidder

..................................................
Signature of the Authorised Person

..................................................
Name of the Authorized Person
## 5.8 Appendix - VIII- Format for Particulars of Key Personnel

*(On the Letter head of the Bidder)*

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Proposed Position</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Name of Personnel</td>
</tr>
<tr>
<td></td>
<td>Date of Birth</td>
</tr>
<tr>
<td></td>
<td>Nationality</td>
</tr>
<tr>
<td>4.</td>
<td>Educational Qualifications</td>
</tr>
<tr>
<td>5.</td>
<td>Employment Record: (Starting with present position, list in reverse order every employment held.)</td>
</tr>
<tr>
<td>6.</td>
<td>Total years of Experience</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Details of events undertaken by the Personnel outside India and Description of responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Name of the Event: Name of the Country: Description of responsibilities: Duration:</td>
</tr>
<tr>
<td>2. Name of the Event: Name of the Country: Description of responsibilities: Duration:</td>
</tr>
<tr>
<td>3. Name of the Event: Name of the Country: Description of responsibilities: Duration:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Details of the current assignment and the time duration for which services are required for the current assignment.</th>
</tr>
</thead>
</table>

Certification:

1. I am willing to provide the Services and I will be available for entire duration of the work as required.

2. I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications and my experience.

Date: __________
Place: ____________

(Signature and name of the Key Personnel)

(Signature and name of the authorised signatory of the Applicant)

**Notes:**

1. Use separate form for each Key Personnel
2. Each page of the CV shall be signed in ink by both the Personnel concerned and by the Authorised Representative of the Applicant firm along with the seal of the firm. Photocopies will not be considered for evaluation.
5.9 Appendix-IX- List of Festivals, Fairs & Events

<table>
<thead>
<tr>
<th>S. No</th>
<th>Name</th>
<th>Duration Of The Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Makar Sankranti, Allahabad, Varanasi &amp; Gorakhpur</td>
<td>02 Days</td>
</tr>
<tr>
<td>2.</td>
<td>Magh Mela, Allahabad</td>
<td>01 Month</td>
</tr>
<tr>
<td>3.</td>
<td>Dhrupad Mela, Varanasi</td>
<td>01 Day</td>
</tr>
<tr>
<td>4.</td>
<td>Ramayan Mela, Chitrakoot</td>
<td>04 Days</td>
</tr>
<tr>
<td>5.</td>
<td>Christian Fair, Meerut</td>
<td>01 Day</td>
</tr>
<tr>
<td>6.</td>
<td>Holi, Mathura</td>
<td>01 Month</td>
</tr>
<tr>
<td>7.</td>
<td>Nauchandi Mela, Meerut</td>
<td>10 Days</td>
</tr>
<tr>
<td>8.</td>
<td>Urs Of Zinda Shah</td>
<td>01 Day</td>
</tr>
<tr>
<td>9.</td>
<td>Ram Navami</td>
<td>01 Day</td>
</tr>
<tr>
<td>10.</td>
<td>Sankat Mochan Music Festival, Varanasi</td>
<td>04 Days</td>
</tr>
<tr>
<td>11.</td>
<td>Jai Vihar Mahotsav, Jhansi</td>
<td>01 Day</td>
</tr>
<tr>
<td>12.</td>
<td>Sri. Krishna Janamastmi, Mathura</td>
<td>01 Day</td>
</tr>
<tr>
<td>13.</td>
<td>Diwali</td>
<td>01 Day</td>
</tr>
<tr>
<td>14.</td>
<td>Kartik Poornima</td>
<td>01 Day</td>
</tr>
<tr>
<td>15.</td>
<td>Cattle Fair, Bateshwar, Agra</td>
<td>01 Month</td>
</tr>
<tr>
<td>16.</td>
<td>Buddha Purnima, Varanasi &amp; Kushinagar</td>
<td>01 Day</td>
</tr>
<tr>
<td>17.</td>
<td>Ganga Mahotsav</td>
<td>01 Day</td>
</tr>
<tr>
<td>18.</td>
<td>Ramayan Mela, Ayodhaya</td>
<td>01 Day</td>
</tr>
<tr>
<td>19.</td>
<td>Food Festival, Lucknow</td>
<td>01 Day</td>
</tr>
<tr>
<td>20.</td>
<td>Taj Mahotsav, Agra</td>
<td>09 Days</td>
</tr>
<tr>
<td>21.</td>
<td>Lucknow Mahotsav, Lucknow</td>
<td>10 Days</td>
</tr>
<tr>
<td>22.</td>
<td>Dev Deepawali, Varanasi</td>
<td>01 Day</td>
</tr>
<tr>
<td>23.</td>
<td>Taj Car Rally, Agra</td>
<td>02 Day</td>
</tr>
<tr>
<td>24.</td>
<td>Up Travel Mart + Fam Tour</td>
<td>10 Days</td>
</tr>
<tr>
<td>25.</td>
<td>World Tourism Day</td>
<td>01 Day</td>
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<tr>
<td>26.</td>
<td>Up Tourism Day</td>
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<tr>
<td>27.</td>
<td>Ayurveda Mahotsav, Jhansi</td>
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<tr>
<td>28.</td>
<td>Dewa Mela, Barabanki</td>
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<td>29.</td>
<td>Ramleela Of Ramnagar, Varanasi</td>
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<td>30.</td>
<td>Buddhist Conclave</td>
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<tr>
<td>31.</td>
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<td>32.</td>
<td>Id-Ul-Azha (Bakrid)</td>
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<tr>
<td>33.</td>
<td>Navroj</td>
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<td>34.</td>
<td>Ramzan</td>
<td>01 Month</td>
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<td>35.</td>
<td>Muhharam</td>
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<td>38.</td>
<td>Mahavir Jayanti</td>
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<td>41.</td>
<td>Travel Writers Conclave</td>
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<td>St. Jude’s Festival Jhansi</td>
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<td>43.</td>
<td>Dushehra, Varanasi</td>
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<td>46.</td>
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<td>Noida Mahotsav, Noida</td>
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<td>Gorakhpur Mahotsav, Gorakhpur</td>
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<td>50.</td>
<td>Kumbh Mela, Allahabad</td>
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<tr>
<td>51.</td>
<td>Lathmar Holi</td>
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