



**Department of Tourism & Civil Aviation, Himachal Pradesh, Shimla-9**

**Expression of Interest (EoI) for Selection of Social Media Agency for Himachal Tourism**

The Department of Tourism & Civil Aviation, Himachal Pradesh invites expression of interest (EoI) for selection of social media & digital marketing agency for Himachal Tourism, to manage social media services. The Department of Tourism & Civil Aviation, H.P. invites interested agencies / companies to manage, maintain & handle all social media services for Himachal Pradesh Tourism. A detailed request for proposal (RFP) document giving eligibility criteria, scope of work, guidelines for submission etc. may be downloaded from the website [www.himachaltourism.gov.in](http://www.himachaltourism.gov.in). The RFP should be submitted on or before 31-08-2018 by 4:00 PM addressed to The Director, Tourism & Civil Aviation, Block No 28, SDA Complex, Kasumpti, Shimla-9, H.P. Any corrigendum or amendment in the RFP document will be uploaded on the same website only. The Agencies / companies should have the following capabilities:-

- Agencies / Integrated Agencies (National/International) with minimum annual turnover of Rs. 10 Crores each year for last three financial years i.e. 2015-16, 2016-17 and 2017-18.
- Minimum 3 years of experience in managing social media duties for Public Sector Undertakings (PSU), Govt. and State Govt. Departments etc.
- Additional experience in Travel, Leisure and Tourism for National or International clients.
- Agencies/Integrated Agencies (National/International) should have a minimum employee strength of 25.
- Should have full-fledged functionality for Social Media strategy, Creative, Technical & Operational teams working for prominent social media accounts.
- Should have executed for a minimum work order of INR 10 lakhs for social media marketing, digital marketing, and digital content generation. The company/ firm /agency should have worked for either PSU, Central or State Govt. departments, or companies in Travel, Leisure and Tourism for National or International clients.
- Should have in-house capabilities to manage digital media & digital content writing.
- The Firm /company / Agency should be a registered entity and must have been in operation for a minimum period of 3 years as on 31<sup>st</sup> March 2018.

The Director, Tourism & Civil Aviation, H.P. reserves the right to accept or reject any or all the proposals without assigning any reason thereof.

-Sd-  
Director, Tourism & Civil Aviation,  
Himachal Pradesh, Shimla-171009.  
Ph. 0177-2625924, Email: tourismmin-hp@nic.in



# Request for Proposal (RFP) For Selection of Social Media & Digital Marketing Agency for Himachal Tourism

Tender No. TSM/PUB-8-11/2018:

Date: 09/08/2018

(Due on 31/08/2018)

**Department of Tourism & Civil Aviation**  
**Government of Himachal Pradesh,**  
Block No. 28, SDA Complex, Kasumpti, Shimla-171009  
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# SECTION 1: PROJECT BACKGROUND

## 1.1 Introduction

The State of Himachal Pradesh is a panoramic marvel. Situated in the Himalayan mountain ranges, with snow peaks melting into rivers, streams and lakes providing sustenance to the lushest forests and the wildlife that thrives in them, like the Great Himalayan National Park (a UNESCO World Heritage Site). It is also known as Devbhoomi or the Abode of Gods; filled with thousands of temples and religious places, each with their own folklore and ballads about the existence of Gods and Deities and their blessings on its land.

International and domestic travelers visiting Himachal Pradesh (HP) can find every kind of experience they are looking for: mountain climbing, trekking, river rafting, boating, fishing, skiing, camping, among many other things. The peace of this land offers complete relaxation and remarkable sightseeing opportunities with many heritage sites and forts. Moreover, for tourists who have a spiritual bent of mind, it is absolutely the right place to visit, with the maximum number of temples. There are many festivals and events to be attended in the state, like the Dussehra in Kullu, Pori festival in Lahaul, Ladarcha fair in Spiti and the Minjar Fair in Chamba, to name a few.

The state offers innumerable hotels (also heritage hotels), homestays, campsites of global standards spread across HP. These can be accessed by convenient connections on very affordable luxury buses, by car or by taxis. Trains reach the foothills from where buses or taxis are available to take you up to the mountain destinations. There is also the famous narrow gauge 'Toy Train' (recognized by UNESCO as a World Heritage Site) that traverses through 103 tunnels taking people on a picturesque journey from Kalka to Shimla and back.

It is now possible to fly in HP. There are regular flights to Dharamshala, Shimla and Kullu.

This needs to be disseminated visually and verbally to the target audience around the world on all digital and social media platforms in the most attractive format, to make it the most preferred destination state.

## 1.2. Objectives

The main objectives are -

- Active presence of Himachal Tourism in social & digital space for creating awareness of tourist destinations in Himachal Pradesh to 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 by the agency involved.
- To facilitate media tie-ups for increased awareness about tourism related activities and events, and to create quality content to facilitate promotions in the digital world.

### 1.3. Scope of Work

The scope of work of the selected agency shall be, but not limited to, the following:

The agency will be responsible for **handling, managing and maintenance of all official social media handles of Himachal Tourism**. If required, initiation and creation of new social media handles like YouTube, is to be taken up. The agency will be responsible to manage and update the tourism website content as well in close co-ordination with the existing vendor. List of all official social media handles of Himachal Pradesh.

Social Media Platform	Handle/Weblink
FACEBOOK	<a href="https://www.facebook.com/Himachaltourismofficial/">https://www.facebook.com/Himachaltourismofficial/</a>
TWITTER	<a href="https://twitter.com/Himachal Tourism">https://twitter.com/Himachal Tourism</a>
INSTAGRAM	<a href="https://www.instagram.com/Himachalpradeshtourism/">https://www.instagram.com/Himachalpradeshtourism/</a>

#### i. Work to be done on Social Media

The social media management will consist of post creation, posting and driving of innovative campaigns. The agency needs to provide a detailed plan of campaign ideas & timing. It will include, but not limited to:

- Posting and 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 Himachal Tourism should be in accordance with the activities going on at the time, and the prevailing marketing communication of Himachal Tourism.
- Repackaging of the content (videos and photographs) into suitable formats (video packages and others).
- Giving new & colourful look to all social media handles in form of artwork, creative, themes, etc.
- Publicity of all fairs, festivals, events, etc. as suggested by the Department of Tourism & Civil Aviation, H.P. In addition, conceptualization and execution of consumer contests, as suggested by the Department of Tourism.
- Moderation of all social media platforms to address spam, unauthorized & inappropriate content, etc.
- Analysis of response of social media campaigns and submission of qualitative and quantitative reports periodically to take corrective action and bring in policy changes, if required.

A predefined fortnightly content calendar for each of the social media platform to be shared with the Department of Tourism & Civil Aviation, H.P., a week 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.

SOCIAL MEDIA PLATFORM	NUMBER OF POSTS	FREQUENCY
FACEBOOK	22	MONTHLY
INSTAGRAM	22	MONTHLY
TWITTER	40	MONTHLY
YOUTUBE	Optimize all videos in repository	MONTHLY

## ii. Response Management

**Response management of Himachal Tourism brand** in the digital & social space (providing appropriate response for social media handles of Himachal Tourism). It will include, but not be limited to:

- Proper response posting on queries (as per pre-defined or customized text response or escalation levels).
- Removal of non-relevant/offensive posts from all social media handles.
- Use of relevant tool to drive response management

## iii. Dashboard and Reporting

**Integrated dashboard for monitoring and reporting** – the dashboard should provide analytics for all social media channels, reports, etc. Analytical reports of the campaign and regular activities must be provided to the Department of Tourism & Civil Aviation, H.P. These reports must include the following: Reach, Impressions, Best posts/updates as well as reasons to the same. The agency shall deliver monthly, quarterly and annual analytics report on social media performance of Himachal Tourism’ social media touch points.

## iv. Content Creation

The agency is expected to develop content with impeccable spelling and grammar, with clear understanding of tourism consumer through thorough research. The team should have familiarity with keyword placement and other Search Engine Optimization (SEO) best practices; but not be limited to:

- Creation of blogs/news articles/articles/landing pages content.
- Design of innovative consumer centric tourism artwork, communicating key messages of the Department of Tourism & Civil Aviation, H.P.

## v. Manpower Deployment at Client Side

The agency shall deploy one or more than one as per requirement onsite resource for coordination with the Department of Tourism & Civil Aviation, H.P. and daily operational tasks. Onsite resource will be utilized for coordination, content collation, content development etc.

#### **vi. Digital Advertisement**

The agency shall also engage in publishing digital advertisement on various online platforms through advertisers like Google, Facebook and Twitter. As a measure of performance, each advertisement released must reach up number of impressions duly agreed within the scope of work & budget allocation with the Department of Tourism & Civil Aviation, H.P.

#### **vii. Influencer Marketing Programs**

Planning and executing key influencer program on social media platforms. The influencer programs 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 Himachal Tourism and the social media campaign.

## **SECTION 2: INSTRUCTION TO BIDDERS**

### **2.1 Procedure for Submission of Bids**

#### **Procedure of Bid Submission**

1. The bidders are advised to submit the bids well in time. The bid submission **process is offline** and is to be submitted as per instructions shared in Part I and Part II.
2. 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 Department of Tourism & Civil Aviation, H.P. and will not be returned.
3. Once the bid submission date and time is over, the bidders cannot submit their bid. The bidders shall only be held responsible for any delay and whatsoever reason in submission of bid.
4. The bidder shall provide all the information as per this Bid document. The Department of Tourism& Civil Aviation, H.P. will evaluate only those proposals that are received in the required format and are complete in all respects.

Each proposal shall comprise the following:

#### **Part I Submission - Technical Proposal**

- Scanned copy of the DD/BG for Earnest Money Deposit (EMD);
- Covering letter in the format set out in **Appendix A**;
- Details of the bidder in the format set out in **Appendix B**. The bidder has to declare the company profile such as memorandum & article of association of the company, etc. The documents to be submitted should also include the following:



- Self-attested copy of PAN card;
  - Self-attested copy of registration;
  - Self-attested copy of the GSTIN number;
  - Self-attested copy of the company profile, along with the list of significant clients;
- Power of Attorney - a copy of the power of attorney certified under the hands of a director of the bidder or a notary public on the specified form shall accompany the proposal as per **Appendix C**, authorizing the signatory of the proposal to commit the bidder.
- **Technical Presentation comprising:**
  - Project data sheets & technical capacity of the bidder in the format set out in **Appendix D**, with supporting proofs;
  - Technical presentation per guidelines prescribed in **Appendix E**. The presentation is to be submitted in a hard copy in a separate sealed envelope manually to the Department of Tourism & Civil Aviation, H.P.
  - Affidavit regarding the non-debarment by any state/central government or their agencies, in the last five years.
  - Chartered Accountant certificate (original) specifying the annual turnover for the last three years in the format set out in **Appendix F**.
  - **Letter of Technical Bid Submission (Appendix I)** to be filled over company's letter head while sending the technical BID mentioning the tender ID, department name and address along with bidder details

**Note:** Each page of the technical bid shall be numbered and signed by an authorized signatory of the bidder, holding the power of attorney (the “authorized representative”).

## **Part II Submission - Financial Proposal**

- **Letter of Financial Bid Submission (Appendix H)** to be filled over company's letter-head while sending the financial BID mentioning the tender ID, department name and address along with bidder details separately from technical Bid.
- Financial proposal will be separately submitted duly filling the 'Bill of Quantities' as per the **Appendix H** with the provided format and marked as 'Part II Submission – Financial Bid';
- The fees charged will be exclusive of all statutory taxes.

## **2.2 Earnest Money Deposit**

- a. An Earnest Money Deposit (EMD) for an amount of **INR 1,00,000/-** (Rupees one lakh only) in the form of a demand draft, **in favour of Director, Tourism & Civil Aviation, H.P.**, payable at **Shimla** has to be submitted for acceptance of the bid. The demand draft must be hand delivered to the office of the Department of Tourism & Civil Aviation, H.P. on or before the bid submission date and time.

- b. EMD shall be returned to the unsuccessful bidders within a period of two month from the date of issue of 'work order' to the 'successful bidder'. EMD submitted by the 'successful bidder' shall be returned one week post the submission of performance security.
- c. EMD shall be forfeited if any information or document furnished by the bidder turns out to be misleading or untrue in any material respect.

## **2.3 Conflict of Interest**

- a. The selected firm/agency shall provide professional, objective and impartial service and hold Himachal Tourism's interest paramount.
- b. The selected firm/agency shall not downstream or outsource any part of the scope of work.
- c. Non-disclosure of such an association will lead to termination of agency's contract.

## **2.4 Validity of Proposal**

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

- a. Proposal shall remain valid for a period of 180 days from the last date of bid receiving date.
- b. The Department of Tourism & Civil Aviation, H.P. reserves the right to reject a proposal valid for a shorter period as non-responsive.
- c. In exceptional circumstances the Department of Tourism & Civil Aviation, H.P. 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.

## **2.5 Right to Accept or Reject any proposal**

The Department of Tourism & Civil Aviation, H.P. reserves the right to annul the Request for Proposal 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 ground of such decision. Also, if:

- a. At any time, a material misrepresentation is made or discovered; or
- b. The bidder does not respond promptly and diligently to requests for supplemental information required for the evaluation of the proposal.
- c. In the event of acceptance of the proposal of the preferred bidder, the Department of Tourism& Civil Aviation, H.P. shall declare the preferred bidder as the successful bidder. The Department of Tourism& Civil Aviation, H.P. will notify the successful bidder through a letter of intent (LoI) that its proposal has been accepted.
- d. The successful bidder(s) shall be issued the work order on priority.

## 2.6 Fraud & Corruption

It is required that the Bidders submitting Proposal and Agency selected through this Request for Proposal must observe the highest standards of ethics during the process of selection and during the performance and execution of the Work Order.

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

- a. "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of The Department of Tourism & Civil Aviation, H.P. or its personnel in Work Order executions.
- b. "Fraudulent practice" means a misrepresentation of facts, in order to influence selection process or the execution of the Work Order, and includes collusive practice among Bidders.
- c. "Unfair trade practice" means supply of devices different from what is ordered on, or change in the scope of work.
- d. "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 the Work Order.

The Department of Tourism & Civil Aviation, H.P. will reject a proposal for award, if it determines that the Bidder recommended for the award, has been determined to have been engaged in corrupt, fraudulent or unfair trade practices.

The Department of Tourism & Civil Aviation, H.P. will declare a Firm/ Agency ineligible, either indefinitely or for a stated period of time, for awarding the Work Order, if it any time determines that the Firm/ Agency has engaged in corrupt, fraudulent and unfair trade practice in competing for, or in executing the Work Order.

## 2.7 Clarifications and amendment to Request for Proposal

- a. During the process of evaluation of Proposals, The Department of Tourism & Civil Aviation, H.P. may, in its discretion, ask Bidders for clarification on their proposal. The Bidders are required to respond within the prescribed time frame. The bidders shall be informed to respond on **tourismmin-hp@nic.in** for any further clarifications.
- b. The Department of Tourism & Civil Aviation, H.P. may for any reason, modify the Request for Proposal from time to time. The amendment(s) to the Request for Proposal would be clearly spelt out and the Bidders may be asked to amend their proposal due to such amendments.

## 2.8 Withdrawal of Bid Modalities

No Bidder is allowed to modify, substitute, or withdraw the Proposal after its submission.

## **2.9 Payment Terms**

Payment will be made to the successful bidder monthly. The Department of Tourism & Civil Aviation, H.P. shall pay all invoices within **30 days** from the date of receipt of verified invoice.

## **2.10 Preparation of Proposal**

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

- a. The Bidder is expected to carefully examine all the instructions, guidelines, terms, condition, and formats of the Request for Proposal. Failure to furnish all the necessary information as required by the Request for Proposal or submission of a proposal not substantially responsive to all the requirements of the Request for Proposal shall be at Bidder's own risk and will be liable for rejection.
- b. The Proposal and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or over writing shall be valid only if the authorized person signing the Proposal initials them.
- c. The proposal shall be signed by the Bidder or duly authorized person(s).
- d. The proposal will also be submitted in Sub Packet 1. 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 mailing purposes.
- e. Proposals received by facsimile or in any other form as explained above shall be treated as defective, invalid and rejected.
- f. Only detailed proposals complete in all respect and in the forms indicated shall be treated as valid.

## **2.11. Pre-bid Clarification by email**

A prospective Bidder, requiring a clarification on the Request for Proposal (**Appendix K**) shall notify Department of Tourism& Civil Aviation, H.P. via email to the Director, Tourism & Civil Aviation, H.P. Shimla-9 or tourismmin-hp@nic.in specified in the Datasheet - Schedule of Tender Process (Section 5) by the stipulated date. As part of this RFP process, The Department of Tourism & Civil Aviation, H.P. will hold a pre-bid meeting, the date for which can be found in the Datasheet - Schedule of Tender Process.

## **2.12 Evaluation of Proposal & Eligibility**

### **ELIGIBILITY CRITERIA**

The bidders meet the eligibility criteria as under:

TABLE OF CONTENT FOR ELIGIBILTY CRITERIA

S NO	CRITERIA	DOCUMENTARY EVIDENCE
1.	The agency should be a registered entity with minimum <b>3 years of existence</b> on the day of the submission of bid	1. Certificate Of Incorporation Under Companies Act 1956/2013. 2. PAN Card 3. GST Registration
2.	The agency to share copy of Annual turnover of each year during the last three financial years (i.e. 2017-18, 2016-17 and 2015-16)	1. Original CA certificate 2. Audited Balance Sheets For The Last Three Financial Years (i.e. 2017-18, 2016-17 and 2015-16) To Support the Claim.
3.	The Agency/Integrated Agencies (National/International) should have a minimum employee strength of 25	1. Number of employees under various departments 2. Affidavit by the authorized signatory ( <b>Appendix M</b> )
4.	The agency must not be disqualified / 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.	1. Affidavit by the authorized signatory ( <b>Appendix L</b> )

### Evaluation of Proposal:

The agency who fulfill the above eligibility criteria will be considered eligible bidder. Failure to comply with eligibility criteria's shall render the bidder ineligible. The technical and financial proposal of in-eligible bidder shall not be considered.

Note: submission of forged documents will also result in summary rejection of the bid.

Bid should comprise of following sections:

- i. Technical bid**
- ii. Financial bid**

Both the bids must be submitted separately on or before Bid submission date mentioned in Data sheet (Section- 5). Prices should not be quoted in the technical bid. The prices should be quoted in the financial bid only.

## Evaluation of Technical bid

**The Technical bid has 70% weightage in the Evaluation process.** The Technical Evaluation shall be based on the parameters and weightage as mentioned in the Table below.

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

TABLE OF CONTENT FOR THE PARAMETERS AND WEIGHTAGE UNDER TECHNICAL BID

Sr . No	PARAMETER*	DOCUMENTARY EVIDENCE	MAXIMUM SCORE
1	The agency should have minimum 3 years operations of experience in managing social media and digital marketing.	Certificate of years of establishment	4
2.	The agency should have a minimum of 3 years experience in managing social media and digital marketing duties for PSU, Central and State Govt. departments / Others	Letter of award / agreement / contract / work order / completion certificate/ signed estimate, duly certified by the authorized signatory of the bidding company.	6
3.	The agency should have experience of managing social media and digital marketing duties for PSU, central and state Govt. departments/ others with following criteria:-  For a Turnover of up-to 10 crore : <b>10 marks</b>  For a Turnover more than 10 crore to 20 crore : <b>15 marks</b>  For a Turnover of more than 50 crore : <b>20 marks</b>	Copies of financial statements Duly audited by applicants' statutory auditors for immediately preceding 2 financial years i.e. 2016-17 & 2017-18 (in case it is not finalized, company secretary/ statutory auditor shall certify the turnover). Certificate from company Secretary/ statutory auditor	20

4.	<p>The agency should have experience in Travel, Leisure and Tourism for National or International clients :<b>5 Marks</b></p> <p>The agency should have experience in digital content creation tourism website for national or international clients : <b>5 Marks</b></p>	<p>1. Letter of award / agreement / contract / work order / completion certificate, duly certified by the authorized signatory of the bidding company.</p> <p>2. Project literature, reports / website address Or any other material to be enclosed in support of projects.</p>	<b>10</b>
5.	<p>The Agency to enlist awards, if won for any of the work done for PSU, Central or State Govt. departments, or for national and multinational clients in last 3 years.</p>	<p>List of awards won along with project details, reports Or Any other material to be enclosed in Support of projects.</p>	<b>10</b>
6.	<p>No. of permanent employees of the agency, having been on the payroll during the financial year 2017-18 engaged in digital content creation &amp; social media &amp; related projects, technology &amp; project management.</p> <p>If Agency has up to 25 employees :4 marks  If Agency has 25 –75 employees : 6 marks  If Agency has more than 75 employees :10 marks</p>	<p>This shall be certified by the company secretary or statutory auditor of the agency.</p>	<b>10</b>
7.	<p>Experience of the core project team assigned with relevant experience.</p>	<p>CV of all members of project team, stating the relevant work experience as defined in point 3.3</p>	<b>10</b>

8.	A detailed presentation on the work done/ <b>case studies</b> for client projects in the past three years (2015-16, 2016-17 & 2017-18 ), supported by relevant media/data, which shall be submitted as proof: 2 Case studies :05 Marks 3 Case studies :10Marks 5 Case Studies :15 Marks	Key Operative Domains <ul style="list-style-type: none"> <li>• At least one case study in Travel, Tourism, Digital Content Creation, Social Media Management, Hotel or Airlines for National International, Govt., PSU clients</li> <li>• Please fill the relevant form in <b>Appendix D</b> &amp; if required also attach supporting presentation.</li> </ul>	<b>15</b>
9.	The agency is required to formulate a result oriented comprehensive social media strategy for Himachal Tourism - Strategy, Strength, approach & Methodology etc. for handling Social Media and Digital Media	Detailed Requirement Refer Section 3(3.1)	<b>10</b>
10.	Strategic approach of digital content creation & Search Engine Optimization (SEO) to organically increase the visitors on the website	Detailed Requirement Refer Section 3(3.1)	<b>05</b>
	<b>Total</b>		<b>100</b>

*\*Note: The bidder having qualification less than the prescribed minimum criteria will be scored zero.*

**Note:** The technical score (PE) for the technical proposal will be the arithmetic sum of the marks assigned to the bidders under each of the parameters listed above. The bidder is required to achieve a minimum technical score of **60 marks** (benchmark score) for opening of financial bids.

The Technical Proposal offline (Packet -1) must also include documentation proofs as listed with the tables of content for (a) eligibility criteria (b) parameters and weightages table. Please look into the Appendix section for relevant forms to be submitted along with the items listed above.

### **iii. Evaluation of Financial Proposal**

The Financial score has 30% weightage in the Evaluation process. The Financial Proposal needs to be offline (as per **Appendix H**). Financial proposals of only those firms who are technically qualified shall be opened.

The Financial Proposal (Packet-2) must include the following:



- a. Format for Financial Bid Submission (as per the format at **Appendix H**)
- b. Details given in the Financial Bid format is an estimation of volume of work. However, actual volume of work may vary during the period of implementation and payment shall be made on actual work done by the selected agency.(as per the format at **Appendix H**)
- c. For avoidance of doubt, it is clarified that all taxes, excluding GST, shall be deemed to be included in the cost shown under different items of Financial Proposal. The Applicant shall be paid only GST over and above the cost quoted in the Financial Proposal. Further, all payments shall be subjected to deduction of taxes at source as per applicable Laws.
- d. In case of any additional cost involved in any work, the same should be included within the relevant item of work detailed in section 3.1.

The complete method of selection is described in data sheet (**Annexure N**). The selected bidder will be then invited for negotiation, if considered necessary.

## **2.13 Duration of Contract**

The Department of Tourism & Civil Aviation, H.P. may award the work to the selected agency for a period of two years. The period of work of managing the social media services may be extended for another one year (if required).

## **SECTION 3:SCOPE OF WORK & DELIVERABLES**

Once appointed the scope of work for the agency under this RFP is divided into the following categories.

- a. Strategy Formulation
- b. Social Media and Digital Marketing Management
- c. Digital Content Creation for Search Engine Optimization and Support

### **3.1 Strategy Formulation**

The Service Provider will be required to formulate a result oriented comprehensive social media strategy for Himachal Tourism. The detailed plan of action to be shared with the Department of Tourism & Civil Aviation, H.P. team and the applicable SLA in terms of any delay in submission of the plans shall be as per below table:

Sr.No.	Type of Plan	Frequency	Remarks

1.	Overall Strategy	To be submitted at the time of presentation. To include an overall objective and the proposed activities to achieve the set objective.	Agency shall present overall strategy as defined under the technical proposal.
2.	Quarterly Plan	To be submitted at the start of each billing quarter. To include content and engagement building strategy.	To be submitted within 7 -10 days of the start of the billing quarter.
3.	Monthly Plan	To include week wise campaign plan as well as content plan for any special event/ festival/ occasion etc.	To be submitted between 4th - 8th of every month.

The strategy adopted by the Service Provider will be measured in terms of increase in number of followers, engagement level of content, response management TATs etc.

### 3.2 Social Media and Digital Marketing Management

- a. **Social Media Management** - 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. it will include, but not limited to:
  - i. Posting & filtering of user comments, providing responses to all official social media handles & profiles, and creation of relevant tagging & linkages.
  - ii. All posts, tweets on all social media handles of Himachal tourism should be in accordance with the activities going on at the time, and the prevailing marketing communication of Himachal tourism.
  - iii. Repackaging of the content (videos and photographs) into suitable formats (video packages and others).
  - iv. Giving new & colourful look to all social media handles in form of artwork, creative, themes, etc.
  - v. Publicity of all fairs, festivals, events, etc. as suggested by the department of tourism. A non-exhaustive list of festivals/fairs/events. In addition, conceptualization and execution of consumer contests, as suggested by the Department of Tourism & Civil Aviation, H.P.
  - vi. Moderation of all social media platforms to address spam, unauthorized ads, inappropriate content, etc.
  - vii. A **pre-defined fortnightly content calendar for each of the social media platform** to be shared with the department of tourism, a week 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.

**b. Response Management**

On Daily basis: This shall indicate the number of queries received and answered (platform wise and resource wise) for the previous day and the average response TAT with the supporting screenshot from Online Reputation Management (ORM) tool.

On Monthly basis: This shall be a compiled report on the total queries received & answered and team resource wise performance in terms of no. of queries handled, response time etc.

- c. Integrated Dashboard for Monitoring & Reporting** – The dashboard should provide analytics for all social media channels, Online Reputation Management (ORM) reports, etc. it should also provide data in terms of competitor analysis, percentage growth and target achievement.
- d.** Analytical reports of the campaign and regular activities must be provided to the Department of Tourism & Civil Aviation, H.P. The agency shall deliver monthly, quarterly and annual analytics report on social media performance of Himachal tourism' social media touch points.
- e. Blogs** – The Agency shall engage in writing blog post focused on tourism in Himachal Pradesh. The content of the posts shall be divided into general posts, as well as, special articles on festivals & events organized by the Department of Tourism & Civil Aviation, H.P. 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 an average of 10 entries per month.
- f. Planning for digital media buying** – The agency shall be responsible for planning for digital media buying throughout the tenure of agreement. The agency shall also be responsible for planning for media buying for all calendared events of Himachal Tourism, as and when required newly added events will also be the part of media buying planning. Consultation should be provided by the agency.
- g. 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 Himachal Tourism with top media houses throughout the tenure as & when required. It will include, but not limited to:
- i. Designing, managing and evaluating innovative digital media campaigns to support digital media presence of Himachal Tourism.
- h. Content creation** – The agency shall be responsible for creating content as per deliverables. It is expected out of agency to develop content with impeccable spelling and grammar, with clear understanding of tourism consumer through thorough research. The team should have familiarity with keyword placement and other Search Engine Optimization (SEO) best practices. It will include, but not limited to:
- i. Creation of blogs/news articles/articles.
  - ii. Creation of landing pages content.
  - iii. Design of innovative consumer centric tourism artwork, communicating key messages of the Department of Tourism & Civil Aviation, H.P.

- i. **Photography** – The agency shall be responsible for photo shoot. The agency will also create and manage the photo bank of all destination assets (images, videos, event photos, etc.).
- j. **KPIs from Digital Media & Social Media Deployment**– There should be substantial growth in the number of followers/impressions/tagging/engagement etc. For Himachal Tourism Social media handles, in comparison to the previous quarter. The agency is expected to propose key media KPIs and its performance on the media deployment shall be measured accordingly by the Department of Tourism & Civil Aviation, H.P.
- k. 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 Himachal Tourism team at the time.

SOCIAL MEDIA PLATFORM	NUMBER OF POSTS	FREQUENCY
FACEBOOK	22	MONTHLY
INSTAGRAM	22	MONTHLY
TWITTER	40	MONTHLY
YOUTUBE	Optimize all videos in repository	MONTHLY

- l. **Digital advertisement** – The agency shall also engage in publishing digital advertisement on various online platforms through advertisers like Google, Facebook and twitter and other relevant channels. A measure of performance should also be decided and reported back to the Department of Tourism & Civil Aviation, H.P (subject to budget allocation).
- m. **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:
  - i. Executing the digital campaigns based on the Social Media strategy & plan and undertaking activities like optimization of campaign, reporting, etc.
  - ii. For the above social media campaigns, the creative units (banners, etc.) will be designed by the agency and approved by the Department of Tourism & Civil Aviation, H.P.
- n. **Deliverables** –The Agency is expected to meet the following deliverables each month:

Sr. No	Deliverable	Frequency
1.	Content calendar for each of the Social Media Platform	Fortnightly
2.	Analytics report/dashboard on social media performance of Himachal Tourism's social media touch points	Monthly
3.	Number of posts on Himachal Tourism's social media handles, as defined in Section 3.2 (K)	As per table
4.	Define and Deploy Key media KPIs and report back its performance on the media deployment	As per agreed scheduled

### 3.3 Resource Experience and Team Structure Details

The agency shall deploy one or more than one as required onsite resource for coordination with the Department of Tourism & Civil Aviation, H.P. on daily operational tasks. Onsite resource will be utilized for coordination, content creation, posting, meetings, media exchange, new event updates, etc.

The team component and the list of key personnel is listed below:

<b>List of Talent required for managing the RFP duties</b>
Digital Media Representative Himachal Tourism Office
Account Director + Strategic Planning
Account Manager
Creative Designer - Art
Copy Writer
Content Developer
Search Engine Optimization (SEO)Manager

## SECTION 4: GENERAL TERMS AND CONDITIONS

**Note: Bidders shall read these conditions carefully and comply strictly while submitting the Proposals**

- a. Rate shall be written both in words and figures. There shall not be errors and/or overwriting and correction, if any, shall be made clearly and initialed with dates. The rates shall mention elements of the service charges or any other charges separately.
- b. Agency shall not assign or sublet the Work Order or any substantial part thereof to any other agency, nor can the agency have arrangement with other company for bidding purpose.
- c. Rates quoted will be valid up to 180 days from the last date of bid receiving date.

- d. If a Bidder imposes conditional bids, the same shall be liable to summarily rejection.
- e. The Department of Tourism & Civil Aviation, H.P. reserves the right to accept or reject one or all bids without assigning any reasons and accept bid for all or anyone.
- f. The Agency shall not use any Government Emblems and/or Himachal Tourism logo in any unauthorized illegal or inappropriate way which may deceive the public to believe unsolicited, unauthorized content. The said logos emblems shall be used only in such manner as to provide credibility to the authentic web pages/applications/platforms belonging to Himachal Tourism.
- g. The Agency shall also monitor the virtual space for any individual or organization which may be operating platforms/applications/web pages/websites and deceiving the public to believe that they are in anyway associated with Himachal Tourism. Upon discovery of such entity, the Agency shall provide necessary information of such entity to Himachal Tourism for further action (to be decided by Himachal Tourism)
- h. The Agency must maintain uniformity while uploading of content on the platform. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platform instantly.
- i. The effective date of contract start shall be the date of signing the contract after completing all relevant formalities.
- j. No interest shall be paid by Himachal Tourism on EMD deposited.
- k. The EMD deposited shall be refunded within two months after the satisfactory completion of the work.
- l. **Termination:** The Work Order can be terminated at any time by the Department of Tourism & Civil Aviation, H.P., if the services are not up to satisfaction after giving an opportunity to the selected Agency of being heard and recording of the reasons for repudiation.
- m. If the Agency requires an extension of time in completion of the work order period on account of occurrence of any hindrance, 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.
- n. 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.
- o. If any dispute arises out of the Work Order with regard to the interpretation, meaning and breach of the terms of the Work Order, the matter shall be referred to Arbitration by a sole Arbitrator to be appointed by Department of Tourism, Govt. of Himachal Pradesh.
- p. All legal proceedings, if necessity arises to institute, by any of the parties needs to be lodged in courts situated in Shimla, H.P (India).
- q. The Department of Tourism & Civil Aviation, H.P. may enforce forfeiture of EMD (in full or part) in the following cases:
  - A. Failure of agency to perform satisfactorily despite repeated warnings and consistent failure to improve services.
  - B. Breach of contract terms and conditions especially those relating to IPR, Knowledge Management, etc.
  - C. Any other circumstance at the sole discretion of the Department of Tourism & Civil Aviation, H.P.

## SECTION 5: SCHEDULE OF BID PROCESS

**Datasheet-** The Department of Tourism would adhere to the following schedule during the bidding process:

Sr.NO.	DESCRIPTION	DATE/DETAILS
1.	Issue of Tender Document on website.	09/08/2018
2.	Earnest Money Deposit (EMD)	Rupees 1,00,000/- (Rs. one lakh), in the form of demand draft, drawn in favour of Director, Tourism & Civil Aviation, Himachal Pradesh, payable at Shimla.
3.	Receipt of pre-bid queries	18/08/2018
4.	Pre-bid Meeting	23/08/2018
5.	Issue of corrigendum, if any	As per requirement
6.	Bid Submission closing date	31/08/2018
8.	Short listing of agencies for presentation & announcement	To be intimated separately.
9.	Financial bid opening & final presentation	To be intimated separately.

**Please note:**

- a. Pre-bid queries should be submitted at email tourismmin-hp@nic.in with subject: **“Bid reference: <BID/Tender NUMBER>”**
- b. The Department of Tourism & Civil Aviation, H.P. invites sealed Technical and Financial proposals for the **‘Selection of a Social Media & Digital Agency for Himachal Tourism’**.
- c. The place of bid submission (Physical Copy):  
  
To  
The Director,  
Tourism & Civil Aviation,  
Block No 28, SDA Complex, Kasumpti,  
Shimla (H.P.)-171009.  
Ph.: 0177 - 2625864
- d. Empanelment to follow after due completion of procedure outlined above.

# SECTION 6: APPENDICES AND FORMATS

## 6.1 APPENDIX A

### **Covering Letter (On the Letter head of the Bidder)**

Date:  
To:

REF: 'SELECTION OF A SOCIAL MEDIA & DIGITAL AGENCY FOR HIMACHAL TOURISM'.

Dear Sir,  
Being duly authorized to represent and act on behalf of ..... (Hereinafter referred to as 'the bidder'), and having reviewed and fully understood all of the proposal requirements and information provided and collected, the undersigned hereby submits the proposal on behalf of (name of bidder) for the captioned project in one (1) original and one (1) duplicate, with the details as per the requirements of the tender document, for your evaluation. We confirm that our proposal is valid for a period of 180 days from the last date of submission of bid.

We also hereby agree and undertake as under:

Notwithstanding any qualifications or conditions, whether implied or otherwise, contained in our proposal we hereby represent and confirm that our proposal is unqualified and unconditional in all respects and we agree to the terms of the proposed scope of work, which forms a part of the tender document provided to us. We hereby certify and confirm that in the preparation and submission of our proposal, we have not acted in concert or in collusion with any other bidder or other person(s) and also not done any act, deed or thing which is or could be regarded as anti- competitive.

Yours Faithfully,  
For And On Behalf Of  
(Name of Bidder)

Duly Signed By  
(The Authorized Signatory of The Bidder)

(Name, Title & Address of The Authorized Signatory)



## 6.2 APPENDIX B

### Details of Bidder

(To be provided on 'Company Letter Head')

1.	NAME OF THE PROJECT		
2.	NAME OF THE BIDDER FIRM		
3.	REGISTERED OFFICE	ADDRESS (WITH PIN CODE)	
		TELEPHONE NOS. (WITH STD CODE)	
		FAX NOS. (WITH STD CODE)	
		E-MAIL ID	
		WEBSITE	
4.	REGISTRATION CERTIFICATE (COPY TO BE ENCLOSED)		
5.	GSTIN (COPY TO BE ENCLOSED)		
6.	PAN CARD NO (COPY TO BE ENCLOSED)		
7 A.	NAME AND DESIGNATION OF THE CHIEF EXECUTIVE OF THE FIRM		
7 B.	ADDRESS		

8 A.	NAME AND DESIGNATION OF THE AUTHORITY THAT IS AUTHORIZED TO SIGN THE BID DOCUMENT	
8 B.	ADDRESS	
9.	EMD AMOUNT (DETAILS OF THE DD)	
10.	OTHER ELIGIBILITY DOCUMENTS ATTACHED:	
10 A.	DOCUMENTS IN EVIDENCE OF PAST EXPERIENCE	
10 A I.	LIST OF IMPORTANT CLIENTS	
10 A II.	PROOF OF SUCH ASSOCIATION LIKE WORK ORDER COPIES AND CERTIFICATES FROM IMPORTANT PAST CLIENTS	

### **6.3 APPENDIX C**

#### **Power of Attorney (On Stamp Paper of Relevant Value)**

Know all men by these presents, we..... (Name and address of the registered office) do hereby constitute, appoint and authorize Mr. / Ms. ....

..... (Name and residential address) who is presently employed with us and holding the position of..... as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our proposal for 'Selection of a Social Media & Digital Marketing Agency for Himachal Tourism' including signing and submission of all documents and providing information/responses to the Department of Tourism& Civil Aviation, H.P. in all matters in connection with our proposal for the said assignment.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this power of attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

DATED THIS THE                      DAY OF                      2018  
FOR

(NAME AND DESIGNATION OF THE PERSON(S)  
SIGNING ON BEHALF OF THE BIDDER)

ACCEPTED

\_\_\_\_\_  
\_\_\_\_\_(SIGNATURE) (NAME, TITLE  
AND ADDRESS OF THE  
ATTORNEY) DATE:  
.....

Note:To executed only if the bidder is a company, agency or firm.

- i. 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. Copy of such document should be submitted along with the power of attorney.
- ii. 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.

## 6.4 APPENDIX D

### Format for Work Done for other Clients (Case Studies)

NAME OF THE FIRM: \_\_\_\_\_

PROJECT NAME:		COUNTRY:
PROJECT LOCATION WITHIN COUNTRY:		PROFESSIONAL STAFF PROVIDED BY THE FIRM: NO. OF STAFF: NO. OF PERSON MONTHS:
NATURE OF CLIENT:		
START DATE (MONTH/YEAR):	COMPLETION DATE(MONTH/YEAR)	APPROX. VALUE OF SERVICES (IN INR):
NAME OF SENIOR STAFF INVOLVED AND FUNCTIONS PERFORMED:		
DESCRIPTION OF THE PROJECT:		
DESCRIPTION OF ACTUAL SERVICES PROVIDED:		

Please attach relevant information in the form of presentation to show the details of the case study submitted.

## **6.5 APPENDIX E**

### **Guidelines for Technical Presentation**

Technical presentation in proposal should comprise following sections:

Company profile, list of clients, similar completed and ongoing projects. Past similar work of projects which include tasks such as social media management, digital media management, digital content creation and management, conceptualization & implementation of digital campaigns, for state or central government/PSUs/private or national /international tourism boards & companies.

Understanding and comprehension of the project requirement. Approach & methodology, including but not limited to the following:

1. Proposed brand vision and social media strategy for Himachal Tourism.
2. Content development strategy.
3. Innovative ideas and suggestions.
4. Detailed project plan for a period of one (1) year.
5. Case Studies as asked for in the RFP Document
6. Relevant and necessary documentation towards company profile, financial eligibility & certification, team structure & profiles etc.

## 6.6 APPENDIX F

### Financial Capacity of the Bidder (Chartered Accountant Certificate)

BIDDER	ANNUAL TURNOVER			
	2015-16	2016-17	2017-18	ANNUAL TURNOVER

Name & Address of Bidder's Bankers:

#### Instructions:

The bidder shall submit a Chartered Accountant certificate only. The certificate should mention CA certification regarding annual turnover for the last three each financial years (2015-16,2016-17, 2017-18).

## 6.7 APPENDIX G

### Format of CV

The prescribed format for the CV is provided below:

1. Position in the proposed project (describe degree of responsibility also)
2. Name of the staff
3. Designation
4. Name and address of the firm presently employed, if any
5. Qualifications (technical and general)
6. Relevant experience including on field experience
7. Employment record with other firms

The formats provided shall be signed by the proposed key personnel and by an authorized official of the firm. Each page of the CVs provided shall be signed.

**Note: The proposed team needs to be deployed during the execution of the project.**

### Composition of the team & tasks of team members

S.NO.	NAME	PRESENT DESIGNATION	NAME OF THE COMPANY	MINIMUM QUALIFICATION AND EXPERIENCE REQUIRED (IN YEARS)	PROPOSED POSITION	TASK ASSIGNED

## 6.8APPENDIX H

### Financial Bid Excel Sheet

Separate MS Excel sheet has been provided for the financial proposal.

**Note:** Financial proposal (quote) shall have to be given on the **.xls** format file

Format for Financial Bid:

Sr. No	Particular	Number of posts	Frequency	Amount in Rupees and Taxes as applicable (Amount : Both in figures and words)
1	Facebook	22	Monthly	Rs.=
2	Twitter	40	Monthly	Rs.=
3	Instagram	22	Monthly	Rs.=
4	YouTube	Optimize all videos in repository	Monthly	Rs.=
	Total Amount (Both in figures and in words)			Rs.=



## 6.9 APPENDIX I

### **Letter of Technical Bid Submission** (To be provided on 'Company letter head')

To  
The Director,  
Department of Tourism & Civil Aviation,  
Government of Himachal Pradesh  
Block No. 28, SDA Complex,  
Kasumpti, Shimla - 171009

Subject :- Letter of Technical Bid Submission.

Madam / Sir,

This has reference to the Department of Tourism & Civil Aviation, H.P. RFP no. .... dated ..... for Selection of Agency for Social Media and Digital Marketing.

In this context, please find enclosed our technical bid in respect of the above said RFP.

I/We as the authorized representative(s) of the agency hereby declare that all the information and statements made in this Technical bid are true and accept that any misinterpretation contained in it may lead to our disqualification. We undertake, if our Proposal is accepted, to initiate the Implementation services immediately in consultation with the Department of Tourism, H.P. and as per the provisions stipulated in the RFP document. We agree to abide by all the terms and conditions of the RFP document. We would hold the terms of our bid valid for 120 days as stipulated in the RFP document.

We understand that the Department of Tourism & Civil Aviation, H.P. is not bound to accept any proposal received by it.

Thanking you,

Name of the Bidder: .....

Authorized Signatory:.....

Name:

Seal:

Date:

Place:

## **6.10 APPENDIX J**

### **Letter of Financial Bid Submission**

**(To be provided on 'Company letter head')**

To  
The Director,  
Department of Tourism & Civil Aviation,  
Government of Himachal Pradesh  
Block No. 28, SDA Complex,  
Kasumpti, Shimla - 171009

Subject :- Letter of Financial Bid Submission.

I/We as the authorized representative(s) of the agency hereby offer to undertake the assignment of Social Media & Digital Marketing for the Department of Tourism & Civil Aviation, Govt. of Himachal Pradesh in accordance with your RFP document No. .... dated ..... Our financial bid as per the requirements of RFP document is enclosed in this sealed cover.

Our financial bid shall be binding upon us, up to completion of the period of the contract as specified in the RFP document.

We understand that the Department of Tourism & Civil Aviation, Govt. of Himachal Pradesh is not bound to accept any proposal received by it.

Thanking you,

Name of the Bidder: .....  
Authorized Signatory: .....  
Name:

Seal:  
Date:  
Place:

## 6.11 APPENDIX K

### Format to share Pre-bid Queries

#### BIDDER'S REQUEST FOR CLARIFICATION

Name and Address of the Organization submitting request:

Name and Position of Person submitting request:

Contact Details of the Organization / Authorized Representative:

Tel:

Fax:

Email:

Sr.No	RFP Section	RFP Page	RFP Clause	Content of RFP requiring Clarification	Points of Clarification Required

## **6.12 APPENDIX L**

### **Letter declaring Agency not to be blacklisted by Himachal Tourism**

To  
The Director,  
Department of Tourism & Civil Aviation,  
Government of Himachal Pradesh  
Block No. 28, SDA Complex,  
Kasumpti, Shimla - 171009

Sub: Declaration that Agency has not been blacklisted by Himachal Tourism.

Sir,

This is to declare that our Agency, M/s \_\_\_\_\_ has not been blacklisted/debarred/suspended/banned from business dealings by Himachal Tourism as on the last date of filing responses to this RFP.

Yours faithfully,

Date

Signature & Designation

## 6.13 APPENDIX M

### Format of Letter from company secretary for providing details of permanent employees

To  
The Director,  
Department of Tourism & Civil Aviation,  
Government of Himachal Pradesh  
Block No. 28, SDA Complex,  
Kasumpti, Shimla - 171009

Subject: Certificate of number of permanent employees on rolls of M/s \_\_\_\_\_  
as on date \_\_\_\_\_

Sir,

To the best of my knowledge and according to the examinations carried out by me and Explanations furnished to me by the Company, its officers and agents, I hereby certify that M/s \_\_\_\_\_, having its registered office at \_\_\_\_\_, has \_\_\_\_\_ Permanent employees on its rolls as on \_\_\_\_\_.

Company Secretary/Statutory Auditor  
(with seal and contact numbers)

## 6.14 APPENDIX N

### Scoring Methodology

**Illustrative Example:**

Bidder A, Bidder B and Bidder C submit their technical bids to Himachal Tourism. According to the evaluation criteria outlined in the document the bids will be evaluated as follows:

1	2	3
<b>Bidder</b>	<b>Technical marks</b>	<b>Weighted technical score (column 2 x 70%)</b>
A	80	56
B	55	38.5
C	75	52.5
D	90	63

Bidder B's score is 55 ( $\leq 60.00$ ). Bidder B will therefore not be eligible for consideration of the commercial bid evaluation.

#### **Financial Bid Criterion & Weightage**

For evaluation of the commercial bid, the lowest bidder will be given a score of 100. The score of other bidders will be proportionately scaled down as per the following formula:  $(\text{Lowest bidder price} / \text{Quoted price of the bidder}) \times 100$

**For example**, if the lowest bid price is Rs. 100, the lowest bidder will get a score of 100. If the second lowest bid is Rs. 150, the bidder will get a score of  $(100 / 150) \times 100 = 66.66$ . The scores will be calculated up to 2 decimal places.

#### **Calculating the composite final score (S)**

The composite final score will be calculated from the technical and commercial scores as shown in the illustrative example below. The short-listed firms will be ranked as L1, L2 etc. (score calculated up to 2 decimal points), based on decreasing order of composite final scores and L1 (highest composite final score) will be declared as the Lowest Bidder.

**Illustrative Example:**

Bidders A and C with technical bid marks of 80, 75 respectively, have been shortlisted for consideration of their commercial bids. The commercial bids of the 2 bidder are as follows: A= Rs. 5 lakhs, and C= Rs.10 lakhs. The composite final score (S) for A and C will be calculated in the following manner:

1	2	3	4	5	6	7
Bidder	Technical marks	Weighted Technical score (column 2 x 70%)	Commercial Bid quote (in Rs. Lakh)	Proportionate commercial Score (lowest quote/bidder's quote) x 100	Weighted commercial score (column 5 x 30%)	Final composite score (S= column3 + column6)
A	80	56	5	100.00	30	<b>86.00</b>
C	75	52.5	10	50.00	15	67.50
D	90	63	11	45.45	13.64	76.64

Since bidder A has the highest composite final score (S=86.00), it will be declared as Successful Bidder.

In case the highest composite score is the same for more than one bidder, the bidder with the higher commercial bid score will be awarded the contract.

**Note:**

1. The marks/scores will be calculated up to 2 decimal places.

-Sd-  
Director,  
Tourism & Civil Aviation,  
Block No. 28, SDA Complex,  
Kasumpti, Shimla-9 (H.P.)  
Ph: 0177-2625864