Request for Proposal (RFP)

For

Selection of Agency for Design, Development and Maintenance of Website & Mobile App and Social Media Management for Department of Tourism, Government of Bihar

Department of Tourism, Government of Bihar,
Old Secretariat, Patna-800015,
# Table of Contents

Fact Sheet.............................................................................................................................................. 8

1. **REQUEST FOR PROPOSAL.................................................................................................................... 9**
   1.1 Structure of the RFP ................................................................................................................................. 9
   1.2 Obtainability of RFP Document ................................................................................................................ 9

2. **BACKGROUND INFORMATION.............................................................................................................. 9**

3. **INSTRUCTIONS TO BIDDERS............................................................................................................... 11**
   3.1 Submission Procedure............................................................................................................................... 11
   3.2 Number of proposals............................................................................................................................... 11
   3.3 Proposal preparation cost.......................................................................................................................... 11
   3.4 Right to accept or reject.......................................................................................................................... 11
   3.5 Clarifications............................................................................................................................................. 12
   3.6 Amendments to RFP............................................................................................................................... 12
   3.7 Language and Currency........................................................................................................................... 12
   3.8 Validity of Proposal.................................................................................................................................. 13
   3.9 Bid Security............................................................................................................................................... 13
   3.10 Bidder’s responsibility............................................................................................................................. 13
   3.11 Correspondence/ Enquiry......................................................................................................................... 14
   3.12 Format and Signing of Proposal.......................................................................................................... 14
   3.13 Proposal due date.................................................................................................................................... 14
   3.14 Test of Responsiveness ........................................................................................................................... 14
   3.15 Confidentiality......................................................................................................................................... 15
   3.16 Clarifications........................................................................................................................................... 15
   3.17 Modification/Substitution/Withdrawal of Proposal ............................................................................. 15
   3.18 Proposal Evaluation............................................................................................................................... 15
   3.19 Declaration of Successful Bidder........................................................................................................... 15
   3.20 Notifications.......................................................................................................................................... 16
   3.21 DOT’s right to accept or reject proposal ............................................................................................... 16
   3.22 Performance Bank Guarantee (PBG)..................................................................................................... 16

4. **CRITERIA FOR EVALUATION............................................................................................................... 17
4.1 Pre-Qualification .................................................................................................................. 17
4.2 Technical Bid Evaluation .................................................................................................... 18
4.3 Financial Bid ....................................................................................................................... 20
4.4 Final Evaluation .................................................................................................................. 20
4.5 Award of Contract .............................................................................................................. 20
4.6 Notification of Award ......................................................................................................... 20

5. APPOINTMENT OF SYSTEMS IMPLEMENTATION AGENCY / PARTNER ................. 21
   5.1 Objectives ......................................................................................................................... 21
   5.2 Implementation Model ...................................................................................................... 21

6. SCOPE OF WORK ................................................................................................................. 22
   6.1 Design, Development, Implementation & Maintenance of Bihar tourism website and mobile app ........................................................................................................... 22
      6.1.1 Website and mobile app Development – Features .................................................... 22
      6.1.2 Website and mobile app Development – Technical Requirements ......................... 27
      6.1.3 User Acceptance Testing ......................................................................................... 28
      6.1.4 Security Audit .......................................................................................................... 28
      6.1.5 Training .................................................................................................................... 29
      6.1.6 Hosting ...................................................................................................................... 29
   6.2 Social Media Management ............................................................................................... 29
      6.2.1 Scope under Social Media Management .................................................................... 30
      6.2.2 Content Management .............................................................................................. 30
      6.2.3 Textual ...................................................................................................................... 30
      6.2.4 Photography Deliverables: ....................................................................................... 31
      6.2.5 Videography Deliverables: ....................................................................................... 32

7. Deliverable ........................................................................................................................... 33
   7.1 Program Management ...................................................................................................... 33

8. Service Level Agreement .................................................................................................... 35
   8.1 Category of SLA .............................................................................................................. 35
   8.2 Liquidated Damages & Operational SLAs ...................................................................... 35

9. Payment Schedule ............................................................................................................... 37
10. Fraud and Corrupt Practices ........................................................................................................ 38
11. Arbitration ................................................................................................................................... 39
12. Indemnification Clause ................................................................................................................ 39
ANNEXURE 1: LETTER OF SUBMISSION .................................................................................. 40
ANNEXURE – 2: FORMAT FOR CVs ............................................................................................. 41
ANNEXURE – 3: LIST OF SIMILAR WORK .................................................................................. 42
ANNEXURE – 4: FORMAT FOR FINANCIAL PROPOSAL ......................................................... 44
ANNEXURE – 5: COMMERCIAL BID FORMAT ........................................................................ 45
DISCLAIMER

1. While this Request for Proposal document ("RFP") has been prepared in good faith, neither the DOT nor its employees or advisors make any representation or warranty, express or implied, or accept any responsibility or liability, whatsoever, in respect of any statements or omissions herein, or the accuracy, completeness or reliability of Information, and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this RFP, even if any loss or damage is caused by any act or omission on their part.

2. This document is not transferable, and this RFP does not purport to contain all the information that each Bidder may require and accordingly is not intended to form the basis of any investment decision or any other decision to participate in the bidding process for the selection of the Successful Bidder for this Project. Each Bidder should conduct his own investigations and analysis and check the accuracy, reliability and completeness of the information in this document and obtain independent advice from appropriate sources.

3. Though adequate care has been taken while preparing this Bid Document, the Bidder shall satisfy himself that the document is complete in all respects. Intimation of any discrepancy shall be given to this office immediately.

4. The DOT may modify, amend, reject or supplement this RFP document in accordance with norms and procedures and as per the requirement of the project. The DOT reserves the right to waive any irregularity in the proposal (RFP) and the DOT makes it clear that the RFP is not an offer/ Agreement.

5. Neither the DOT nor its employees shall be liable to any Bidder or any other person under any law including the law of Agreement, tort, the principles of restitution or unjust enrichment or otherwise for any loss, expense or damage which may arise, or be incurred, or suffered, in connection with this RFP document, or any matter that may be deemed to form part of this RFP document, or the award of the Agreement, or any other information supplied by the DOT or their employees or consultants or otherwise arising in any way from the selection process for the award of the Agreement for the Project.

6. The DOT is not bound to accept any or all the Proposals. The DOT reserves the right to reject any or all the Proposals without assigning any reasons. No Bidder shall have any cause for action or claim against the DOT or its officers, employees, successors or assignees for rejection of his bid. The RFP submitted by the bidder will be the property of the DOT.
## Glossary

<table>
<thead>
<tr>
<th>Abbreviation/ Terms</th>
<th>Details</th>
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<tr>
<td>Authorized Signatory</td>
<td>The bidder’s representative / officer vested (explicitly, implicitly, or through conduct) with the powers to commit the authorizing organization to a binding agreement. Also called signing officer/ authority having the Power of Attorney (PoA) from the competent authority of the respective Bidding firm.</td>
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<tr>
<td>Bid</td>
<td>A formal offer made in pursuance of an invitation by a procuring entity and includes any tender, proposal or quotation in electronic format</td>
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<td>Bid Security/ Earnest Money Deposit (EMD)</td>
<td>A security provided to the procuring entity by a bidder for securing the fulfilment of any obligation in terms of the provisions of the bidding documents.</td>
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<tr>
<td>Bidder</td>
<td>Any person/ firm/ agency/ company/ contractor/ vendor participating in the bidding process with the procurement entity</td>
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<tr>
<td>Bidding Document</td>
<td>Documents issued by the procuring entity, including any amendments thereto, that set out the terms and conditions of the given procurement and includes the invitation to bid</td>
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<tr>
<td>CMS</td>
<td>Content Management System</td>
</tr>
<tr>
<td>Bid</td>
<td>A formal offer made in pursuance of an invitation by a procuring entity and includes any tender, proposal or quotation in electronic format</td>
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</tr>
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<td>Competent Authority</td>
<td>An authority or officer to whom the relevant administrative or financial powers have been delegated for taking decision in a matter relating to procurement. Director, Department of Tourism in this bidding document.</td>
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<tr>
<td>Contract</td>
<td>“Contract” means a legally enforceable agreement entered into between the Procuring entity and the selected bidder(s) with mutual obligations.</td>
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<td>DoT</td>
<td>Department of Tourism</td>
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<td>LD</td>
<td>Liquidated Damages</td>
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<tr>
<td>LoI</td>
<td>Letter of Intent</td>
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<td>Notification</td>
<td>A notification published in the Official Gazette</td>
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<tr>
<td>PAN</td>
<td>Permanent Account Number</td>
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<td>PQ</td>
<td>Pre-Qualification</td>
</tr>
<tr>
<td>Procurement Process</td>
<td>The process of procurement extending from the issue of invitation to Bid till the award of the procurement contract or cancellation of the procurement process, as the case may be</td>
</tr>
<tr>
<td><strong>Project Period</strong></td>
<td>The project period will be of Three Year Starting from the Actual Date of Work Started / Agreement</td>
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<td>--------------------------------------------------------------------------------------------------</td>
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<tr>
<td><strong>Purchaser/ Tendering Authority/ Procuring Entity</strong></td>
<td>Person or entity that is a recipient of a good or service provided by a seller (bidder) under a purchase order or contract of sale, also called buyer. DoT in this BID document.</td>
</tr>
<tr>
<td><strong>Services</strong></td>
<td>Any subject matter of procurement other than goods or works and includes physical, maintenance, professional, intellectual, consultancy and advisory services or any service classified or declared as such by a procuring entity</td>
</tr>
<tr>
<td><strong>Service Level Agreement (SLA)</strong></td>
<td>Service Level Agreement is a negotiated agreement between two parties wherein one is the customer and the other is the service provider. It is a service contract where the level of service is formally defined. In practice, the term SLA is sometimes used to refer to the contracted delivery time (of the service) or performance.</td>
</tr>
<tr>
<td><strong>State Government</strong></td>
<td>Government of Bihar (GoB)</td>
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<tr>
<td><strong>GST</strong></td>
<td>Goods and Service Tax</td>
</tr>
<tr>
<td><strong>WO/ PO</strong></td>
<td>Work Order/ Purchase Order</td>
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</tbody>
</table>
## Fact Sheet

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particular</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Document Reference Number</td>
<td>TDRT/70025/03-2019/01</td>
</tr>
<tr>
<td>2</td>
<td>Date for Issue of RFP</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; November 2019</td>
</tr>
<tr>
<td>3</td>
<td>Project Period</td>
<td>Three Years starting from the Actual date given in the work</td>
</tr>
<tr>
<td>4</td>
<td>Bid Procedure</td>
<td>Two Part (Technical &amp; Financial), Open competitive bid</td>
</tr>
<tr>
<td>5</td>
<td>Date &amp; Time for Pre-bid Meeting</td>
<td>13&lt;sup&gt;th&lt;/sup&gt; November 2019, 11:00 AM</td>
</tr>
<tr>
<td>6</td>
<td>Last Date &amp; Time for receipt of queries for Pre-bid Meeting</td>
<td>13&lt;sup&gt;th&lt;/sup&gt; November 2019, 3:00 PM</td>
</tr>
<tr>
<td>7</td>
<td>Date for Release of responses to the Pre-bid queries / Revised RFP</td>
<td>19&lt;sup&gt;th&lt;/sup&gt; November 2019, 5:00 PM</td>
</tr>
<tr>
<td>8</td>
<td>Last Date &amp; Time for Submission of Proposals</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt; December 2019, 3:00 PM</td>
</tr>
<tr>
<td>9</td>
<td>Bid Validity</td>
<td>90 days from the bid submission deadline</td>
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<tr>
<td>10</td>
<td>Date &amp; Time for opening of Technical Proposal</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt; December 2019, 4:00 PM</td>
</tr>
<tr>
<td>11</td>
<td>Date &amp; Time for Technical Presentation</td>
<td>To be informed later</td>
</tr>
<tr>
<td>12</td>
<td>Date &amp; Time for opening of Financial Bids</td>
<td>To be informed later</td>
</tr>
<tr>
<td>13</td>
<td>Declaration of Successful bidder and release of work order</td>
<td>To be informed later</td>
</tr>
<tr>
<td>14</td>
<td>Bid Document Fee</td>
<td>INR 5,000 (Nonrefundable)</td>
</tr>
<tr>
<td>15</td>
<td>Earnest Money Deposit</td>
<td>INR 5,00,000</td>
</tr>
<tr>
<td>16</td>
<td>Address for Bid Submission</td>
<td>Director, Directorate of Tourism Government of Bihar, 1&lt;sup&gt;st&lt;/sup&gt; floor, B Block, Extension Bhawan, Main secretariat, Patna-15 Email- <a href="mailto:directortourismbihar@gmail.com">directortourismbihar@gmail.com</a> Tel- +91-612-2217045</td>
</tr>
<tr>
<td>17</td>
<td>Website</td>
<td><a href="http://www.bihartourism.gov.in">www.bihartourism.gov.in</a></td>
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</table>
1. REQUEST FOR PROPOSAL

DOT invites detailed proposals (Qualification, Technical and Financial Proposals together referred to as “RFP”) from capable agencies. The bids comprising mandatory compliance along with technical bids and price bids shall be submitted in two separate envelopes. The Scope of Services forming part of the Assignment has been set out hereunder in this document.

The Proposals would be evaluated on the basis of the evaluation criteria set out in this RFP (“Evaluation Criteria”) to identify the successful Bidder for the Assignment (“Successful Bidder”)

1.1 Structure of the RFP

DOT intends to follow a ‘two stage’ bid process for selection of the successful agency under ‘LCS (Least cost basis) Method’, as outlined in this RFP.

The Bidders would need to submit, within the Proposal Due Date as prescribed under the “Important dates & information for Tender” of this RFP; Qualification, Technical and Financial Proposal in the prescribed formats. DOT would evaluate all the Submissions in accordance with the evaluation criteria as set out in the RFP to select a qualified bidder.

1.2 Obtainability of RFP Document

The RFP would be available at the website www.bihartourism.gov.in. It may be noted that all subsequent notifications, changes and amendments in the assignment/documents would be posted only on the website.

2. BACKGROUND INFORMATION

Department of Tourism, Government of Bihar is responsible for promoting the tourism in Bihar. Bihar Tourism since its inception has been working towards the development and promotion of tourism in the State. State of Bihar is one of the most favored tourist destinations in India for both domestic & International traffic. Bihar, being a premier tourist destination, attracts tourist for its religious destinations, history, art and culture. Tourism has emerged as a major industry and has immense employment potential for the state.

Tourism already occupies a prominent place in the state’s agenda as a crucial engine for growth and employment. The state government in the recent past has made efforts for the maximum benefit from tourism sector. Public and private sector have been jointly promoting tourism in the state and have made productive efforts to exploit the vast potential of tourism sector.

Tourism has been one of the biggest revenue generators for the state since long. Owing to its rich and varied topography, vibrant culture and captivating festivities, the State of Bihar offers immense tourism delights to the visitors in the State. Visitors, starting from neighboring states to the far-flung countries throng the state at different times especially during the cooler periods starting from November to February.

Department of Tourism is working as a separate entity for the execution of national and state level policies, programs and also as a coordinating agency for the Central - State Government Department/ Offices and Private sectors activities for promotion of tourism in the state. Under the aegis of Tourism Department public sector entities viz. Bihar Tourism Development Corporation Ltd. (BSTDC) is also operating. The development of Information and Communication Technologies (ICTs) has had more marked effects in the
tourism industry than in many other business sectors. Emerging technologies have changed a growing number of tourist industry functions, from marketing and promotion to production and supply. New services have been made available, which have in turn influenced company choices and behavior, and have led to the construction of new business models. However, since the technology itself is now available to almost everyone its effective utilization is imperative to create a rich tourist experience.

Leveraging upon this channel, Department of Tourism, Government of Bihar envisions presenting the magic of vibrant Bihar - its rich heritage, colorful culture, spiritual offerings, and amazing variety of lush forests and varied wildlife that delights every traveler through their web portal and various social media accounts.

By 2022, the state aspires to be among the top 10 states in terms of domestic visitors and among top 5 states in terms of foreign visitors. The tourism sector is also expected to attract more than $1 Billion investment into the state and generate 55 lakh direct and indirect jobs in the segment. To achieve its defined vision, the department of tourism, Government of Bihar intends to put a special emphasis on creating an unforgettable positive experience for tourists. The superior and seamless experience that a tourist experiences post improvements, shall not only elongate the tourist stay, encouraging him/her to visit other destinations but also increase his chance of repeat visits and a good word of mouth publicity. Bihar aspires to be positioned as a tourist Destination of choice for the globe by providing a unique spiritual experience to all its visitors. The tourism website and mobile app is a step towards in that direction while keeping the strengths and potential of the state in mind.
3. INSTRUCTIONS TO BIDDERS

3.1 Submission Procedure

A. Technical Bid

Bidders shall submit physically their bid in a sealed envelope super-scribed with due date, time, project and nature of bid.

PART 1 - Bid security and RFP Document Fee in a separate sealed envelope superscripted with the Tender Document number. Please enclose RFP document fee of Rs 5,000 (Rupees Five Thousand) and EMD of Rs. 5,00,000 (Rupees Five Lakh). The RFP document fee should be in the form of Demand Draft drawn in favor of Department of Tourism, Bihar payable at Patna. The EMD should be drawn in the form of Demand Draft/ Bank Guarantee drawn favor of Department of Tourism, Bihar payable at Patna.

PART 2 - One copy of TECHNICAL BID complete with all technical and commercial details except the prices.

Note: Filling up prices in Part 2 will render the Bidder disqualified.

The envelopes containing Part 1 and Part 2 of offer should be enclosed in a larger envelope duly sealed. All pages of the offer must be signed.

B. Financial Bid

i. Bidder shall submit the FINANCIAL Bid in a separate envelope.

ii. Services offered should be strictly as per specifications mentioned in this Tender Document.

iii. Once quoted, the Bidder shall not make any subsequent price changes, whether resulting or arising out of any technical/commercial clarifications sought regarding the bid, even if any deviation or exclusion may be specifically stated in the bid. Such price changes shall render the bid liable for rejection.

iv. Bidder shall quote the prices of services as mentioned valid for 90 days

3.2 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.

3.3 Proposal preparation cost

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

3.4 Right to accept or reject

- DOT may reject a proposal at any stage if it is found that the firm recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question, and may also
declare a firm ineligible or blacklist the firm, either indefinitely or for a stated period of time, if at any time it is found that the firm has engaged in corruptor fraudulent practices in competing for, or in executing, the contract.

- Not with standing anything contained in this RFP, DOT reserves the right to accept or reject any Proposal and to annul the bidding process and reject all Proposals at any time, without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reasons.
- DOT reserves the right to reject any Proposal if at any time if a material misrepresentation made by a Bidder at any stage of the bidding process is discovered.

### 3.5 Clarifications

A prospective Bidder requiring any clarification on the RFP may notify DOT in writing to Director, DOT within such date as specified in RFP Time Schedule. At its sole discretion, DOT may upload its response to such queries on the website: www.bihartourism.gov.in

Bidders requiring specific points of clarification may communicate with DOT during the specific period using the following format. The queries can be submitted by email at: director tourismbihar@gmail.com with name of assignment as the subject, in the following format:

<table>
<thead>
<tr>
<th>Bidders Request for Clarification</th>
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<tbody>
<tr>
<td>Name of Organization submitting request</td>
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<table>
<thead>
<tr>
<th>S. No</th>
<th>Bidding Document Reference (Number//Page)</th>
<th>Content of RFP requiring Clarification</th>
<th>Points of Clarification Required</th>
<th>Suggestions (If Any)</th>
</tr>
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<tbody>
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### 3.6 Amendments to RFP

i. At any time prior to the Proposal Due Date, as indicated in the RFP Time Schedule, 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 Addenda. Such Addenda would be posted only on the website www.bihartourism.gov.in

ii. 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.

### 3.7 Language and Currency

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. The currency for this bid is Indian Rupee. All the quotes should be in Indian Rupees.

3.8 Validity of Proposal
i. The Proposal shall be valid for a period not less than Three Months from the Proposal Due Date ("Proposal Validity Period"). DOT reserves the right to reject any Proposal that does not meet this requirement.

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

iii. The Successful Bidder shall, where required, extend the validity of the Proposal till the date of execution of the Agreement.

3.9 Bid Security
i. Proposals would need to be accompanied by a ‘Bid Security’ (EMD) for an amount of Rs. 5,00,000/- (Rupees Five Lacs only). The Bid Security shall be kept valid throughout the Proposal Validity Period and would be required to be extended if so required by DOT.

ii. The Bid Security shall be in the form of a demand draft in favor of the ‘Director, Department of Tourism, Government of Bihar, drawn on any scheduled Bank payable at Patna.

iii. The Bid Security shall be returned to the unsuccessful Bidders within a period of two (2) weeks from the date of signing of Agreement between DOT and the Successful Bidder.

iv. The bid security of the successful bidder will be returned to the successful bidder on the submission of the Performance Security as specified in the RFP document.

v. The Bid Security shall be forfeited in the following cases:
   a. If the Bidder withdraws its Proposal;
   b. If the Bidder withdraws its Proposal during the interval between the Proposal Due Date and expiration of the Proposal Validity Period; and
   c. If any information or document furnished by the Bidder turns out to be misleading or untrue in any material respect.
   d. If the bidder, after the award of work order, fails to submit the performance security within the stipulated time.

3.10 Bidder’s responsibility
i. The Bidder is expected to examine carefully the contents of all the documents provided. Failure to comply with the requirements of RFP shall be at the Bidder's own risk.

ii. It shall be deemed that prior to the submission of Proposal, the Bidder has:
   • Made a complete and careful examination of terms & conditions/ requirements, and other information set forth in this RFP document.
   • Received all such relevant information as it has requested from DOT; and
   • Made a complete and careful examination of the various aspects of the Assignment.
iii. DOT shall not be liable for any mistake or error or neglect by the Bidder in respect of the above.

iv. All taxes payable to government should be paid by the service provider as per applicable norms and procedure. DOT is nowhere liable and responsible for payment of such taxes. Only GST payment will be made by DOT as per applicable rates on the fee quoted by the agency.

3.11 Correspondence/ Enquiry

All correspondence/enquiries should be submitted to the following in writing by email/ fax/ registered post with name of assignment as the subject. The details are:

Director,
Department of Tourism, Government of Bihar,
Old Secretariat, Patna-800015
Email - directortourismbihar@gmail.com
Tel: +91 0612 2217045

3.12 Format and Signing of Proposal

i. Bidders would provide all the information as per this RFP and in the specified format. DOT reserves the right to reject any Proposal that is not in the specified format.

ii. The Proposal would include three submissions to be made on the respective Proposal Due Date as set out in RFP Time Schedule.

iii. If the Proposal consists of more than one volume, Bidder must clearly number the volumes and provide an indexed table of contents.

iv. The Proposal and its copy shall be typed or printed and the Bidder shall initial each page.

v. The person(s) signing the Proposal shall initial all the alterations, omissions, additions, or any other amendments made to the Proposal.

3.13 Proposal due date

i. Proposals should be submitted as per information provided in this RFP.

ii. DOT at its sole discretion; accept any Proposal(s) after Proposal Due Date. Any such Proposal/s accepted shall be deemed to have been received by the Proposal Due Date.

3.14 Test of Responsiveness

i. 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 if;

   • It is received on the respective Proposal Due Date;
   • It is accompanied with the ‘Bid Security’ amount as set out in RFP Document.
   • It is signed, sealed, and marked as stipulated in RFP Document.
   • It contains the information and documents as requested in the RFP;
   • It contains information in the form and formats specified in the RFP;
   • It mentions the validity period as set out in this document;
   • It provides the information in reasonable detail. (“Reasonable Detail” means that, but for minor deviations, the information can be reviewed and evaluated by DOT. DOT reserves the right to determine whether the information has been provided in reasonable detail or not;
Design & Development of Website, Mobile App and Social Media Management for DOT

- There are no inconsistencies between the Proposal and the supporting documents.

ii. A Proposal that is responsive is one that conforms to the preceding requirements without material deviation or reservation. A material deviation or reservation is one which,
   - Affects in any substantial way, the scope, quality, or performance of the Assignment, or
   - Limits in any substantial way, inconsistent with the RFP document, Dot’s rights or the Bidder's obligations under the Agreement, or
   - Unfairly affects the competitive position of other Bidders presenting substantially responsive Proposals.

iii. DOT reserves the right to seek clarification or reject any Proposal which in its opinion is nonresponsive and no request for modification or withdrawal shall be entertained by DOT in respect of such Proposal.

3.15 Confidentiality
Information relating to the examination, clarification, evaluation and recommendation for the Qualified Bidders would not be disclosed to any person not officially concerned with the process. DOT will treat all information submitted as part of the Proposal in confidence and will ensure that all those who have access to such material to treat it in confidence. DOT would not divulge any such information unless ordered to do so by any statutory authority that has the power under law to require its disclosure.

3.16 Clarifications
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 submission made by the Bidder.

3.17 Modification/Substitution/Withdrawal of Proposal
i. The Bidder may modify, substitute or withdraw its Proposal after submission, provided that a written notice of the modification, substitution or withdrawal is received by DOT before the Proposal Due Date. No Proposal shall be modified, substituted or withdrawn by the Bidder after the Proposal Due Date.

ii. The modification, substitution or withdrawal notice shall be prepared, sealed, marked and delivered in accordance with outer envelopes additionally marked “MODIFICATION”, “SUBSTITUTION” or “WITHDRAWAL”, as appropriate.

iii. Withdrawal of a Proposal during the interval between the Proposal Due Date and expiration of the Proposal Validity Period would result in forfeiture of theBid Security in accordance with this RFP.

3.18 Proposal Evaluation
The Qualification Submissions of the Bidders would be checked for responsiveness with the requirements of the RFP and shall be evaluated as per the Criteria set out in this RFP.

3.19 Declaration of Successful Bidder
i. DOT may either choose to accept the Proposal of the successful tenderer or invite him for negotiations.

ii. Upon acceptance of the Proposal of the tenderer technically qualified with LCS (Least cost basis) criteria, with or without negotiations, DOT shall declare the tenderer as the successful bidder.

iii. In case two or more bidders quote equal in financial bid, then the bidder scoring higher in the
technical bid evaluation shall be declared successful.

3.20 Notifications
DOT will notify the Successful Bidder by a Letter of Award (LoA) that it’s Proposal has been accepted.

3.21 DOT’s right to accept or reject proposal
i. DOT reserves the right to accept or reject any or all of the Proposals without assigning any reason and to take any measure as it may deem fit, including annulment of the bidding process, at any time prior to award of the Assignment, without liability or any obligation for such acceptance, rejection or annulment.

ii. DOT reserves the right to invite revised Proposals from Bidders with or without amendment of the RFP at any stage, without liability or any obligation for such invitation and without assigning any reason.

iii. DOT reserves the right to reject any Proposal if at any time:
   • A material misrepresentation made at any stage in the bidding process is uncovered; or
   • The Bidder does not respond promptly and thoroughly to requests for supplemental information required for the evaluation of the Proposal.

iv. This would lead to the disqualification of the Bidder. If such disqualification / rejection occur after the Proposals have been opened and the Successful Bidder gets disqualified/ rejected, then DOT reserves the right to:
   • Declare the L2 Bidder quoting the next least Cost as the successful tenderer and where warranted, invite such Bidder to match the cost quoted by the disqualified Successful Bidder; or
   • Take any such measure as may be deemed fit in the sole discretion of DOT, including annulment of the bidding process.

3.22 Performance Bank Guarantee (PBG)
The successful bidder shall furnish an unconditional and irrevocable bank guarantee / demand draft, in a format acceptable to DOT valid for the contract term, of a value equivalent to 10% of the contract value.
### 4. CRITERIA FOR EVALUATION

#### 4.1 Pre-Qualification

For a bid to be considered as responsive under this bid process, a bidder must meet the following criteria:

<table>
<thead>
<tr>
<th>#</th>
<th>Criteria</th>
<th>Basis of Evaluation</th>
<th>Documents Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Legal Entity</td>
<td>The bidder should be a company registered under the Indian Companies Act and must be in operation since last 05 years as on date of submission of Bid.</td>
<td>Certificate of Incorporation, GST Registration Certificate, Copy of PAN, Work orders confirming 05 years of operation</td>
</tr>
<tr>
<td>2</td>
<td>Turnover</td>
<td>The bidder must have average annual turnover of Rs. 15 Crores in last three financial years ending at 31/03/2019.</td>
<td>Extracts from the audited Balance Sheet and Profit &amp; Loss OR Certificate from the statutory auditor</td>
</tr>
<tr>
<td>3</td>
<td>Net Worth</td>
<td>The net worth of the bidder as on 31st March 2019 should be Positive.</td>
<td>CA Certificate with CA’s Registration Number</td>
</tr>
<tr>
<td>4</td>
<td>Quality Certification</td>
<td>The bidder must have valid CMMI &amp; ISO Certificate as on date of submission of this RFP.</td>
<td>Copy of valid CMMI &amp; ISO Certificate</td>
</tr>
<tr>
<td>5</td>
<td>Technical Capability</td>
<td>The bidder should have experience in implementation of project(s) worth Rs 2 Crore or more having software development, implementation and support experience for any Department / Agency / PSU in any State or Central Government of India during last 5 years as on 31/03/2019.</td>
<td>Copy of Work Order + Project Go-Live certificate</td>
</tr>
<tr>
<td>6</td>
<td>Experience in Tourism</td>
<td>The bidder should have experience in implementation of project(s) having web portal and/ or mobile application development in tourism domain with minimum order value of Rs. 30 Lakhs for any Department / Agency / PSU for any State or Central Government in India</td>
<td>Copy of Work Order + Project Go-Live certificate</td>
</tr>
<tr>
<td>6</td>
<td>Blacklisting/ Debarring</td>
<td>The bidder should not be blacklisted by any Department / Agency / PSU in any State or Central Government of India as on date of submission of Bid</td>
<td>Self-declaration duly signed by authorized bid signatory</td>
</tr>
</tbody>
</table>
### 4.2 Technical Bid Evaluation

The Application Service Provider shall be evaluated on the following parameters:

<table>
<thead>
<tr>
<th>#</th>
<th>Criteria &amp; basis of evaluation</th>
<th>Max. Mark</th>
<th>Documents Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td><strong>Firm Turnover and Experience (50 marks)</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| A1 | The bidder must have average annual turnover of Rs. 15 Crores in last three financial years ending at 31/03/2019  
• Rs. 15 to Rs. 20 Crores: 7 Marks  
• More than Rs. 20 Crores: 10 Marks | 10        | Copy of Statutory Auditor Certificate                                              |
| A2 | The bidder must have valid CMMi Certificate as on date of submission of this RFP  
• CMMi Level 3: 3 Marks  
• CMMi Level above 3: 5 Marks  
• ISO 9001:2015: 2 Mark  
• ISO 27001: 2 Mark | 5         | Copy of valid certificate                                                           |
| A3 | The bidder should have experience in implementation of project(s) having website and/ or mobile application development and implementation for any Department / Agency / PSU in any State or Central Government of India during last 5 years as on 31/01/2019.  
• ≥ 2 Cr. &< 5 Cr.:3 marks for each completed project  
• ≥ 5 Crores: 5 marks for each completed project | 15        | Copy of work order + Go-live/completion certificate                               |
| A4 | The bidder should have experience in implementation of project(s) having web portal and/ or mobile application development in tourism domain with minimum order value of Rs. 30 Lakhs for any Department / Agency / PSU for any State or Central Government in India  
• ≥ 30Lacs&amp;lt;50Lacs:2marks  
• ≥ 50 Lacs&amp;lt;75 Lacs: 5 Marks  
• ≥ 75 Lacs: 10 marks | 10        | Copy of Work Order + Completion/ Go-Live certificate                             |
| A5 | The bidder should have experience in implementation of Social Media Management project(s) for any Department / Agency / PSU for any State or Central Government in India during last 3 years as on 31/03/2019.  
[2.5 marks will be awarded for each completed project. For ongoing project minimum period completed should be 2 years] | 5         | Copy of Work Order + Completion Certificate/ Client certificate on status of ongoing project to prove minimum ongoing period of 2 years |
<table>
<thead>
<tr>
<th>B</th>
<th>Proposed Team¹ (25 marks)</th>
</tr>
</thead>
</table>
| **B1** | Program Director  
MBA/ Masters in Mass Communication with minimum 12 years’ experience in social media management with at least one project in the tourism domain and proficiency in Hindi Language.  
- Experience 12-15 years: 6 mark  
- Experience > 15 years: 8 marks  
- Experience in Tourism Domain: 2 Marks | 10 | CV as per format provided in Annexure 2 |
| **B2** | IT Program Manager  
MBA-IT/MCA with overall experience of 10 years including 3 years of experience in project management and tourism sector  
- Experience 10-12 year: 2 Mark  
- Experience >12 year: 3 marks  
- Experience in Tourism Domain: 2 Marks | 5 | CV as per format provided in Annexure 2 |
| **B3** | Social Media Domain Consultant  
MBA/ Masters in Mass Communication with minimum 6 years of experience in social media management with 3 relevant projects  
- Experience 6-8 year: 2 Mark  
- Experience >8 year: 3 marks  
- 3 projects in Social media management: 2 marks | 5 | CV as per format provided in Annexure 2 |
| **B4** | Graphic Designer  
Bachelor of Fine Arts with experience in latest version of Photoshop, Illustrator, Corel draw, Flash, Basic html with minimum 4 years of experience  
- Experience 4-6 years: 3 Mark  
- Experience >6 year: 5 marks | 5 | CV as per format provided in Annexure 2 |
| **C** | Technical Presentation (25 marks)  
Technical Presentation will cover the following areas:  
- Bidders understanding (20%)  
- Approach & Methodology (40%)  
- Resource planning & distribution of roles & responsibilities (30%)  
- Risk Management & Mitigation Plan (10%)  
- Previous Work Experience (Photography and Videography) | 25 | Technical Presentation |

¹ The bidder will be required to mobilize the services of other experts as required for the successful delivery of the project as per the scope of work outlined. However, no additional payment will be made for these resources.
Note:

- Only bidders scoring 75 marks and above in the technical evaluation shall be qualified for the financial evaluation.
- Bidders are required to submit all the documents required as per the Technical Evaluation criteria. In case of non-submission of any document the bid may be rejected and will not be considered for further evaluation.
- All required OEM documentation should also be submitted as part of the technical bid.

4.3 Financial Bid
A lump sum amount to be quoted by the service provider as per the Annexure 4 of RFP Document.

i. Financial Evaluation
- The Bidder with lowest qualifying financial bid (L1) will be selected.
- Only fixed price financial bids indicating total price for all the deliverables and services specified in this bid document will be considered.
- The bid price will include all taxes and levies and shall be in Indian Rupees and mentioned separately.
- Any conditional bid would be rejected
- Errors & Rectification: Arithmetical errors will be rectified on the following basis: “If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail”.

4.4 Final Evaluation
- In the event of more than one technically qualified bidder quoting the same amount as the least cost, the bidder securing the higher technical score will be adjudicated as the L1 bidder for award of the Project.

4.5 Award of Contract
The Purchaser will award the Contract to the L1 Bidder whose proposal has been determined to be technically responsive as per the process outlined above.

4.6 Notification of Award
- Prior to the expiration of the validity period, Purchaser will notify the successful Bidder in writing or by fax or email, that its proposal has been accepted (Letter of Intent). In case the tendering process / public procurement process has not been completed within the stipulated period, the Purchaser, may request the Bidders to extend the validity period of their Proposal.
- The decision to extend the validity period of a Bidder’s Proposal shall be the bidder’s prerogative.
5. APPOINTMENT OF SYSTEMS IMPLEMENTATION AGENCY/ PARTNER

5.1 Objectives

The core objectives of the Website and mobile app development project are:

a. Provide an interactive and engaging experience for all visitors landing on the Bihar Tourism website and Mobile App.

b. Make the Bihar Tourism website and mobile App a one-stop-shop for all tourists planning to visit Bihar’s destinations by providing complete information on destinations and enabling end to end planning. For mobile App the bidder may refer to the ‘I Explore Telangana’ App developed by State of Telangana

c. Improve traffic to the website and mobile app and eventually improve tourist traffic into State.

d. Provide a personalized experience to website visitors based on user insights obtained from users of the website and mobile app and feedback from multiple sources and Track & measure each & every visitor on the site to understand intent & behavior to identify key target segments.

e. To provide an interactive & responsive user centric design & content strategy that presents the best story of Bihar and distinguishes its site from the competition.

f. Enrich the website and mobile app content by enabling users to share their experiences and information.

g. Digital Media initiatives for Branding and promotion of Tourism to develop Bihar as one of the most preferred tourist destinations and to place it prominently on the domestic international tourism map.

h. To facilitate easier ecommerce transactions

i. To assist in Creation of Brand and Reputation Management

j. To enable Anytime, Anywhere availability of tourism related information

k. To enable User (Tourists) generated content analysis for future forecasting

l. Make the app accessible on all major website and mobile platforms like Android, iOS.

m. To ensure device independence of the website and mobile app

5.2 Implementation Model

a. The entire app development project has to be implemented in a phased manner.

b. Before Final Go-live, the app must be hosted in different environments (Vis Staging, Development, Testing and Pilot).

c. Once the Pilot Environment is up with phased deployment of feature and solution (which would be similar to production environment), DOT would utilize it till full solution is provided.

d. This is required to make sure that the software is optimally utilized looking at the requirements of tourism in Bihar.
6. **SCOPE OF WORK**

The selected bidder will be responsible for carrying out the following activities:

- *Design, Development, Implementation & Maintenance of the website and mobile app*
- *Social Media Management*
- *Content Creation, Publishing & Management*

6.1 **Design, Development, Implementation & Maintenance of Bihar tourism website and mobile app**

The selected Bidder shall be responsible for end to end managed services for design, development and implementation of the website and mobile app, and provide necessary maintenance support services for a period of 3 years.

6.1.1. **Website and mobile app Development – Features**

The selected bidder shall take over the current website and redesign the same and develop a new mobile app for DOT, by using state-of-the-art technology in consultation with various stake-holders. The website and mobile app should have the following features:

**User Centric Design**

The website and mobile app are intended to be the main brand portal and application for Bihar Tourism and must involve a user centric design paradigm that focuses on the Tourist and their needs and the fastest way for them to access the information they seek.

**Rich Media content**

All Photograph and Videos must cover the tourism objective and must be available with high resolution. The content should be fine-tuned to account for different device form-factors, network bandwidth etc.

**General Information**

- Travel guidelines
- Weather information and forecast (integrated with weather widget)
- Holiday list
- Hotel location and distance from prominent locations like airport railway station, attractions etc.
- Bihar’s specific information on history, geography, culture, weather, time zone, landscapes, tiger reserve etc.
- Links to important websites – airlines, railways, bus services, car rental, Tourism offices etc.
- Links to mobile apps and social media pages
- FAQs
- Festivals and events
- Cuisines
- Strong legal disclaimer
User Access and Registration

- Login to be supported via, Facebook, Twitter, Gmail etc.
- Registered user details submitted at time of registration will be stored in system and their home pages will be personalized to each visitor
- The website and mobile app should only insist on user login

Travel related information and Tour planning

- Website and mobile app should provide a guided search for visitors to search various destinations, attractions, events etc. based on a variety of choices.
- The search results should be overwrite-able for conditions where a specific result is required to be listed at the top of the result set.
- The website and mobile app should provide travel ideas, popular itineraries, road trips, unique experiences etc.
- The website and mobile app should showcase the various tourism offerings categorized as Experiences/themes, Destinations/regions etc.
- Details of selected places in form of overview – summary and detailed, picture gallery, videos, brochures.
- Additional information of place in form of how to reach, location on map, places nearby, local events and festivals, best time to visit, weather information, what to buy, where to stay, things to do, important contacts.
- The tourism offerings presented to a visitor should be personalized based on their profile, navigation history, traffic source and other parameters based on real-time analytics.
- The website and mobile app should also present other travel planning tips such as preparation tips, holidays, getting around, emergency contacts etc.

Promotions

- Display promotions in form of text, pictures and videos, video tours.
- Link to promotions on other websites.
- Promotions based on best places to visit in current month (can be because of hotel Off-season, weather or festivals or activities).
- The promotions should be personalized for every visitor based on visitor history, navigation & other behavior traits, campaign, temporal & other profile attributes etc.
- The system should provide the ability to test different promotion variations for different audiences to ascertain what works best for each promotion & audience.

Social Features

- Visitors can share website information via social networking websites e.g. Facebook, Instagram, twitter etc.
**Tracking, Measurement, Reporting & Analysis**

- Reports for management to check website and mobile app traffic details such as unique visitors, return visitors, cohort analysis, country/origin, pages visited, bounce off reports, most visited destinations, attractions, content consumption patterns, most searched destination, campaign metrics etc.
- The reports must be updated real-time without any time lag
- The system should enable easy to do ad-hoc analysis with the ability to create individual workspaces & dashboards for each analytics user
- The system should support collaboration with easy sharing of reports
- The system should be able to support analysis for different segments, comparison of segments, generate reports for different time periods, metric comparison for two time periods etc.
- The system should have the ability to create virtual reports/dashboards
- The system should have the ability to share audience segments real-time with other delivery platforms such as CMS, Optimization engines, Campaign Management systems etc.
- The system should have the ability to easily discover & create new audience segments at the click of a button
- The system should provide detailed link analysis for a page to understand the most useful/accessed links on a given page; including real time analysis & updates.

**Content Management System**

- The CMS should be flexible and user friendly to allow extensive use by users of varying levels of technical knowledge
- The proposed website mobile app will be comprised of both static and dynamic components and will be developed with various features and dynamic modules.
- Creation and Maintenance of a comprehensive Content Management System as a single repository for storage of all types of Website and mobile app content such as video and images along with controlling placement of content.
- The website and mobile app should support multisite management which helps in sharing the content/users across multiple sites and managing content from a single point.
- Ease of modification of presentation of the site without changing the content.
- Ease to use administration facility with well-defined workflows for easier updating of content.
- Should support optimized rendition of assets based on device form-factors, network speed etc. for optimal page load times
- Automatic versioning of pages & capability to view the changes in the pages using GUI so as to know how the pages have changed over the time.
- Support for check-in, check-out and locking of pages
- Support for scheduled publishing and expiry dates
- Roll-back a page and or content to a specific version
- Automated metadata extraction & population from images and documents uploaded
- Support for Annotation of pages & images and comments with audit trail
- Support for multiple sites & multiple languages (Unicode support)
Design & Development of Website, Mobile App and Social Media Management for DOT

- Responsive & Adaptive support
- Support for Rich Media Content including Videos, Documents and support for different image formats including JPEG, GIF, PNG
- Support for Content Architecture/Models (including basic structure of assets, campaigns, content etc.), Tag management & Custom Metadata Schema definitions
- Real-time Content & Page Insights, Content references and links
- Support for Machine Translation as well as Manual translation of content.
- Workflow dashboards & Reports
- Search (author search) implementation including support for Full Text & meta-data based search; ability to save search criteria for ready access
- In-place content authoring with undo/redo capabilities
- Visual resizing, rotating, and cropping of images
- The ability for site administrators to edit or extend the structured authoring templates, without requiring coding or technical knowledge and provide a point-and-click interface for creating and managing structured authoring templates.
- Support for Content aggregation & syndication (such as RSS feeds)
- The system should have collaboration capabilities for authors to share comments, annotate pages & images and provide an audit trail of all items associated with a page/asset.
- The system should be able to handle multi-channel requirements where a content and/or its variations are to be published to a site, app, social media, digital screens etc.
- The system should provide a Desktop utility that allows for quick and easy bulk upload of assets, easy check-out/edit/check-in etc.
- The system should support multi-lingual assets
- Sort capability for the authors to sort through a large number of assets
- Different modes of viewing pages & assets such as List view, Card view etc.
- The system should have different report capabilities presented visually for easy comprehension – including Asset & Page version comparison
- The system should have out-of-the-box (OOTB) integration with Content Creation tools
- System should provide auto-save capabilities for better authoring experience
- Support menus driven by statically defined role-based access control.
- Support dynamic menus driven by personalization and complex business rules.

Effective Color Scheme

- The color combination of the website and mobile app enhances the branding of the authority and attract specific types of users to navigate and spend time on the web site. Hence the bidder shall use good color scheme.

Accessible to All Users

- The site should be responsive such that it can be accessed from various types of devices and different form factors. The application shall also disable friendly (conforming to WCAG 2.0)

Effective Navigation
The website and mobile app should allow the visitors to find what they are looking for without confusion or unnecessary clicks. However, the website should have the following features for better navigation and hold the visitors to go through much information:

- The navigation to be clutter-free
- Good Internal Linking
- Informative header and footer

**Fast Load Timing**

The home page & key section landing pages of the Website and App should load in 2 seconds or less and all other pages in 5 seconds or less

**Good Error Handling**

- The website and mobile app should be displaying specific error messages to the visitors or to the users for better understanding of the functions of the website and mobile app.
- Auto-redirection of 301 errors and ability to handle 404 errors

**Usable Forms**

- All the forms of the website and mobile app shall be communicating and user-friendly to collect information from the target users
- Ability to create mobile-friendly forms using an easy to use interface with drag/drop capabilities

**Comprehensive Sitemap**

- The website and mobile app shall help both users and search engines navigate the site easily by mapping hierarchical lists of pages (with links) organized by topic

**Social Content Curation**

- Provide the ability to search Social Media such as Instagram, YouTube, Facebook etc. for content useful to market Bihar tourism.
- System should allow the user to download specific images into different folders (based on a custom content model)
- System should provide the ability to request permission from the owner for use of their images on Bihar Tourism site. The procured approvals must be maintained for audit purposes.
- System should have the ability to screen images and text to eliminate undesirable content from Social Media
- System should have the ability quickly add the curated content to various types of applications or page components for easy publication on the site
- Integration with the CMS for authoring ease of use System should support delivering content to websites, mobile apps, Digital screens & displays (say at Airports, events etc.) at the click of a button
- System should support streaming capabilities so that certain types of social media content can be fetched and published automatically
- Should have the ability to download/import the permitted assets into the Digital Asset
Management (DAM) for future use

Personalization & Optimization

✓ Support for Personalization based on audience segments
✓ Support for ease of testing on web pages e.g. A/B Testing, Multivariate (MVT) Testing, Split URL testing, Multi-page testing etc.
✓ Provide Conversion & test reports
✓ OOTB integration with the CMS for optimized author experience and reuse of assets
✓ Ability to share audiences with other platforms such as Analytics & CMS
✓ Ability to test and/or personalize everything on a page – entire page, any text/image, menu items, portions of a page, any HTML element, etc. – using an easy to use editor

6.1.2. Website and mobile app Development – Technical Requirements

Functional Requirements

✓ The system should support separate authoring & publishing system with each architectural layer capable of scaling separately.
✓ The system should provide multiple deployment models and multiple hosting options
✓ The Web Content Management (CMS) should use a Centralized Server Architecture (3-tier architecture with web & touch enabled user interface)
✓ The platform must be built using Open Standards
✓ The site should have the capability of Single Sign-on (for all the users) for any future integrations with enterprise LDAP/AD systems
✓ The site should be compliant with Service oriented, RESTful Services, Open Architecture
✓ An audit trail of changes to data in the system should be maintained to identify the users responsible for the modification. There should be a facility to create reports on audit logs
✓ CMS must have capability so that application code can be hot swapped at runtime with no need to restart the application
✓ It should provide secure integration with various payment gateway for online payment transactions involved in processes such as online booking, etc.
✓ User roles & groups with access control list privileges
✓ Support a proper Governance structure for managing multiple sites on the same structure
✓ Support for Content Architecture/Models (including basic structure of assets, campaigns, content etc.), Tag management & Custom Metadata Schema definitions.
✓ Templates & Components Design
✓ Ability to easily extract a full copy of the site at any point in time (for backup or copy purposes)
✓ Should come with an integrated Caching layer that multiple caching modes & controls (such as caching full page, pieces of content, parts of a page etc.)
✓ The system should provide, OOTB, the ability to deliver content/pages in multiple formats (such as XML, JSON etc).
✓ The system should provide Content-as-a-service capabilities with the ability to generate new
Design & Development of Website, Mobile App and Social Media Management for DOT

services quickly

Search Functionalities and SEO

✓ Search engine and Sitemap functionalities on site to facilitate easy navigation and instant access to relevant information.
✓ Developing own facility to offer state of the art search facility for site content.
✓ Making design and architecture of the site friendly to search engines
✓ Meta tagging and indexing all pages
✓ Provide well defined search facility where all the information from many sources is presented together as single windows with filter and advanced search options.

Other – Non-Functional Requirements

✓ The rapid application development tool for website and mobile app must have the capability to help developers quickly and easily create multiple, highly customized industry standard applications from one code base to be able to render on desktop/kiosks/smart phone/tablets/browsers, all without requiring additional code changes, redeployment of files, or publishing of HTML.
✓ The tools must allow developer to apply different variants to generate multiple applications with varying presentation, business logic, data.
✓ The platform must support development based on Agile principles and must have sufficient toolkits for code editors, and automation of build, test, packaging & deployment options.
✓ The architecture should support both horizontal & vertical scaling with each layer in the architecture able to scale independently
✓ The recommended platform should be well documented with technical & functional videos, API documentation, developer forums etc.

System Support

✓ Must support both 64-bit and 32-bit architecture on server side and must support most popular browsers such as Internet Explorer, Firefox, Safari and Opera and Google Chrome or any other prevalent in the market.

6.1.3. User Acceptance Testing

The user acceptance certification is very essential to ensure that the system developed is as per the expectation of the client. The selected bidder shall conduct user acceptance test to ensure that all the functionalities of the application is in line with the expectations of the users of the department.

Deliverable: User Feedback Report along with the compliances

6.1.4. Security Audit

The selected bidder shall be responsible for conducting the security audit by a Cert-In certified agency and submit the “safe to host” certification to the department. The certification is required to be submitted prior to the Go-Live of the website and mobile app.
6.1.5. Training
The selected bidder shall organize training programmes to create skilled manpower to handle and make use of the system. The capacity building program aims to create awareness among all the stakeholders for effective utilization of the solution as per the project need. To organize the capacity building training, the vendor requires undertaking the following exercise:
- Selection of participants with consultation of Department of Tourism
- Preparation of user manual. The manuals and guidelines shall be simple for easy understanding of the people. The SI/vendor shall prepare 20 user manual copies.
- The user manual shall be written in English
- Provide training on “Walk-Through of Features / Functionality offered by the software solution”
- Provide soft copy of the training material

All trainings will be carried out at Patna. The infrastructure requirements if any for the Training will need to be arranged by the bidder. The initial training should be conducted over a period of 15 days covering a user base of at least 40. The bidder is required to submit the training plan as part of their technical proposal. The bidder is also required to factor in the additional training requirements and suggest how they are going to the address the same in their technical proposal.

6.1.6. Hosting
DOT will identify applicable software and hardware for hosting at SDC (State Data Centre) with possible use of cloud infrastructure as a service model. Also, DOT will help the service provider hosting on servers with adequate backup capacity.

6.2 Social Media Management
As part of social media management, the selected bidder will be responsible for management and monitoring of social media channels. The scope of work to be carried out for each of these channels is mentioned in the following table.
- Bidder needs to ensure 100% capture of social media channels and use in branding and promotion of tourism Dept. along with copyright of Bihar Tourism in all contents.
- Bidder should ensure up-to-date information respect to current season or key event in the state by changing or promoting corresponding content (text, photos or other) or display theme at periodic intervals. All content on the social media sites is subject to approval from the Department of Tourism.
- The username and password credentials under which these social media sites are registered shall be exclusive for the Department of Tourism; the SI must submit the credentials to the Department of Tourism on-demand and on termination/completion of the work. Failure to comply would be deemed as breach of contract.
### 6.2.1. Scope under Social Media Management

<table>
<thead>
<tr>
<th>Social Media Channel</th>
<th>Scope of Work</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>✓ Creation &amp; management of one main Facebook Page and additional supporting Facebook Page(s) or Facebook events&lt;br&gt;✓ It is envisaged to have supporting pages or events to cater to the following themes:&lt;br&gt; - Monuments and Places&lt;br&gt; - Hotel and resort information and links for booking online&lt;br&gt; - Events, Fairs and Festivals&lt;br&gt; - Pilgrimages&lt;br&gt; - Adventures &amp; Wildlife</td>
<td>5 Posts/Week OR 20 posts/Month</td>
</tr>
<tr>
<td>Twitter</td>
<td>✓ Creation of one Twitter profile mapped to the Facebook pages and content.&lt;br&gt; ✓ Posting a selection of the most popular and engaging photographs&lt;br&gt; ✓ Proactive use of Twitter hashtags where applicable.&lt;br&gt; ✓ “Twitter Spam” should be controlled (for example, spam followers) as per the defined requirements for moderation.&lt;br&gt; ✓ Social Media Listening to track public opinion on Tourism</td>
<td>5 Tweets/Week OR 20/Month</td>
</tr>
<tr>
<td>YouTube</td>
<td>✓ Creation, management and promotion of high-quality video content on the YouTube portal.&lt;br&gt; ✓ Creation of YouTube account on behalf of department&lt;br&gt; ✓ Organization of videos in appropriate Sets, Collections &amp; Galleries</td>
<td>1 Video/month</td>
</tr>
<tr>
<td>Instagram</td>
<td>✓ Posting a selection of the most popular and engaging photographs&lt;br&gt; ✓ Proactive use of Instagram hashtags where applicable</td>
<td>4 Posts/Week</td>
</tr>
</tbody>
</table>

### 6.2.2. Content Management

The Selected Bidder would be responsible for creation of content to be published on Tourism website, mobile app and social media platforms. The content is basically to be provided on the following:
- Textual
- Photography
- Videography

### 6.2.3. Textual

The selected bidder is required to undertake the following activities:
- Creation and addition of new textual content on a regular basis, so as to refresh the content on
the website and mobile app

- Creating content for social media campaigns, advertisements and promotional activities
- Editing and updating existing textual content on the Bihar Tourism website and mobile app.
- Commissioning high quality articles on tourism related themes with visuals and editing articles.
- Content team should provide proper graphics in support to the provided content for social media
- Update of monthly digital newsletters with appropriate Graphics.
- Review and approve posts from guest writers and Identifying list of bloggers/ contributors under various categories e.g. food bloggers, travel writers etc.
- Identifying, moderating and managing User Generated Content* (UGC) e.g. articles, blogs and Quora comments
- Managing content received through UGC on demand and coordinating with Department to get UGC approved before uploading on the website and mobile app.

6.2.4. Photography

The Selected Bidder’s will be provided with the list of Destinations and Events/Festivals which needs to be covered by them in order to produce the required audio-visual content required for Department of Tourism. List will be finalized in discussion with the department officials and other stakeholders as per the scope of work mentioned under advisory services.

**Deliverables:**

<table>
<thead>
<tr>
<th>Type</th>
<th>Subtype</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photography</td>
<td>Destination</td>
<td>Including Research and Consultation, Photo Captions, Professional Fees, Equipment Hiring, Travel and Accommodation etc. Resolution: 5184 x 3456 pixels</td>
</tr>
</tbody>
</table>

6.2.5. Videography

The Selected Bidder’s will be provided with the list of Destinations and Events/Festivals which needs to be covered by them in order to produce the required Video content required for Department of Tourism. List will be finalized in discussion with the department officials.

The videos must be shot in high-definition with best resolution and the video must be able to be reduced in size without sacrificing quality to be use in social media channels and other channels wherever& whenever required.

Sub-title to the videos are required to be added for 4 international (Japanese, Chinese, Thai & Vietnamese) languages & 1 regional (Hindi). The bidder needs to factor in the same while quoting their price.
Deliverables:

<table>
<thead>
<tr>
<th>Type</th>
<th>Sub type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Videography</td>
<td>Destination</td>
<td>Single Destination- Capsule Video Duration-1.5-2 Minutes Including Research, Consultation, Scripts, thumbnail sketches, Professional Fees, Equipment Hiring, Travel and Accommodation, Dynamic Info GFX, video editing etc. 1920 x 1080 pixels</td>
</tr>
<tr>
<td></td>
<td>Theme</td>
<td>Theme videos Duration-3 minutes (Should include different circuits in Bihar, Eco-Tourism, Fairs and Festivals, Crafts of Bihar etc.) Including Research, Consultation, Scripts, Professional Fees, Equipment Hiring, Travel and Accommodation, Dynamic Info GFX, video editing etc. 1920 x 1080 pixels</td>
</tr>
<tr>
<td>Video Dubbing and Editing</td>
<td></td>
<td>Multilingual Video Dubbing Video editing</td>
</tr>
</tbody>
</table>

Note:

- Considering the nature of this project Department of Tourism require all the raw copies of the videos to be submitted to Department. Based on the requirement the same may be edited for producing new videos by editing the same. Therefore, the bidder is required to submit per-day editing cost of the video so that if required at a later stage the same may be used for creation of additional videos. Photos and Videos will be used for various Social Media (YouTube, Facebook, Twitter, Instagram, Website display. All Raw Videos and Photos are to be shared with the client and may be used to create further videos by editing.

- Considering the nature of work the bidder is allowed to engage other agencies to execute the work related to videography and photography
7. **Deliverable**

- Inception report covering the implementation plan, final themes, events, destinations and deliverables to be covered as part of the contract
- Quarterly Report on user experience and online strategy based on various user analytics parameters.
- Photography and Videography deliverables as per Section 6.2.4 and Section 6.2.5

7.1. **Program Management**

- Ensuring project management framework is in place
- Coordinating and directing end user input
- Acting as sole point of contact with the Department
- Establishing formal reporting arrangements
- Monitoring implementation and recommend for risk mitigation
- Coordination with department and other stakeholders
- Drives development & execution of plan
- Finalizing content development, approval and publication strategy

Considering the nature of the project following resources are required to be engaged and stationed at the DOT office, Patna, Bihar for providing their services.

<table>
<thead>
<tr>
<th>#</th>
<th>Position</th>
<th>No. of Resources</th>
<th>Criteria</th>
<th>Deployment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Program Director</td>
<td>1</td>
<td>MBA/ Masters in Mass Communication with minimum 12 years’ experience in social media management with at least one project in the tourism domain and proficiency in Hindi Language.</td>
<td>Onsite for 3 years</td>
</tr>
<tr>
<td>2</td>
<td>Program Manager-IT</td>
<td>1</td>
<td>MBA-IT/MCA with overall experience of 10 years including 3 years of experience in project management and tourism sector</td>
<td>Onsite for 3 years</td>
</tr>
<tr>
<td>3</td>
<td>Social Media Domain Consultant</td>
<td>1</td>
<td>MBA/ Master in Mass communication with minimum 6 years of experience in relevant field</td>
<td>Onsite for 3 years</td>
</tr>
<tr>
<td>4</td>
<td>Graphic Designer</td>
<td>1</td>
<td>Bachelor of Fine Arts with experience in latest version of Photoshop, Illustrator, Corel draw, Flash, Basic html with minimum 4 years of experience</td>
<td>Onsite for 3 years</td>
</tr>
</tbody>
</table>

— Deployment of above resources shall be ensured by the selected agency within Fifteen (15) days from the award of tender and issue of work order/ LoI.
— In case of replacement of resource(s) or deployment of additional resource (if any), the decision of the
DOT shall be final and binding. The replacement should be of equal eligibility, if not more.

— The System Integrator will bear the cost of all local conveyance to DOT offices including the cost of lodging and boarding whenever necessary within the State of Bihar during project implementation. Also, the DOT will not be responsible for providing the office space to the service provider
8. Service Level Agreement
The purpose of this Service Level Agreement is to clearly define the levels of service which shall be provided by the Service Provider to the DOT office for the duration of this contract.

8.1. Category of SLA
This Service Level Agreement document provides for minimum level of services required as per contractual obligations based on performance indicators and measurements thereof. The Service Provider shall ensure provisioning of all required services while monitoring the performance of the same to effectively comply with the performance levels. The services provided by the Provider shall be reviewed by DOT that shall:
   a. Regularly check performance of the Service Provider against this SLA
   b. Review of statistics related to rectification of outstanding faults and agreed changes
   c. The tools to measure the operational service levels and reports of the website and mobile app will be provided by the successful Service Provider

The SLA is to be observed as in phased manner. The SLA has been logically segregated in the following categories:
   a. Deployment SLA - SLA is applicable as per the scope for development, deployment.
   b. Operational SLA – SLA applicable after the acceptance of the website and mobile app and app and the entire support period of the project

8.2. Liquidated Damages & Operational SLAs

i. Liquidated damages
   In instances of delay by the Service provider, against the timelines specified in the Implementation timelines specified above, DoT will be entitled to charge 2% of contract value for delay of every month or part thereof, subject to a cap of 20% of the contract value.

ii. Operational SLAs
   The monitoring tools for measuring the performance (below mentioned parameters) of the application will be provided by the Service Provider

<table>
<thead>
<tr>
<th>Performance Parameters</th>
<th>Expected Performance</th>
<th>Measurement Methodology</th>
<th>Penalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website and app up time (Daily app up time shall be at least 99.5%)</td>
<td>&gt;=99.5%</td>
<td>Adequate report to be provided by service provider</td>
<td>Resolution time as measured from the time the issue is raised by user/DOT appointed IT</td>
</tr>
<tr>
<td>Response Time of the app pages</td>
<td>&lt;=2 sec</td>
<td>The response time shall be automatically captured hourly and then shall be average over the entire day</td>
<td>0.20% of the contract value for every 1 Sec</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>---------</td>
<td>--------------------------------------------------------------------------------------------------</td>
<td>---------------------------------------------</td>
</tr>
</tbody>
</table>
| Work around resolution time for app related issues | a. <= 24 hrs. of resolution time in case of any functional issues  
  b. <= 72 hrs. for any complains obtained from the users regarding functionality on their device | Resolution time as measured from the time the issue is raised by user/DOT appointed IT personnel/admin etc. | 0.5% of the contract value for every one day of delay |
9. Payment Schedule

Payment shall be made against Invoices duly certified by DOT. All taxes deductible at source, if any, at the time of release of payments, shall be deducted at source as per current rate while making any payment. Payment would be made as per the following schedule:

### 9.1 Website Design, Development and Maintenance

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Percentage of Fees</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software licenses up-front and paid upon receipt of software</td>
<td>100% of Fee quoted for Software licenses for Website Design, Development and maintenance</td>
<td>T0 + 2 weeks</td>
</tr>
<tr>
<td>Submission of Inception Report</td>
<td>5% of Fee quoted for Website Design, Development and maintenance</td>
<td>T0 + 1 Months</td>
</tr>
<tr>
<td>Completion &amp; Approval of the UX, Wireframes &amp; UI Design of the site</td>
<td>10% of Fee quoted for Website Design, Development and maintenance</td>
<td>T0 + 2 Months</td>
</tr>
<tr>
<td>Completion &amp; Approval of Architecture &amp; Application Design</td>
<td>15% of Fee quoted for Website Design, Development and maintenance</td>
<td>T0 + 3 Months</td>
</tr>
<tr>
<td>Completion of Development &amp; UAT Kick-off</td>
<td>20% of Fee quoted for Website Design, Development and maintenance</td>
<td>T0 + 5 Months</td>
</tr>
<tr>
<td>Go-Live</td>
<td>20% of Fee quoted for Website Design, Development and maintenance</td>
<td>T0 + 6 Months</td>
</tr>
<tr>
<td>Stabilization &amp; Warranty (3- months post go-live)</td>
<td>3% of Fee quoted for Website Design, Development and maintenance</td>
<td>T0 + 9 Months = T1</td>
</tr>
<tr>
<td>Operation &amp; Support (To be paid in 9 quarters post T1 on submission of Quarterly maintenance report)</td>
<td>27% of Fee quoted for Mobile Application Design, Development and maintenance (3% payment in each quarter)</td>
<td>T1 + 3 Months</td>
</tr>
</tbody>
</table>

### 9.2 Mobile Application Design, Development and Maintenance

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Percentage of Fees</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software licenses up-front and paid upon receipt of software</td>
<td>100% of Fee quoted for Software licenses for Mobile Application Design, Development and maintenance</td>
<td>T0 + 2 weeks</td>
</tr>
<tr>
<td>Milestone</td>
<td>Percentage of Fees</td>
<td>Timeline</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Submission of Inception Report</td>
<td>5% of Fee quoted for Mobile Application Design, Development and maintenance</td>
<td>T0 + 1 Months</td>
</tr>
<tr>
<td>Completion &amp; Approval of the UX, Wireframes &amp; UI Design of the site</td>
<td>10% of Fee quoted for Mobile Application Design, Development and maintenance</td>
<td>T0 + 2 Months</td>
</tr>
<tr>
<td>Completion &amp; Approval of Architecture &amp; Application Design</td>
<td>15% of Fee quoted for Mobile Application Design, Development and maintenance</td>
<td>T0 + 3 Months</td>
</tr>
<tr>
<td>Completion of Development &amp; UAT Kick-off</td>
<td>20% of Fee quoted for Mobile Application Design, Development and maintenance</td>
<td>T0 + 5 Months</td>
</tr>
<tr>
<td>Go-Live</td>
<td>20% of Fee quoted for Mobile Application Design, Development and maintenance</td>
<td>T0 + 6 Months</td>
</tr>
<tr>
<td>Stabilization &amp; Warranty (3- months post go-live)</td>
<td>3% of Fee quoted for Mobile Application Design, Development and maintenance</td>
<td>T0 + 9 Months = T1</td>
</tr>
<tr>
<td>Operation &amp; Support (To be paid in 9 quarters post T1 on submission of</td>
<td>27% of Fee quoted for Mobile Application Design, Development and maintenance (3% payment in each</td>
<td>T1 + 3 Months</td>
</tr>
<tr>
<td>Quarterly maintenance report)</td>
<td>quarter)</td>
<td></td>
</tr>
</tbody>
</table>

### 9.3 Social Media Management

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Percentage of Fees</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Support for 36 months</td>
<td>100% of Fee quoted for Social Media Support to be paid in equal quarterly amount at the end of each</td>
<td>Every quarter</td>
</tr>
<tr>
<td></td>
<td>quarter (8.33% per quarter)</td>
<td></td>
</tr>
</tbody>
</table>

### 9.4 Photography and Videography

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Percentage of Fees</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photography and Videography</td>
<td>To be paid on ‘Unit rates’, discovered through the quoted amount in the financial form, for the total work allotted</td>
<td>Every quarter</td>
</tr>
</tbody>
</table>

### 10. Fraud and Corrupt Practices
i. DOT may reject a proposal at any stage if it is found that the firm recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question, and may also declare a firm ineligible or blacklist the firm, either indefinitely or for a stated period of time, if at any time it is found that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing, the contract.

ii. Notwithstanding anything contained in this RFP, DOT reserves the right to accept or reject any Proposal and to annul the bidding process and reject all Proposals at any time, without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reasons.

iii. DOT reserves the right to reject any Proposal if at any time if a material misrepresentation made by a Bidder at any stage of the bidding process is discovered.

iv. DOT, GOB reserves the right to accept or reject any proposal, and to annul the bidding process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for its action.

11. Arbitration

   i. In case of any dispute DOT, GOB may appoint an arbitrator, which will be accepted by the agency / firm. The decision of the arbitrator will be final and binding on both the parties. The jurisdiction of the court will be Patna (Bihar).

   ii. The selected Agency / Production House will be responsible for any copyright issues / plagiarism resorted to by the Agency / Production House. The DOT will not be a party to any dispute arising out of copyright violation / plagiarism by the Agency / Production House.

12. Indemnification Clause

   i. That the selected agency shall keep DOT, GOB indemnified and harmless against all claims, damages, dues, payments, fines, penalties, compensations, liabilities other losses etc. which may incur on account of non-compliance or violation by the selected agency or otherwise.
ANNEXURE 1: LETTER OF SUBMISSION

(On the letterhead of the bidder)

To,
Director,
Department of Tourism, Government of Bihar, Old Secretariat, Patna-800015

Sir,

Ref: - Selection of Solution Provider & Integrator for Design and Development of Website, Mobile App and Social Media Management to Department of Tourism, Government of Bihar

We have read and understood the Request for Proposal (RFP) along with Draft Agreement in respect of the captioned Assignment provided to us by DOT.

We hereby agree and undertake as under:

a. 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.

b. This Proposal is valid till ----------- (At least 3 Months from the Proposal Due Date). Please find enclosed herein with the Proposal the Demand Draft bearing number ----------- for Rs. 5,000/- (Rupees Five Thousand only) drawn in favor of the ‘Director, Department of Tourism, Bihar’ payable at Patna dated this .........................day of......................... 2019. towards the ‘RFP Cost” and Demand Draft/ Bank Guarantee bearing number ----------- for Rs. 5,00,000/- (Rupees Five Lakhs only) drawn in favor of the ‘Director, Department of Tourism, Bihar’ payable at Patna towards the ‘Bid Security Amount’, dated this .........................day of......................... 2019.

c. That as on the date of submission of this tender, there is no blacklisting order that bars us from working with any Government Agency / Department on account of deficiency in service.

Name of the Bidder

Date: -

Signature of Authorized Signatory
# ANNEXURE – 2: FORMAT FOR CVs

Name | Current Designation

<table>
<thead>
<tr>
<th>Name of Expert</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Designation</td>
<td></td>
</tr>
<tr>
<td>Date of Birth</td>
<td>Years with the firm</td>
</tr>
<tr>
<td>Nationality</td>
<td></td>
</tr>
</tbody>
</table>

## Memberships

## Adequacy for the Assignment

## Tasks Assigned on the project

## Relevant Experience (Please provide the details of each relevant project as per the requirements mentioned below)

<table>
<thead>
<tr>
<th>Task:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments: Client: Designation: Location: Responsibilities handled:</td>
<td></td>
</tr>
</tbody>
</table>

## Education

<table>
<thead>
<tr>
<th>Degree/ Certificate</th>
<th>Institution</th>
<th>Year of passing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Employment Record

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
<th>Company Name</th>
<th>Designation</th>
<th>Roles &amp; Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Language Skills

## Certification

I, the undersigned, certify to the best of my knowledge and belief that:

i. This CV correctly describes my qualifications and my experience.

ii. I am not employed by the Executing /Implementing Agency

iii. I am in regular full-time employment with the Organization. *(Mention only relevant certification between ii and iii)*

iv. I am committed to undertake the assignment within the validity of proposal.

Additionally, I also certify that I shall be available for the entire duration of the contract.

Signature | Date
### ANNEXURE – 3: LIST OF SIMILAR WORK

<table>
<thead>
<tr>
<th>#</th>
<th>Name of Client</th>
<th>Location</th>
<th>Description of work</th>
<th>Value of Contract/Work in Rs.</th>
<th>Duration (Start date- Completion date)</th>
</tr>
</thead>
</table>

#### A. Software Development, Implementation and support

1
2
3
n

#### B. Experience in web portal/ mobile app development for any Government Department/ Agency/ PSU

1
2
3
n

#### C. Experience in web portal/ mobile app development in Tourism domain

1
2
3
n

#### D. Social Media Management

1
2
n
NOTES:

- Each of the listed works shall be supported with the copy of work order & other documentary evidences as per the eligibility and technical evaluation criteria.
- Non-disclosure of any information in the schedule will result in disqualification of the firm

Signature of the applicant/Authorized Representative of Agency with Seal/Stamp
ANNEXURE – 4: FORMAT FOR FINANCIAL PROPOSAL

(On the letter head of the bidder)

To,

Director,
Department of Tourism, Government of Bihar, Old Secretariat, Patna-800015

Sir,

Ref: Selection of Solution Provider & Integrator for Design & Development of Website, Mobile App and Social Media Management for Department of Tourism, Government of Bihar

We are pleased to quote the fee as below. We have reviewed all the terms and conditions of the ‘Request for Proposal’ and confirm that, we would abide by all the terms and conditions. We hereby declare that there shall be no deviations from the stated terms in the RFP.

We further declare that, any State Government, Central Government or any other Government or Quasi Government Agency has not barred us from participating in any Bid.

Our Financial Quote for the Design & Development of Website, Mobile App and Social Media Management for Department of tourism, Government of Bihar is ____________________________ (as per Grand Total E, Annexure 5). This amount is inclusive of all tax, charges but exclusive of GST which will be payable at applicable rates as per the terms of the RFP.

We abide by the above offer/quote and terms condition of the RFP, if the DOT Bihar selects us as the Selected Bidder/Agency. If our offer is accepted and if we fail to perform in the manner as specified in the RFP Document, the amount of Bid Security, as aforesaid, shall stand absolutely forfeited to the DOT Bihar without prejudicing the rights of the DOT Bihar to proceed further in any manner it deems fit.

Until a formal Agreement is prepared and executed between us, this bid, together with your LOI, shall constitute a binding contract between us.

We understand that you are not bound to accept the lowest or any bid that you may receive.

We declare that the information stated above and enclosed is complete and absolutely correct and any error or omission therein, accidental or otherwise, as a result of which our bid is found to be nonresponsive, will be sufficient for the DOT Bihar to reject our bid and forfeit our bid security in full.

Sincerely,

Name
Name of the Firm/Agency
Designation and Address
Mobile and Email

Signature of the applicant/ Authorized Representative of Agency with Seal/Stamp
### ANNEXURE – 5: COMMERCIAL BID FORMAT

#### i. Website and Mobile App

<table>
<thead>
<tr>
<th>S. No</th>
<th>Service</th>
<th>Particulars</th>
<th>Unit</th>
<th>Fee (INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>Development &amp; Implementation of Website</td>
<td>Design, Development &amp; maintenance of Website Implementation &amp; Support</td>
<td>Lump sum</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Software licenses up-front and paid upon receipt of software</td>
<td>Lump sum</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Sub Total (A)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>Development &amp; Implementation of Mobile App</td>
<td>Design, Development &amp; maintenance of mobile app Implementation &amp; Support</td>
<td>Lump sum</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Software licenses up-front and paid upon receipt of software</td>
<td>Lump sum</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Sub Total (B)</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### ii. Social Media Management

<table>
<thead>
<tr>
<th>S. No</th>
<th>Resource</th>
<th>Unit</th>
<th>Quantity</th>
<th>Fee (INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Program Director (1)</td>
<td>Man Month</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Program Manager-IT (1)</td>
<td>Man Month</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Social Media Domain Consultant</td>
<td>Man Month</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Graphic Designer</td>
<td>Man Month</td>
<td>36</td>
<td></td>
</tr>
</tbody>
</table>

|       | **Sub Total (C)**               |          |          |           |
iii. Photography and Video charges (For discovery of Unit Rate – Not to be part of the financial proposal)

<table>
<thead>
<tr>
<th>S. No</th>
<th>Activity</th>
<th>Details</th>
<th>Unit</th>
<th>Unit Rate</th>
<th>Total Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Photography</td>
<td>Destination Photography (Including Research and Consultation, Photo Captions, Professional Fees, Equipment Hiring, Travel and Accommodation etc. Resolution: 5184 x 3456 pixels)</td>
<td>25 A Category sites – 30 to 50 Photos</td>
<td>25 B Category sites – 15 to 30 photos</td>
<td>50 C Category sites - &gt;15 Photos</td>
</tr>
<tr>
<td>2</td>
<td>Videography</td>
<td>1.5-2 Minutes Single Destination Capsule Video (Including Research, Consultation, Scripts, Professional Fees, Equipment Hiring, Travel and Accommodation, Dynamic Info GFX, video editing etc. 1920 x 1080 pixels)</td>
<td>20 Videos</td>
<td>3 minutes Theme videos (Including Research, Consultation, Scripts, Professional Fees, Equipment Hiring, Travel and Accommodation, Dynamic Info GFX, video editing etc. 1920 x 1080 pixels)</td>
<td>15 Videos</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Video Sub-Title [4 International + 1 Regional languages]</td>
<td></td>
<td>a Japanese</td>
<td>35 Sub-title</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b Chinese</td>
<td>35Sub-title</td>
<td>c Thai</td>
<td>35 Sub-title</td>
</tr>
<tr>
<td></td>
<td></td>
<td>d Vietnamese</td>
<td>35 Sub-title</td>
<td>e 1 Regional Language (Hindi)</td>
<td>35 Sub-title</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Video Editing of videos provided by DOT</td>
<td>35 Videos</td>
<td>Sub Total (D)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Grand Total E = A+B+C+D</td>
<td></td>
<td>Note: The Grand Total quoted above and all sub totals should be exclusive of GST which will be paid to the agency as per prevailing rates</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Unit rates discovered above on the basis of quoted rate will be used for payment towards Photography and Video as and when work is allotted</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>