



**Directorate of Tourism (DOT)
Government of Maharashtra**

**Appointment of Social Media Management agency
for Maharashtra Tourism**

RFP
For Empanelment of Social Media Management agency

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SHORT TENDER NOTICE

Dated : 07.07.2022.

Directorate of Tourism, (DOT) Govt. of Maharashtra invites RFP from reputed agencies with at least 7 years experience in handling social media in tourism sector having handled tourism projects for organizations like Tourism boards, Airlines, Hotel chains, OTAs, Travel & Tourism organizations, Travel blogs, Cruise lines etc.

Cost of EOI : Rs. 2000/- by way of online payment system on <https://mahatenders.gov.in> (Non-Refundable) EMD : Rs. 5,00,000/- by way of online payment system <https://mahatenders.gov.in> EOI should be submitted by interested parties to the Asstt. Director (Publicity & PR), Directorate of Tourism, Govt. of Maharashtra, 156/157, Nariman Bhavan, 15th Floor, Nariman Point, Mumbai-400 021.

Director
Directorate of Tourism,
Govt. of Maharashtra

2. Key Events and Dates

The summary of various activities with regard to this invitation of bids are listed in the table below:-

Sr. No.	Particular	Details
1.	Advertising Date	07.11.2022
2.	Name of the project	RFP for Social Media Management agency for Maharashtra Tourism
3.	Project Period	Three Years
4.	Bid Procedure	Two Part (Technical and Financial), Open competitive bid
5.	EOI Document Download Start Date & Time	From 07.11.2022 at 11:00 HRS (IST) to 28.07.2022 till 13:00 HRS
6.	Website for downloading Tender Document, Corrigendum's, Addendums etc.	https://mahatenders.gov.in
7.	Last Date for submitting pre-bid queries as per the format given for Pre-bid queries to be submitted only over email to asdtourism.pub-mh@gov.in	16/11/2022 till 13.00 HRS
8.	Last date (deadline) for Submission of bids	28.11.2022 till 13:00 HRS
9.	Date and time of opening of Technical bids	29.11.2022 after 13:00 HRS
10.	Cost of Tender Document	INR 2000/-
11.	Earnest Money Deposit	INR 5,00,000/-

Introduction

Maharashtra – Nation within a Nation is the third largest state in the country, both in terms of population and area. The state capital city of Mumbai, one of the largest and most vibrant cities in the world is also the financial and entertainment capital of the country.

Maharashtra is one of the few regions in the world which offers multiple types of destinations for its tourists. It has long coastline of 720 kilometres along the lush green Konkan region. The Western Ghats and the Sahyadri mountain range offer hill stations and water reservoirs with semi-evergreen and deciduous forests. And, the Vidarbha region of Maharashtra, with its dense forests, is home to several wildlife sanctuaries and nature parks.

The state is also blessed with a rich history, tradition and culture, which is evident through its world class ancient forts and monuments, ancient cave temples and pilgrimage centers. The state is the leader in the country with respect to foreign tourist arrivals (20.8%) into India and one of the leading states for domestic tourist visits (7.2%).

The primary mission of DOT is to achieve:

- Sector growth of 10% per annum and share of 15% in GSDP through tourism and tourism related activities.
 - Create 1 million additional jobs in the tourism sector
 - Develop an integrated 360-degree marketing plan
 - Develop various niche tourism sectors for Maharashtra tourism
 - Develop brand equity of the state through theme-based tourism
- Develop path breaking innovation leveraging Information Technology including mobile usage, digital content creation and sharing
 - Develop social media community and lead amid the tourism boards.

In order to harness the potential of the state in tourism, the Directorate of Tourism proposes to undertake a focussed objective public relations outreach initiative as a means of escalating tourism awareness, attraction and experience delivery.

Section: 1

Scope of Work

2. Proposed Project & Scope of Work

2.1. Proposed Project Concept

DOT wishes to engage the services of an eligible agency for complete branding and marketing solutions digital media management and website management at a national and international level for Maharashtra Tourism.

The DOT wishes to undertake international as well as domestic Media Campaigns - and online (digital and social media), under the Maharashtra Tourism brand line in key source markets across the world. The objective of the Campaigns is to generate awareness about the tourism products and destinations of the state, to promote Maharashtra as a preferred tourist destination in the source markets overseas and to increase Maharashtra's share of the global tourism market.

This project aims at providing high quality* creative content in English, Hindi, Marathi and other International and Indian regional languages so as to provide an immersive and engaging content to the intended target audience of Maharashtra Tourism across various media. The project also includes managing and engaging potential tourists on various digital and social media platforms for the effective marketing of Maharashtra tourism.

2.5. Objective

The objective of this exercise is to select a suitable agency which will assist DOT in promoting tourism in the state by:

1. Social Media Management Coordination, and Website UX, content design and uploading.
2. Enhance strong brand identity and brand recall through strategic dissemination of communication and placement in Media, Stakeholders, influencers & opinion makers through effective content etc.

2.3. Scope of Work

The scope is specified below. It is to be noted that the roles & responsibility of the Agency will be inclusive but not limited to the following. The Agency will be required to carry out all activities and perform roles & responsibility to meet the objective of engagement with tourists / potential tourists. The agency shall be required to utilize back-end infrastructure like production facility/recording studio/etc. along with back-end experts like creative content writers, UI, UX designers, graphic designers, voice-over experts, animation and translation services etc. Necessary cost for the infrastructure/back-end experts (if any) should be included in the financial bid by the Bidder.

2.3.1. Scope of work for Social Media Management

1. Social Media Strategy

Strategize, plan and continuously improve the Social Media Strategy for Maharashtra Tourism. This includes how to optimize social media as a platform to strengthen Maharashtra Tourism as a brand and Tourism in Maharashtra in general. Proactively engage with DOT to validate the strategy. Furthermore, leverage social media analytics to feedback into the overall strategy. Assess and target key influencers (seeds and drivers of popularity) in the overall strategy.

The agency will be responsible for handling, managing & maintenance of all official social media handles of Maharashtra Tourism. If required, initiation & creation of new social media handles is to be taken up, that also includes prevailing OTT services, existing web online communities pertaining to the tourism sector alongside various other services.

The agency shall be responsible for supporting Maharashtra Tourism for any paid social media activity undertaken by DOT.

List of all official social media handles of Maharashtra, is given below (If new accounts will be required, the deliverables will be similar as the existing accounts, as mentioned below):

Social Media Platform	Handle/Web Link
Facebook	maharashtratourismofficial
Instagram	maharashtratourismofficial +1
Twitter	maha_tourism
Youtube	Maharashtra tourism
Pinterest	maharashtratourismofficial
Other platforms	
Quora	Maharashtra-Tourism-Official
Whatsapp	+91- 8988986161
Newsletters	Official communications mail account

Creating below content every month for use on Digital platforms –

1. 8 Videos of min 2 Minutes (long format videos) with Adapts of 1 Minute and 30 seconds. Create minimum 15 posts (12 reels and 3 static posts) for Instagram (can be used for other social media accounts).

2. Social Customer Relationship Management (CRM)

Provide accurate, complete, polite and prompt feedback to user interactions on the social media sites. The bidder shall seek input from department where the feedback requires such information. User interactions shall be replied in the originating language of the user (limited to Marathi, Hindi and English languages only); in all other cases, reply in English language shall be provided.

3. Moderation

Moderate the sites to avoid spam, advertisements and inappropriate content.

4. Relevance and current events

Ensure updating with 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. Regularly and periodically update the page with respect to the current/upcoming event(s). Care should be taken to highlight regional / seasonal variations across the regions and districts of the state.

Ensure that the target audience for social media is relevant (people with interest in Travel or Tourism, or with interest in Maharashtra or India etc.) and thus consequently that the actual audience for social media is relevant.

5. Integration

Integrate social media with the official portal (web-based and mobile-based) and vice-versa; as well as integrate with each other wherever possible. The solution provider shall ensure that the content & activities on the social media platforms do not restrict accessibility of the platform on mobile devices.

6. Analytics

Collect, monitor, leverage social media site analytics (for example, Facebook Insights) to improvise Social Media Optimization. This shall include advanced analytics such as –

- User analysis – language, location, age-group, likes, user patterns etc.
- Hashtag & campaign tracking – shares, reach, engagement, mentions
- Sentiment analysis – negative & positive
- Image recognition - protect our trademark & reputation
- Social media ROI
- Virality
- Influencer marketing

Submit analytics and their interpretation to the DOTas supporting document fortnightly. Additionally, DOT may ask to successful bidder to provide analytics and their interpretation as and when required.

7. Out of hours work

Execute defined scope of work, for periods outside defined working periods, as and when required.

8. Copyright

Mark Maharashtra Tourism Logo on electronic content (text, photo, video or otherwise) as Copyright of the Department of Tourism, Government of Maharashtra, wherever required; and monitor & report unauthorized use.

9. Privacy and Security

Apply suitable privacy and security controls for a given social media site and regular monitor the same.

10. Online Reputation Management (ORM)

Online reputation management of Maharashtra Tourism brand in the digital & social space (Providing appropriate response for social media handles of Maharashtra Tourism). Including, but not limited to:

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

The Bidder shall be responsible to provide Social media optimization (SMO) services covering the following:

a. Facebook:

- i. Posts highlighting and featuring the art, culture, monuments, folk dances, events, Fairs & Festivals, properties/ services giving unique/ luxury experiences, lesser known places, traditions, events cuisines etc., unique experiences along with the miscellaneous off beat content are regularly placed on official Facebook page of Maharashtra Tourism along with brief captions. Captions must be in dual language- English and Marathi, must be written in grammatically correct sophisticated language. Captions must include enticing copy, information about the destination/ event/ tradition/ cuisine/ topical. Trivia or useful information for the tourist must be included. Stories, images, videos and reels to be included.
- ii. Minimum 30 posts per month, on an average 1 posts per day. Additionally, posts directed by DoT to be done.
Post text should be in dual language- English and Marathi.
- iii. Creation/Updating of cover images and profile images fortnightly and/or as and when required.
- iv. Creation of banners for FB as and when desired.
- v. Messages in public interest, including sustainable tourism.
- vi. Use of Tags and Hashtags.
- vii. Reaction Management

- viii. Additionally, the scope of work consists of Facebook SEO for ranking high in the search results for relevant searches within the Facebook platform.
- ix. It also includes a particular theme-based campaign / event creation, management, execution and promotion on official Facebook page of the Department. At-least one campaign/event/contest per month during the project period should be managed and promoted. (Gratification for contest shall be provided by the DOT)
 - x. Organized activities and posts time to time as per directions of DoT.
- xi. "Facebook Spam" should be controlled (for example, spam followers) as per the defined requirements for moderation etc.
- xii. Using Facebook community to communicate and engage with travelers. Create events, post in communities and reply to comments.
Content should be aesthetic, high quality*, innovative and sophisticated. Monthly posts must include bucket of trivia, quiz, visual tour of the places and topicals.
- xiii. If need be, additional Facebook accounts to be handled, maintained and growth to be amplified.
- xiv. For the first month Minimum organic reach to be 18M, video views to be 2.75M, and engagement to be 80k. Growth rate month on month must be 2.5% without paid activities.
- xv. Month on month follower's ratio increasing from Intra-state to Inter-state and International followers.
- xvi. Boost 2 posts/ events monthly. The posts would be a combination of the reels/static posts that received most engagement/ views as well as events/ announcements, directed by DoT. Minimum reach should be 1 lakh per post, and minimum engagement rate should be 2%. Reports and result must be in accordance with the objective of the boost campaign. (Objectives must be decided by discussion with DoT's Poc). Posts may be in regional as well as international languages, as per the regions decided by DoT.

For awareness: Minimum reach should be 1 lakh per post, and minimum engagement rate should be 2%.

For CTW: Minimum reach should be 1 lakh per post, and Minimum CTR to be 0.90%.

b. Twitter:

- i. Posts highlighting and featuring the art, culture, monuments, folk dances, events, Fairs & Festivals, properties/services giving unique/ luxury experiences, lesser known places, traditions, events cuisines etc., unique experiences along with the miscellaneous off beat content are regularly placed on official Twitter page of Maharashtra Tourism along with brief captions. Captions must be in dual language- English and Marathi, must be written in grammatically correct sophisticated language. Captions must include enticing copy, information about the destination/ event/ tradition/ cuisine/ topical. Trivia or useful information for the tourist must be included. Must Images, videos, retweets and reels to be included.

- ii. Minimum 30 Post Tweets per month wherein on an average 1 Tweet per day (not including retweets). Additionally, tweets directed by DoT to be done.
Tweet text should be in dual language- English and Marathi.
- iii. Retweeting minimum 10 posts / tweets related to Maharashtra Tourism that have been posted by prominent personalities, influencers, viral posts on social media, or disseminate important information related to travel and tourism in the state and country.
- iv. Creation/Updation of cover images and profile images as and when required.
- v. Creation of banners for twitter handle as and when desired.
- vi. Messages in public interest, including sustainable tourism.
- vii. Use of Tags and Hashtags.
- viii. Reaction Management
- ix. "Twitter Spam" should be controlled (for example, spam followers) as per the defined requirements for moderation etc.
- x. For the first month Minimum Organic Impressions to be 1.4M, and engagement to be 2.5k. Account growth rate month on month must be minimum 2.5% without paid activities.
- xi. Month on month followers ratio increasing from Intra-state to Inter-state and International followers.
- xii. Boost posts/ events whenever required. Budget to be decided by DoT.

c. Instagram:

- i. Posts highlighting and featuring the art, culture, monuments, folk dances, events, Fairs & Festivals, properties/services giving unique/ luxury experiences, lesser known places, traditions, events cuisines etc, unique experiences along with the miscellaneous off beat content are regularly placed on official Instagram page of Maharashtra Tourism along with the hashtags & brief captions. Captions must be in dual language- English and Marathi, must be written in grammatically correct sophisticated language. Captions must include enticing copy, information about the destination/ event/ tradition/ cuisine/ topical. Trivia or useful information for the tourist must be included.
- ii. The agency is expected to publish content that is engaging and visually appealing, the content must be fresh.
- iii. The ownership of and right to all content shall be of the department.
- iv. Agency is expected to repost influencers / celebrity posts related to travel and tourism.
- v. 2 Instagram accounts to be handled, maintained and growth strategy to be applied.
- vi. Minimum 30 Post per month per Instagram account, on an average 1 Post

per day. Post text should be in dual language- English and Marathi.
Additionally, posts directed by DoT to be done.

vii. Reaction Management etc.,

viii. Make minimum 15 reels/ posts from own content (12 reels and 3 static posts), rest 15 posts can be crowd sourced. Crowd sourced content should be of high quality* in terms of content, aesthetic quality and all permissions have to be sought from the content owner before posting.

ix. Minimum 3 stories must be posted in a day, which would include reposts of tags, announcements from DoT, sharing good content found on Instagram and post amplifications.

Content should be aesthetic, high quality*, innovative and sophisticated. Monthly posts must include bucket of trivia, quiz, visual tour of the places and topicals.

x. For the first month Minimum Organic Impressions to be 1.4M PM, video views to be 85k, likes to be 3k, including static posts (on an average), and engagement to be 2.5k. Account growth rate month on month must be minimum 2.5% without paid activities.

xi. Boost 2 posts/ stories monthly. The posts would be a combination of the reels/static posts/ stories that received most engagement/ views as well as events/ announcements, directed by DoT. Minimum reach should be 1 lakh per post, and minimum engagement rate should be 2%. Reports and result must be in accordance with the objective of the boost campaign. (Objectives must be decided with discussion with DoT's POC). Posts may be in regional as well as international languages, as per the regions decided by DoT.

For awareness: Minimum reach should be 1 lakh per post, and minimum engagement rate should be 2%.

For CTW: Minimum reach should be 1 lakh per post, engagement rate to be 0.67%. Minimum CTR to be 0.22% for in feed posts, 0.33% for Reels and Stories.

d. YouTube

- i. Uploading of Videos / Short Clippings on official YouTube channel of Maharashtra Tourism for different tourist places, events, fairs & festivals or Maharashtra Tourism based themes provided by Tourism Department on YouTube channel. Creation of minimum 8 long format videos for Youtube.
- ii. Posting of minimum 8 videos per month, on an average 2 Posts per week including influencer videos or shared videos. Additionally, posts directed by DoT for the specific requirement to be created.
Post text should be in dual language- English and Marathi.
- iii. Captions must be written in grammatically correct sophisticated English language. Captions must include enticing copy, information about the video, destination/ event/ tradition/ cuisine/ topical. Trivia or useful information for the tourist can be included. Appropriate SEM captions and tags to be added.
- iv. Cover photos of the videos to be made for Youtube thumbnail, Instagram stories and Twitter.
- v. For the first month Minimum Organic Impressions to be 1.1M, reach to be 70k, likes to be 4k, Videos views to be 100k, Watch time to be minimum 2.3k hours, engagement to be 6k. Youtube videos created by agency must get minimum 2k views. Account growth rate month on month must be minimum 2.5% without paid activities.
- vi. Month on month followers ratio increasing from Intra-state to Inter-state and International followers.

e. Pinterest

- i. Posts highlighting and featuring the art, culture, monuments, folk dances, events, Fairs & Festivals, properties giving unique/ luxury experiences, lesser known places, traditions, events cuisines etc, unique experiences along with the miscellaneous off beat content are regularly placed on official Pinterest page of Maharashtra Tourism through along with the hashtags & brief captions. Captions must be written in grammatically correct sophisticated English language. Captions must include enticing copy, information about the destination/ event/ tradition/ cuisine/ topical. Trivia or useful information for the tourist can be included.
- ii. Minimum 30 Post pins month, on an average 1 Post per day. Pins must include combination of standard, idea and video pins in the ratio of 1:2:2.
- iii. For the first month minimum Organic Impressions to be 110k, engagement to be 5.3k. Total audience to be 71k, engaged audience to be 4k. Account growth rate month on month must be minimum 3.1% without paid activities.
- iv. Audience ratio must always be higher on the inter-state and international side.
- v. Boost 2 pins monthly. The posts would be a combination of the standard/ idea and video clips that received most engagement/ views as well as events/ announcements, directed by DoT. Minimum reach should be 1 lakh per post, and minimum engagement rate should be 2%. Reports and result must be in accordance with the objective of the boost campaign. (Objectives must be decided with discussion with DoT's POC). Posts may be in regional as well as international languages, as per the regions decided by DoT.
 - For awareness: Minimum reach should be 1 lakh per post, and minimum engagement rate should be 2%.
 - For CTW: Minimum reach should be 1 lakh per post Minimum CTR to be 0.30%.
 - For Video views: Minimum video views should be 1M.

e. Quora

- i. Making spaces and Answering questions related to various topics related to tourism in Maharashtra related to art, culture, monuments, folk dances, events, Fairs & Festivals, properties giving unique/ luxury experiences, lesser known places, traditions, events cuisines etc, unique experiences along with the miscellaneous off beat content. In case of no/ less questions, posting questions and answering to them.
- ii. Posting questions/ spaces that would be helpful to the tourists for planning trips and also encouraging them to plan a trip to Maharashtra.
- iii. Minimum 30 answered questions, contribution in spaces and addition of content in space created.
- iv. Making the content engaging and useful enough for the audience to follow.
- v. Posting content that creates curiosity and interest of audience in traveling to Maharashtra.

vi. Posting useful blogs/ answers for most searched travel related question regarding Maharashtra, India, Asia, South Asia, travel verticals relevant to Maharashtra etc., Also, the topics mentioned in point no “i”.

vii. Search trends and topicals, and post on relevant topics.

viii. Average post/ answers views to be 150 in the first month.

ix. Engagement of the posts should grow to minimum 5% per month.

Content must be written in grammatically correct sophisticated English language.

f. WhatsApp

i. Responding promptly to the queries.

ii. Circulating messages/ announcements sent by DoT to the relevant groups and stakeholders.

iii. Keep updating contacts of stakeholders, update 5k contacts in a year.

iv. Sharing phone numbers/ email ids or website address of the other departments/ organizations whenever related queries arise.

v. Create and maintain knowledge bank of information of FAQs and contacts of various departments.

vi. Create a list of FAQs and submit with the reports

vii. Do whatsapp marketing through various strategies without spamming.

viii. Circulate 1 promotional message/post/video/creative among the stakeholders and contact list per month.

ix. Update the contact list on upcoming events.

x. Manage/ monitor and strategize Whatsapp chatbot activities and submit the detailed report monthly.

g. Newsletters

i. Write and disseminate newsletters to the focused groups quarterly.

ii. Maintain the email list and share it with DoT whenever asked.

iii. Newsletters to be published on 5th of following months- July, October and April.

iv. Newsletters must contain updates on policies, unique campaigns, seasonal destination awareness, major collaborations, MOUs and achievements of the tourism department.

11. Social Media Monitoring Programme

i. Planning and executing a “Social Media Monitoring Program” on Social Media platforms

ii. The agency shall be responsible for ensuring verification of Maharashtra Tourism social media accounts upon successfully completing the criteria for the same.

iii. The Social Media Monitoring Program will undertake monitoring across 150-200 keywords primarily in the primary source markets for Maharashtra

iv. Social Media Monitoring Program will create and manage a monitoring

platform which will be both predictive and reactive in approach

- v. Important metrics for consideration are: total likes per month, increase in users/followers per month, list of positive comments per month, list of negative comments per month, Average likes per post. In case of any specific contest/campaign, Analysis would be based on pre-defined parameter of impact.
- vi. Social Media Listening /Monitoring: Social Media Listening with 100-150 key words, with dedicated personnel for listening / monitoring and providing monthly reports to the Directorate. The advanced data tool will be provided by the Directorate and cost on the same will not have to be incurred by the Agency
- vii. The key Languages to be monitored will be Hindi, English and Marathi
- ix. Analytical reports of the campaign and regular activities must be provided to the Directorate of Tourism. These reports must include the following:
 - a) There must be a section in the analytical report which shows the monthly analytics. It is to be shown in a graph which will specify best day of the week/month and also the hourly analysis of the best day.
 - b) Report must include number of total posts (number of reposts vs produced post), engagement, reach, impressions, followers/subscribers, engagement, best performing posts, audience matrix etc.
 - c) Report must include comparative analysis from previous months, quarter and year (as per monthly, quarterly and yearly reporting).
 - d) There must be 1 excel report that mentions above points and the numbers that are added monthly and quarterly, for quick reference.
 - e) Compliance of the scope of work must be mentioned in the report.
 - f) Reports must be shared in Physical hard copy as well as mailed to the concerned authority.
 - g) The Images/Tweets/Posts which have got the highest number of impressions must be shown in the analytical report. The report must also specify the user who has posted that image and number of impressions/ favorites that image has received. Information on the best performing post, tweet and possible reasons to be provided by the agency.
 - h) The agency shall deliver monthly, quarterly and annual analytics report on social media performance of Maharashtra Tourism social media touchpoints.

· Note:

1. Certain analytical information may not be available. However, the Agency is expected to detail out every available piece of analytics to assess the performance.
2. Social media monitoring and reporting is a vital part of the scope of work of the agency. Failure in reporting/ incorrect reporting or missing any part of reporting would lead to deduction of the agency's remuneration.

1. Website Development/ Management:

- i. Product designing: Designing the website UI and UX from tourism perspective, making it look aesthetic, appealing, user friendly and of international standard.
- ii. Making a skeleton of website based on various parameters suitable for tourists to get appropriate information on destinations/ experiences, spend time in content consumption, tools and UI to help in conversion.
- iii. Making a robust Chatbot for easy query resolution and data collection.
- iv. Designing new web pages and landing pages whenever needed.
- v. Designing regular, topical and strategic content for the website updating.
- vi. Coordination with DoT team and technical website agency to get the tasks done.
- vii. Content strategizing of articles, blogs, pictures, layout, look and feel of the website and various web pages.
- viii. Help DoT with technical consultation regarding the website development and maintenance.

i.

2. Website Monitoring Programme

- i. Ensuring the content displayed on the website of Maharashtra Tourism is upto date and is linked on real time basis with other social media and promotion platforms where Maharashtra tourism is engaged
- ii. Query redressal raised on the websites related to Maharashtra Tourism
- iii. Coordinate with Ministry of India Tourism to ensure apt promotion of Maharashtra Tourism on www.incredibleindia.org and other national tourism websites handled by Ministry of Tourism, Government of India
- iv. Review and analytics on visitors, likes and comments shared on the website of Maharashtra Tourism
- v. Ensure that the data displayed on the website is UpToDate
- vi. Perform competitor analysis to understand the visitor flow and suggest measures to increase the visitor flow to Maharashtra tourism
- vii. Identify technical issues in the website and immediately coordinate the back end technical team as appointed by DoT to solve the issue in a swift manner

14. Contest/Campaign

A theme-based campaign / event creation, management, execution and promotion on official pages of the Department will be done by the service provider. At-least one campaign/event/contest every two months during the project period should be managed and promoted. (Gratification and paid promotion, if required, for contest shall be arranged by the DOT)

Innovative Campaigns – The agency shall be responsible for carrying out innovative campaigns with bloggers/industry partners who are having strong digital presence, to support & sustain digital brand image of Maharashtra Tourism with top media houses throughout the tenure as & when required. It will include, but not limited to:

- i. Designing, managing and evaluating innovative digital media campaigns to support digital media presence of Maharashtra tourism.
- ii. Creating banners and mini video clips for all campaigns organized during the tenure.

15. For all social media accounts the organic growth rate should be minimum 2.5% per month, and the growth and engagement has to have an upward trend every month. Performance of the agency will be assessed through this.

15. a) It should be taken into consideration that any sort of plagiarism is avoided. Copy/ images/ creatives and videos need to be originally created or written permission of the usage is needed to be sought unless taken from public domain. Agency will be held responsible for any violation of the copyright.

15. b) It could be asked to create, maintain and amplify growth of any other social media platform if it seems to be beneficial from the marketing perspective.

16. Upon completion/ termination of the contract the agency must submit the following:

- i. Account id and passwords of the DoT accounts handled by the agency.
- ii. Delegation of the admin/ managerial rights to the concerned authority/ new agency and removing own team members and their access (with phone numbers).
- iii. Previous reports of the account, information on the campaigns & collaborations.
- iv. Reports format and Detailed SOP followed.
- v. Standard messages sent on regular basis, for reference.
- vi. Knowledge base created for DoT.
- vii. Image bank, videos and other assets created for DoT.
- viii. Image bank, videos, hard drive, pen-drive and other assets given by DoT.
- ix. Knowledge handover to be given to the new agency through buddy-up for a period of a week or till the new agency is ready to take over independently.
- x. Sim cards to be provided by DoT. Phone bill to be paid by the agency.
- xi. Phones and other required assets to be bought by the agency.
- xii. Under no circumstances should the agency withhold any information/ asset required by DoT for smooth functioning of media activities.
- xiii. All the sensitive/ confidential information/ assets of DoT must not be leaked or circulated outside. If done so, legal action may be taken against the agency.
- xiv. Assets furnished by DoT and made for DoT by the agency should under no circumstances be used for any other purpose than for DoT's promotional/ internal activities. If done so, legal action may be taken against the agency.

2.3.2. Other related work

1. The Agency will have regular interactions with the DOT and Department of Tourism, which at times may be at short notice.
2. The Agency will interact with the offices of the Ministry of Tourism in India and Overseas (by telephone/e-mail/fax, etc.), to obtain inputs, as and when required.
3. The Agency will liaise with the Public Relations Agency, Media Buying Agency, Event Management Agency, etc. working for the DOT and its offices, for effective merging of the media, creative and PR strategies for Maharashtra Tourism and will provide support as may be required across domestic and international markets.
4. The agency must appoint professional Photographers and Videographers to shoot various events- Regional, commercial, events organized by and participated by

DoT, and other events in the interest of tourism, as and when directed. Agency is required to submit high quality* images & make high quality* videos for DoT. Submission of Raw content will be required.

5. The agency will write 2 International style blogs for the website as well as content for web page updates of new event, destinations etc.
6. Any other minor related work that may be assigned by the DOT from time to time.
7. Making high quality* creatives for social activities as well as other media as and when required by DoT.
8. All paid activities will be done separately through tender process. The social media agency is expected to be working in liaison with the selected agency for the smooth flow of the activities.
 8. a) If the on boarded social media agency quotes lowest from other bidders, it will be granted the tender.
9. At least 1 staff member must be present in the office on all working days at the DoT office. Absentee would be deducted on pro-rata basis.
10. Agency must Collaborate with minimum 5 celebrities/ influencers on monthly basis(approved by DoT's POC). Minimum follower's requirement of the celebrity/ influencer is 1lakh and engagement rate should be the best industry standards. This will be a non-financial activity.
11. Posts on festivals, topical and events should go timely. For example, the highlights of the events should be posted on the same day of the event on the Social media platforms. Posts/ stories on topical and festivals should be in timeline with the trend. For example- posts related to Diwali should start going at least a week prior to Diwali, when social media is engaged in posting about Diwali preparations. Posts on less popular festivals should be done in the morning, and not later in the day.
12. Agency must cover 12 festivals per year (suggested by DoT). Must shoot the pictures and video content with at least a full frame camera, having no grains, glitches, and other photographic and video quality issue. Raw footage and finished edits must be submitted to DoT.
13. The agency must buy Following assets for promotional purpose and submit to DoT office with the bill: Camera: Sony A7-4, Lenses: Sigma-16-35, 28-70, Flash-Godox 860 and silicon light diffusers kit.
14. For promotional purpose the agency must buy Oculus quest 2 VR set and submit to DoT office along with the bill.
15. Agency must submit the reports/ presentation on social media, digital marketing, trends in marketing whenever asked.

*High quality content:

1. Written content: Content must be free from spelling, grammatical and language framing mistakes. Content must be written in international standard, having quality language, finesse and good flow. Content must sound mature, interesting and well- informed.
2. Photographic/ cinematic quality: Content sourced or created must have good sense of photographic/ cinematic quality, color correction, classic and in-trend photography/videography style. Content must have no noise, jagged edges, tilted horizon (unintentional from creative angle), fringing, pixilation, hot spots, over or under exposed picture/video, heavy color tints, shaky camera movements, over editing/ saturation, over sharpening or smoothening, any other photographic and cinematic errors).

Section: 2

Details

1.1 Performance Bank Guarantee

1. This Performance Bank Guarantee (hereinafter referred to as “PBG”) will be for an amount equivalent to 3% of the total contract value.

1.2. Payment Terms

1. No advance payment shall be made.
2. The Bidder's request(s) for payment shall be made to the DOT in writing, accompanied by an invoice describing, as appropriate, the Goods/Products/Services/Solutions delivered and the Services performed, value delivered to DOT, quantifying the engagement, impact assessment across the various mediums, reach and viewership of the various activities undertaken, and upon fulfilment of other obligations stipulated in the contract.

No separate cost would be allowed for travel undertaken for interaction with Department / Directorate officials or travels undertaken for various activities included in the Scope of Work.
3. Payment shall be made only after the positive satisfactory report by the DOT's Official conforming the Quality of deliverables, execution of responsibilities and as per the terms and conditions of this RFP.
4. Payments shall be made promptly by the DOT within forty-five (45) days after submission of the invoice or claim by the Bidder, only after quality inspection and verification by the DOT's Official of the conformity of the Goods/Products/Services/Solutions supplied as per the agreed terms.
5. The Bidder has to submit monthly status reports for all the resources deployed on the project in addition to progress status report for planned vs actual progress at the end of every month.
6. Payment will be made by electronic transfer of funds to the bank account of the Agency in Indian Rupees. The Agency will submit pre-receipted invoices in triplicate, complete in all respects, within ten (10) days of the last working day of every month, for necessary settlement. The price quoted by the bidder shall be fixed and inclusive of all taxes, duties, levies etc. (but exclusive of GST), during the bidder's performance of contract. The GST shall be paid at the prevalent rates.
7. Taxes shall be paid as applicable and as per actuals.
8. All tasks mentioned in scope of work need to be executed and submitted in the detailed report. Failing to get the tasks done would lead to pro-rata deduction from the payment. The penalty (if any) shall be calculated and deducted from the immediate payment due.
9. The Bidder, in the event of DOT deciding to discontinue with the services of the Bidder, either during or after the Project period will do the knowledge and data transfer to the other Bidder chosen by DOT and will provide all necessary help to both DOT and the new Bidder in doing the same.
10. Number of resources may vary based on project requirements by DOT. Payment will be made on actual deployment of resources as per the quotations submitted

by the bidder.

11. The final payment, each year, shall be released only after completion of the required work for the year and on submission of a statement of work having been executed as per the requirements detailed in the RFP Document, or communicated subsequently by the DOT.
12. For facilitating Electronic Transfer of funds, the selected Agency will be required to indicate the name of the Bank & Branch, account no. (i.e. bank name, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of every bill submitted for payments by the selected Agency.

1.3. Dispute Settlement Mechanism

1. Amicable Settlement

The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Contract or the interpretation thereof.

Any dispute between the Parties as to matters arising pursuant to this Contract which cannot be settled amicably within thirty (30) days after receipt by one Party of the other Party's request for such amicable settlement may be submitted by either Party for settlement in accordance with the provisions specified in Section 2.39 (2) below.

2. Arbitration

In event of any dispute or difference between DOT and the Agency, such disputes or differences shall be resolved amicably by mutual consultation. If such resolution is not possible, then the unresolved dispute or difference shall be referred to arbitration of the sole arbitrator to be appointed by the Principal Secretary, Department of Tourism on the recommendation of the Principal Secretary, Law and Judiciary Department, Government of Maharashtra. The provision of Arbitration and Conciliation Act, 1996 (No.26 of 1996) shall be applicable to the arbitration. The Venue of such arbitration shall be at Mumbai or any other place, as may be decided by the arbitrator. The language of arbitration proceedings shall be English. The arbitrator shall make a reasoned award (the "Award"), which shall be final and binding on DOT and the Agency. The cost of the arbitration shall be shared equally by DOT and the Agency to the agreement. However, expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself.

Pending the submission of and /or decision on a dispute, difference or claim or until the arbitral award is published; DOT and the Agency shall continue to perform all of their obligations under this Agreement without prejudice to a final adjustment in accordance with such award.

3. Jurisdiction

The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and are in force for the time being are applicable to this contract tender.

In case of any dispute, jurisdiction shall be a court in the Mumbai only.

1.4. Pre-qualification criteria

- i. The agency must have expertise in social media management and content creation with minimum 7 years' experience in handling social media of tourism sector. Example: Tourism boards, Airlines, Hotel chains, OTAs, Travel & Tourism organizations, Travel blogs, Cruise lines etc.,
- ii. Turnover: Agency should have minimum 5 crores per annum turnover for the last 5 years. Any 3 years will be considered.
- iii. Agency must have sufficient staff of experts for handling various activities they are assigned for. The agency must include following members in their team (Team member's profile and previous work experience screening would be preferred):
 - a) At least 1 Social media manager with minimum 5 years of experience in social media marketing.
 - b) At least 1 team member having minimum 5 years of experience and knowledge of new age innovative marketing and digital marketing. Must have knowledge of every aspect of Digital Marketing.
 - c) At least 2 team members having min 2 years' experience in making creatives (+ has a good portfolio), and is proficient in tools like Photoshop, in-design, illustrator, lightroom etc.,
 - d) At least 2 team members having 2 to 5 years' experience in editing videos (+ has a good portfolio). Proficient in Video editing tools like Premier Pro, Final cut pro etc., and apps for high quality* reel edits.
 - e) At least 1 professional cinematographer having experience in creating high quality* content, proficient in handling professional film cameras, DSLRs and Drones.
 - f) At least 2 copy writers having good command over English language (International standard), having experience in writing travel related content.
 - g) 1 Marathi copy writer having proficiency in Marathi language.
 - h) The team must have sense of art, aesthetics, new age marketing and industry trends.
 - i) At least 2 team members proficient in English and Marathi language with clerical background. Experience of filing in Government projects preferred.
 - j) At least 1 website Product developer with minimum experience of 5 years in website and app UI, UX development. Background of travel and lifestyle website designing preferred.
 - k) At least 1 website developer with minimum 5 years of experience in website and app development. Travel and lifestyle background preferred.
 - l) At least 1 content strategist with minimum 5 years of experience in doing content strategy for travel and lifestyle web portals. Must have good research skills, sense of quality, aesthetics and strong hold in English language. Experience in content curation preferred.
- iv. The agency must have its own office in Mumbai with sufficient staff required for the DoT project.

1.4. Evaluation Criteria

Evaluation Criteria

Bidders who comply with the following basic criteria are eligible for participation in this tender:

- Bidder should be a company registered under the Companies Act of India, 1956 (or later) OR a registered partnership firm (including LLP) **and should be in existence for at least 5 years** as on the Bid Due Date.
- Bidder should have had a **Minimum Annual Average Turnover of INR 10.00 Crores** in any 3 out of 5 financial years (From the year 2017 to 2022) in services related to Social Media Activities and website management. The CA certificate should clearly mention the Turnover in Social Media activities and website management only.
- The Bidder should have completed at **least two projects** related to **Social media and website management** in the last **7 years from Bid Due Date** for
 - State/ Central Tourism boards, and/or
 - Big Corporates (Tourism based) like Airlines, OTAs, Resorts etc.,

Note: For eligible projects, minimum engagement shall be for a period of 8 months over a period of 12 months

The Bidder should **not be blacklisted** by any Government Department, Organization, Corporation, or any other body.

Sr. No.	Evaluation Criteria	Max Points
1.	Years of existence of the Bidder as a registered firm / company / partnership (providing services related to social media) as on Bid Due Date <ul style="list-style-type: none">• If X is > 5 years & < 10 years: 5 points• If X is > 10 years & < 15 years: 7.5 points• If X is > 15 years: 10 points X is number of years of existence	10
2.	Annual Average Turnover of INR 10.00 Crores in any 3 out of 5 financial years (From the year 2017 to 2022) in services related to Website management and Social Media activities. <ul style="list-style-type: none">• If Y is > 10.00 & < 15.00: 10 points• If Y is > 15.00 & < 20.00: 15 points• If Y is > 20.00: 20 points Y is Annual Average Turnover in the last 3 FYs in INR Cr.	10
3.	Experience of projects related to Website management	45

Sr. No.	Evaluation Criteria	Max Points
	<p>(components of advertising, media planning/ buying or social media, Website management and content strategy), in the last 7 years (from Bid Due Date</p> <ul style="list-style-type: none"> • 5 marks for projects for the State / Central Governments (including Boards, Institutes, PSU, Corporation, Department, Ministries) • 10 marks for projects for Big Corporates with tourism background. • 20 Marks for Project handling with Product building, Marketing strategy designing and execution. <p>Note: All eligible mandates, shall get additional 10 marks provided</p> <ul style="list-style-type: none"> • Bidder has provided continuous services for more than 2 years (as on Bid Issue Date) to the same client through an original / extension / renewal order. OR • The scope of work includes components of social media. OR • State / Central Government Clients with mandates specific to the Travel and Tourism sector. 	
4.	<p>Technical Presentation - Approach & Methodology</p> <ul style="list-style-type: none"> • Understating and appreciation of the Maharashtra Tourism and the Scope of Work • Social Media Strategy, Website content strategy, Approach and Road map (for agreement period) • Qualified and Experienced human resources with the Agency • Work Plan (planned visits, types of engagement, budgeting) • Global and Pan Indian presence (through registered offices only) 	35
	Total Marks	100

Note:

3. It is advised that a Senior Team Member from the Pre-Qualified Bidder's Organization to remain present for making the Technical Presentation to the Committee. **Further the presentation should be concise and should not exceed more than 20 minutes (~40 slides).**
4. For all the submitted projects, documentary evidence to substantiate the scope of work, duration, Fee in the form of Work Order, Agreement, Completion Certificate from the client is mandatory.
5. Successful bidder will be required to provide 3 trained, qualified and experienced Social Media and website management Coordinators having minimum qualification as given below. Coordinators will be required to coordinate between the department and would act as a single point of contact for overall execution of work. The coordinators will work at / stationed at Head Office of Department of Tourism, Government of Maharashtra at Mumbai and should have a sound knowledge of Maharashtra.
6. The team is required to be well versed in English, Hindi and Marathi
7. Agency is expected to have their own established Office in Mumbai. Registration certificate to be provided

8. The Authority expects the two SME Coordinators as specified in the Proposal to be available during implementation of the Agreement.

9. Coordinators requirement for the project:

Sr. No	Position	Qualification
	Coordinator - 1	Minimum 5 years of experience in social media and digital marketing. Experience of working in Tourism industry, content strategy, marketing strategy. Work related to content curation, art, travel and lifestyle will be a plus.
	Coordinator - 2	Minimum 5 years of experience in Website product designing, content strategy and development. Experience in Tourism industry will be preferred.

Note: The CVs of the relevant staff (as given above) shall be submitted

10. The evaluation will be done on a 70-30 ratio where:
 11. 70% weightage will be to the strategy presentation for the scope of work defined with unique suggestions for the given scope of work and the experience of the bidder and
 12. 30% weightage will be to the financial bid.

Technical Experience

13. The technical qualification experience of all the Eligible Bidders will be evaluated and marks will be assigned (“Technical Experience Score”) based on the following parameters:

(A detailed power point presentation will have to be made by the bidders before DOT on the basis of which marks will be awarded)

2.1. Financial Bid Evaluation

- After opening of the financial bid, the lowest financial proposal (FM) will be given a financial score (SF) of 100 points. The financial scores of other proposal will be computed as follows:
 $SF = 100 \times FM / F$
 F= Amount of Financial proposal)
 Proposals will finally be ranked according to their combined presentation score (ST) and financial scores as follows:
 $S = ST \times Tw + SF \times Fw$
 Where S is the combined score, and Tw and Fw are weight assigned to the presentation and financial proposal that shall be 80% and 20% respectively.
- The qualified bidder who secures highest combined score would be declared as the successful bidder.

3. In case of a tie, agency getting higher score in presentation would be considered for awarding of the work

2.1. Negotiations

DOT reserves the right to carry out negotiations with the L1 Bidder on the technical and financial proposal. DOT may further discuss the details of the approach and methodology to be adopted by the Bidder on the Project over and above the minimum requirements of the RFP keeping in mind the interest of the Project.

Annexure I - Performance Bank Guarantee

For Contract Performance Bank Guarantee

Ref:

Date: _____

Bank Guarantee No.: _____

To

The Director (Tourism)
Directorate of Tourism, Government of Maharashtra
156/157, 15th Floor,
Nariman Bhavan,
Nariman Point, Mumbai - 400021

Dear Sir,

PERFORMANCE BANK GUARANTEE – For <Insert RFP title>

WHEREAS

M/s. (name of Bidder), a company registered under the Companies Act, 1956, having its registered and corporate office at (address of the Bidder), (hereinafter referred to as “our constituent”, which expression, unless excluded or repugnant to the context or meaning thereof, includes its successors and assigns), agreed to enter into a Contract dated (Hereinafter, referred to as “Contract”) with you for “<Project Name>” in the said Contract.

We are aware of the fact that as per the terms of the Contract, M/s. (name of Bidder) is required to furnish an unconditional and irrevocable Bank Guarantee in your favor for an amount of 3% of the Total Contract Value, and guarantee the due performance by our constituent as per the Contract and do hereby agree and undertake to pay any and all amount due and payable under this bank guarantee, as security against breach/ default of the said Contract by our Constituent.

In consideration of the fact that our constituent is our valued customer and the fact that he has entered into the said Contract with you, we, (name and address of the bank), have agreed to issue this Performance Bank Guarantee.

Therefore, we (name and address of the bank) hereby unconditionally and irrevocably guarantee you as under:

In the event of our constituent committing any breach / default of the said Contract, and which has not been rectified by him, we hereby agree to pay you forthwith on demand such sum/s not exceeding the sum of 3% of the Total Contract Value i.e.,.....<in words> without any demur.

Notwithstanding anything to the contrary, as contained in the said Contract, we agree that your decision as to whether our constituent has made any such default(s) / breach(es), as aforesaid and the amount or amounts to which you are entitled by reasons thereof, subject to the terms and conditions of the said Contract, will be binding on us and we shall not be entitled to ask you to establish your claim or claims under this Performance Bank Guarantee, but will pay the same forthwith on your demand without any protest or demur.

This Performance Bank Guarantee shall continue and hold good till 180 days after completion of the Contract Period, subject to the terms and conditions in the said Contract.

We bind ourselves to pay the above said amount at any point of time commencing from the date of the said Contract until 6 months after the completion of Contract Period.

We further agree that the termination of the said Agreement, for reasons solely attributable to our constituent, virtually empowers you to demand for the payment of the above said amount under this guarantee and we would honour the same without demur.

We hereby expressly waive all our rights: Requiring to pursue legal remedies against DOT; and For notice of acceptance hereof any action taken or omitted in reliance hereon, of any defaults under the Contract and any resentment, demand, protest or any notice of any kind.

We the Guarantor, as primary obligor and not merely Surety or Guarantor of collection, do hereby irrevocably and unconditionally give our guarantee and undertake to pay any amount you may claim (by one or more claims) up to but not exceeding the amount mentioned aforesaid during the period from and including the date of issue of this guarantee through the period.

We specifically confirm that no proof of any amount due to you under the Contract is required to be provided to us in connection with any demand by you for payment under this guarantee other than your written demand.

Any notice by way of demand or otherwise hereunder may be sent by special courier, telex, fax, registered post or other electronic media to our address, as aforesaid and if sent by post, it shall be deemed to have been given to us after the expiry of 48 hours when the same has been posted. If it is necessary to extend this guarantee on account of any reason whatsoever, we undertake to extend the period of this guarantee on the request of our constituent under intimation to you.

This Performance Bank Guarantee shall not be affected by any change in the constitution of our constituent nor shall it be affected by any change in our constitution or by any amalgamation or absorption thereof or therewith or reconstruction or winding up, but will ensure to the benefit of you and be available to and be enforceable by you during the period from and including the date of issue of this guarantee through the period.

Notwithstanding anything contained hereinabove, our liability under this Performance Guarantee is restricted to 3% of the Contract Value, and shall continue to exist, subject to the terms and conditions contained herein, unless a written claim is lodged on us on or before the aforesaid date of expiry of this guarantee.

We hereby confirm that we have the power/s to issue this Guarantee in your favour under the Memorandum and Articles of Association / Constitution of our bank and the undersigned is / are the recipient of authority by express delegation of power/s and has / have full power/s to execute this guarantee under the Power of Attorney issued by the bank in your favour.

We further agree that the exercise of any of your rights against our constituent to enforce or forbear to enforce or any other indulgence or facility, extended to our constituent to carry out the contractual obligations as per the said Contract, would not release our liability under this guarantee and that your right against us shall remain in full force and effect, notwithstanding any arrangement that may be entered into between you and our constituent, during the entire currency of this guarantee.

Notwithstanding anything contained herein:

Our liability under this Performance Bank Guarantee shall not exceed 3% of the Total Contract Value. This Performance Bank Guarantee shall be valid only from the date of signing of Contract to 180 days after the End of Contract Period; and

We are liable to pay the guaranteed amount or part thereof under this Performance Bank Guarantee only and only if we receive a written claim or demand on or before 180 days after the completion of Contract Period.

Any payment made hereunder shall be free and clear of and without deduction for or on account of taxes, levies, imports, charges, duties, fees, deductions or withholding of any nature imposts.

This Performance Bank Guarantee must be returned to the bank upon its expiry. If the bank does not receive the Performance Bank Guarantee within the above-mentioned period, subject to the terms and conditions contained herein, it shall be deemed to be automatically cancelled.

This guarantee shall be governed by and construed in accordance with the Indian Laws and we hereby submit to the exclusive jurisdiction of courts of Justice in India for the purpose of any suit or action or other proceedings arising out of this guarantee or the subject matter hereof brought by you may not be enforced in or by such court.

Dated this Day 2020.

Yours faithfully,

For and on behalf of the Bank,

(Signature)

Designation

(Address of the Bank)

Note:

This guarantee will attract stamp duty as a security bond.

A duly certified copy of the requisite authority conferred on the official/s to execute the guarantee on behalf of the bank should be annexed to this guarantee for verification and retention thereof as documentary evidence in the matter.

2.4. Minimum Milestone Achievement Schedule(Retainership Deliverables)

The Agency shall adhere to the following milestones at the minimum as per the scope of work as a part of their engagement retainership –

Sr. No.	Scope of Work	Frequency	Penalty
1	Social Media Management		
a.	Social Media Strategy	Four times in a year for every year of the engagement (1 per quarter)1 per quarter To be submitted within 15 days of the commencement of engagement (for first quarter) and, Minimum 30 days in advance before the end of the preceding quarters (for quarters subsequent to first quarter of the engagement period)	Delay of 1 working day beyond specified target = A penalty of 0.1% of the total quarterly contract value per shortfall of deliverable + 0.5% of the total quarterly contract value for every additional day of delay
b.	Facebook	Minimum 30 posts per month per Facebook account.	Failing to deliver, Pro-rata deduction as per the rate card will be applied.
c.	Twitter	Minimum 40 tweets per month(including 10 retweets)	Failing to deliver, Pro-rata deduction as per the rate card will be applied.
d.	Instagram	Minimum 30 posts per month per Instagram account for 2 accounts.	Failing to deliver, Pro-rata deduction as per the rate card will be applied.

e.	Youtube	Minimum 8 posts per month	Failing to deliver, Pro-rata deduction as per the rate card will be applied.
f.	Social Media Management and Monitoring	Continuous Activity A minimum increase of followers organically for each social media platform on a month on month basis	
g.	Website Content Updation	Minimum 1 set of content per month. Additionally, update on events, activities and new content suggested by DoT.	Failing to deliver, Pro-rata deduction as per the rate card will be applied.
h.	Website Monitoring	Continuous activity	
i.	Contents/Campaigns Identify strategy for the contests/campaigns and develop plan of execution for the contests/campaigns	Within 5 working days from assigning the work by DoT	
j.	Newsletter	Minimum 1 per quarter	Failing to deliver, Pro-rata deduction as per the rate card will be applied.
k.	Quora	Minimum 30 questions, contributions and spaces per month.	Failing to deliver, Pro-rata deduction as per the rate card will be applied.
l.	ORM	continuous activity	
2.	Media Buying Support		
a.	Providing professional inputs and support in buying of media for	As per the campaign	

	Media Campaigns for running banners, adverts etc. during the period of contract on themes / subjects to be decided in consultation with the Directorate of Tourism. This would entail assistance and supervision of buying of the media slots by the Directorate of Tourism to ensure best rates and negotiations directly from the media owner	plan decided with DoT	
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3. Contract period and performance evaluation:

The contract period of the agency shall be 3 years. Evaluation of agency's performance will be assessed yearly and concluded if the agency's services have to be continued or not for the following year. Post assessment if the agency is declared to be underperforming or not delivering as per the expectations, the contract shall be terminated.

In the first 3-year tenure period, performance of the agency will be assessed. Post assessment and satisfaction of the performance, tenure of 3 more years shall be extended.

Section 3 Summary of Costs

Sr. No.	Description	Amount (In INR)
1.	Costs for Retainership Deliverables exclusive of taxes for 3 years	
2.	Applicable Taxes	
3.	Total	

Note -

1. The final decision will rest with DoT