

Terms of Reference (TOR) for Selection of Solution Provider for implementation of Digital Initiative for Department of Tourism, Government of Odisha

ToR No: 4960
T.TSP.I (M)-64/2018



Date : 11.05.2018

Due Date : 04.06.2018

**DEPARTMENT OF TOURISM GOVERNMENT OF ODISHA, PARYATAN BHAWAN
LEWIS ROAD, BHUBAESWAR-751014**

PHONE - 91 674 2432177, Fax - 91 674 2430887

Disclaimer

The information contained in this TOR Document or subsequently provided to Bidder(s) or applicants whether verbally or in documentary form by or on behalf of The Department of Tourism, Govt. of Odisha. or any of their employees or advisors, is provided to the Bidder(s) on the terms and conditions set out in this TOR Document and all other terms and conditions subject to which such information is provided.

This TOR Document is not an agreement and is not an offer or invitation by the Tendering Authority to any party other than the bidder who are qualified to submit the Bids ("Bidders"). The principle of this TOR Document is to provide the Bidder(s) with information to support the formulation of their Proposals. This TOR Document does not purport to contain all the information each Bidder may entail. This Document may not be apposite for all persons, and it is not possible for Tendering Authority, its employees, or advisors to consider the investment objectives, financial situation, and needs of each Bidder who reads or uses this TOR Document. Each Bidder should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this Document and where necessary obtain independent advice from appropriate sources. The Tendering Authority, its employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this Document. The Tendering Authority may in its absolute discretion, but without being under any obligation to do so, update, improve or supplement the information in this TOR Document.

Invitation to bidder

EoI No: 4960/TSM

Date: 11.05.2018

DEPARTMENT OF TOURISM

Government of Odisha, Paryatan Bhawan

Lewis Road, Bhubaeswar-751014

Phone - 91 674 2432177, Fax - 91 674 2430887

This is to inform that the Department of Tourism is hereby in need for vendors and bidders who should propose better solutions which can be scaled up as per the requirement of Odisha Tourism in future. Interested bidder who can envision and implement these initiatives, bring innovative ideas, able to maintain portal and other ICT assets related to product and services requirement for the project may participate. Bidders are requested to go through the RFP in details and response accordingly.

The quotations are invited for a period of 3 years contract. However, the work will initially be assigned for a period of 1 year. And depending upon the performance of the selected if required the agreement would be extended for a period of another 2 years. Vendors are expected to go through the entire ToR before applying for the same. Upon thorough scrutiny and clarification of the applicants, the shortlisted vendors would be invited to attend the bidding to be held at the address mentioned above.

Venue: Lewis Road, Bhubaneswar-751014. Phone - 91 674 2432177, Fax - 91 674 2430887

For further details, please contact us at odishatourism.od@gov.in or oritour@gmail.com / and for more details log on to our Website: www.odishatourism.gov.in

We look forward to a successful deal with you.

Tender Reference

Date	11.05.2018
Reference Number	4960/TSM (T.TSP.I (M)-64/2018
Title	Selection of Solution Provider for implementation of Digital Initiative for Department of Tourism, Government of Odisha
Issuing Department	Department of Tourism, Govt. of Odisha
Contact Person Details	DIRECTOR & ADDL. SECRETARY DEPARTMENT OF TOURISM Government of Odisha, Paryatan Bhawan Lewis Road, Bhubaneswar-751014 Phone - 91 674 2432177, Fax - 91 674 2430887 E-mail: odishatourism.od@gov.in or oritour@gmail.com Website: www.odishatourism.gov.in
Availability of RFP Document	Website: www.odishatourism.gov.in e-Mail : odishatourism.od@gov.in or oritour@gmail.com

Tender Schedule

Event	Date & Time
Date of Publication	13.05.2018
Last Date of submission of Pre-bid queries	23.05.2018
Schedule for Pre-bid meeting	24.05.2018 at 11.30 AM
Last date for submission of bid	04.06.2018 upto 11.00 AM
Opening of General Bid	04.06.2018 at 12.00 Noon
Opening of Technical Bid & Presentation	05.06.2018 at 11.30 AM
Opening of Financial Bids of technically qualified bidders	05.06.2018 at 4.30 PM

Structure of the Terms of Reference:

This document is divided into following high level parts as described below:

- Part I: Instructions to Bidders
- Part II: Scope of Work
- Part III: Timeline & Payment Terms
- Part IV: Agreement Signing with Bidder
- Part V: Formats for Submission of Proposal

1 Introduction

Odisha has been rightly regarded as a land of myriad marvels. The dynamic topographical and vegetational strength of Odisha have combined to extract some of the most stunning destinations which not only offers a visual feast for the inquisitive visitors but also highly educative and culturally pleasing insight into one of the oldest civilizations of the world. Tourism in Odisha is one of the main contributors to the Economy of Odisha, India, with a 500 km (310 mi) long coastline, towering mountains, serene lakes and frolicking rivers. Odisha is one of the major tourism sectors of India, with various tourists' attractions, ranging from wildlife reserves, beaches, temples, monuments, the arts and festivals. Temples and sanctuaries beaches and waterfalls, hot springs and lakes, wildlife that is visually fascinating, crafts that are colorful and vibrant and the numerous festivals that can take on a “Juggernaut” – like momentum. – Odisha has them all and much more for intending tourists and visitors. Odisha Tourism Development Corporation is constituted for the development of the tourism in Odisha. The main aim of this corporation is to provide proper service to all the tourists visiting to the State of Odisha.

The primary mission of the department is:

- To promote sustainable tourism as a means of economic & inclusive growth, social equity & integration.
- To promote the image of Odisha abroad.
- To give high priority to development and promotion of the prime tourism products, conservation of heritage, natural environment, etc.
- Ensuring beneficial outcome to all the stakeholders.

Information technology has emerged as the biggest influence in recent times with specific areas of lifestyle penetration and benefit. In order to harness the potential of IT in tourism, the Department of Tourism proposes to develop a “State of the Art” website to take a holistic 360-degree approach as a means of escalating tourism awareness, attraction and experience delivery.

1.1 Objective

This RFP has been published to seek the participation of interested bidders who can provide end to end ICT solutions to the Department of Tourism Govt of Odisha which includes the following objectives:

- Provide an interactive and engaging experience for all visitors landing on the Odisha Tourism portal.
- Make the Odisha Tourism portal a one-stop-shop for all tourists planning to visit Odisha’s destinations by providing complete information on destinations and enabling end to end planning.
- Improve traffic to the portal and eventually improve tourist traffic into State.
- Provide a personalized experience to website visitors based on user insights obtained from users of the portal and feedback from multiple sources and Track & measure each

& every visitor on the site to understand intent & behavior to identify key target segments.

- To provide an interactive & responsive user centric design & content strategy that presents the best story of Odisha and distinguishes its site from the competition.
- Enrich the website content by enabling users to share their experiences and information.
- Digital Media initiatives for Branding and promotion of Tourism to develop Odisha as one of the most preferred tourist destinations and to place it prominently on the domestic international tourism map.

Towards achieving the above objectives, the Department of Tourism intends to commission a professional IT Agency having in house capabilities and capacity to provide services including for web portal development, content management services, Branding, Promotions, Social Media Management etc. Interested professional IT agencies may submit bids as per details given below.

2 Part I-Instructions to Bidders

2.1 Prequalification Criteria:

Bidders are expected to meet the following prequalification criteria. Bidders failing to either meet these criteria or not furnishing the requisite supporting documents / documentary evidence will not be considered for the bidding process.

Sl#	Criteria	Basis of Evaluation	Documents Required
1.	Legal Entity	The bidder should be a company registered under the Indian Companies Act and must be in operation since last 10 years as on date of submission of Bid.	- Certificate of Incorporation - GST Registration Certificate - Copy of PAN - Work orders confirming 10 years of operation
2.	Turnover	The bidder must have average annual turnover of Rs. 15 Crores in last three financial years ending at 31/03/2017.	Extracts from the audited Balance Sheet and Profit & Loss OR Certificate from the statutory auditor
3.	Quality Certification	The bidder must have valid CMMi& ISO Certificate as on date of submission of this RFP.	Copy of valid CMMi & ISO Certificate
4.	Technical Capability	The bidder should have experience in implementation of following number of project(s) having software development, implementation and its support services for any Department / Agency / PSU in any State or Central Government of India during last 5 years as on 31/03/2018. – One project value not less than 5 Crores OR – Two projects value not less than Rs. 3 Crores each OR – Three projects value not less than 2 Crores each	Copy of Work Order + Project Go-Live certificate
5.	Resources	The bidder must have at least 100 full time employees in its payroll as on date of submission of bid.	Copy of the latest EPF deposit challan showing the number of subscribers
6.	Blacklisting/ Debarring	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	Self-declaration duly signed by authorized bid signatory

Sl#	Criteria	Basis of Evaluation	Documents Required
7.	Tender Fees & EMD	Tender Fee of Rs. 3,000/- and EMD of Rs. 8,00,000/- in favor of Director, Tourism payable at Bhubaneswar	- Tender Fee in shape of Bank Draft - EMD in shape of Bank Draft or Bank Guarantee
OEM Prequalification Criteria			
8.	OEM Presence in India	OEM should have India presence for more than 10 years with dedicated R&D & Support center having more than 3000 employees	- Self- Certification from OEM in their letter head
9.	OEM Experience in Tourism Sector & Relevant Solution	Proposed OEM solution should have been implemented/ under implementation in least one national/ state tourism department in India and more than three national tourism department across globe for the scope of work mentioned in this RFP	- Self- Certification from OEM in their letter head
10.	OEM Experience in Tourism Sector & Relevant Solution	Proposed OEM Web Content Management solution should be under Gartner's leader quadrant for last 5 years	- Reference to Gartner's Report
11.	OEM Experience in Tourism Sector & Relevant Solution	OEM to have capability of content creation tools for image and video editing	- Copy of Product Brochure

- *Bidders are required to submit all the documents required as per the prequalification criteria. In case of non-submission of any document the bid may be rejected and will not be considered for further evaluation.*

2.2 Bid Processing:

2.2.1 General Information

- The bid process involves a three-stage evaluation namely, Pre-qualification, followed by the evaluation of the Technical bid and Financial bid.
- The bidder shall submit one Technical and one Financial Proposal.
- Proposal should be in the specified format. Any other format shall not be acceptable.
- Proposals should be in English Language only.
- The Bidder is not permitted to modify, substitute or withdraw their Proposal after submission
- Bid should be valid for a period of 90 days from the date of submission
- Bid Currency shall be quoted in Indian Rupees (INR) only.
- The original Proposal shall be prepared in indelible ink. It shall contain no inter-lineation or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be attested by the person or persons who sign(s) the Proposals.
- An authorized representative of the bidder should sign on all the pages of the Proposal. The representative's authorization should be confirmed by a written power of attorney or board resolution accompanying the Proposal.
- Authority reserves the right to accept or reject any/all bid without assigning any reason thereof, and to annul the bid process and reject all bids at any time prior to award of contract, without thereby incurring any liability to the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for such decision. The decision of the competent authority would be final and binding on the bidders.
- All communication pertaining to this bid will be published in the designated website in case direct communication to bidders is not feasible, so it would be the bidders' responsibility to check website for such communication.

2.2.2 Proposal Submission

- A. Two (2) copies of all the bid documents sealed in separate envelopes will need to be submitted.
- B. Each envelope should be super scribed on the left-hand side top corner as "Original Copy" and "Duplicate Copy" along with the name of the project.

Both copies of the bids (Original and Duplicate) must consist of the following documents:

- Pre-qualification bid
- Technical Proposal.
- Financial Proposal

- Technical Qualification information' supporting documents as specified in Technical Evaluation Criteria.
- Certificates, undertakings, affidavits as required in Technical Qualification Criteria
- C. All the proposals should be sealed separately super scribed as “**Pre-Qualification Bid**” “**Technical bid**” and “**Financial Bid**” on the respective envelope along with the name of project and RFP reference number.
- D. Electronic copies of Pre-Qualification & Technical Proposal should be submitted in CD-ROM and all documents should be in PDF Format.
- E. Proposals should be comprehensive where necessary and unwanted material, including repetition of the bid document contents should be strictly avoided.

2.2.3 Bid Opening

- The bids that have been received within the specified deadline would be opened at the specified date and time as indicated.
- Bidder's representatives are free to be present at the time of bid opening.
- The bidder's names and the presence or absence of requisite bid security and such other details considered appropriate, will be announced at the time of bid opening.
- Bids that do not contain necessary security amount or which has substantive material deficiencies shall be rejected upon opening.
- Bids received after the deadline (i.e. late bids) shall be returned unopened to the respective bidder.

2.2.4 Earnest Money Deposit (EMD)

- Earnest money deposit: The proposal must be accompanied by earnest money deposit of **Rs.8.00 Lakh** in the form of Demand Draft or Bank Guarantee from any nationalized bank in favour of Director, Tourism without which the proposal will be rejected outright. Earnest money deposit will not be accepted in cash or any other form. No interest is payable on the amount of E.M.D.
- The Earnest money deposit will be refunded or returned to the bidders whose offers are not accepted by the Department of Tourism within one months of the placing of final order to the successful bidder. However, for the successful bidder, the Earnest money deposit so submitted will be refunded on submission of Bank Guarantee against security deposit or as per the decision by the authority of Department of Tourism.EMD of Bidders disqualified on pre-bid qualification will be returned within 15 days of bid opening.
- Non-acceptance of an award resulting from this bid process would entail forfeiture of the Earnest Money Deposit.

2.3 Award:

- The contract will be awarded to the bidder securing the highest Composite Bid Score.
- Prior to expiration of the period of bid validity, Department will communicate the successful bidder in writing, that their proposal has been accepted.
- The successful bidder shall furnish Bank Guarantee only after which disbursement of monies would be made in accordance with contractual terms or as may be decided by the Department of Tourism.
- After the contract is formalized with the successful bidder, the Department will promptly notify other bidders on the shortlist that they were unsuccessful and return their Security Deposit.
- Failure of the successful bidder to accept the correction of the errors as specified herein OR to sign the contract OR wilful violation of the bid process shall constitute sufficient grounds for the annulment of the award and forfeiture of the bid security, in which event the Department may choose to award the work to the next highest scoring bidder or call for fresh bids.

2.4 Bid Evaluation:

Bidders will be selected through Quality & Cost Based Selection (QCBS) Process with a weightage of 80% to the Technical Component and 20% to the Financial Component. The detailed calculations are described in the below section.

2.4.1 Preliminary Scrutiny

- Assessment of the eligibility criteria will be done to determine whether the proposal submitted conforms to all mandatory criteria specified to merit further evaluation.
- Bids not conforming to such preliminary requirements will be prima facie rejected.

2.4.2 Evaluation of Technical Bid

- All the bidders who secure a Technical Score of 60% or more will be declared as technically qualified.
- The bidder with highest technical bid (h1) will be awarded 100% score.
- Technical Scores for other than H1 bidders will be evaluated using the following formula:

Technical Score of a Bidder =

$$\{(\text{Technical Bid score of the Bidder} / \text{Technical Bid Score of H1}) \times 100\}\%$$

(Note: Adjusted to two decimal places)

- The commercial bids of only the technically qualified bidders will be opened for further processing.

2.4.3 Evaluation of Financial Bid

- The Financial Bids of the technically qualified bidders will be opened on the prescribed date in the presence of bidder representatives
- The bidder with lowest financial bid (L1) will be awarded 100% score.
- Financial Scores for other than L1 bidders will be evaluated using the following formula:

$$\text{Financial Score of a Bidder} = \left\{ \frac{\text{Financial Bid of L1}}{\text{Financial Bid of the Bidder}} \times 100 \right\} \%$$

(Note: Adjusted to two decimal places)

- 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 of all taxes and levies and shall be in Indian Rupees.
- 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 (Qty), 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”.

2.4.4 Combined Evaluation of Technical & Financial Bids

- The technical and financial scores secured by each bidder will be added using weightage of 80% (T) and 20% (F) respectively to compute a Composite Bid Score.
 - The bidder securing the highest Composite Bid Score will be adjudicated as the Best Value Bidder for award of the Project.
 - In the event the bid composite bid scores are ‘tied’, the bidder securing the highest technical score will be adjudicated as the Best Value Bidder for award of the Project.
- Composite score of the Bidders for the bid shall be worked out as under:

Bidder	Technical Score	Financial Score	Weighted Technical Score (80% of B)	Weighted Financial Score (20% of C)	Composite Score (F=D+E)
A	B	C	D	E	F

2.5 Technical Evaluation Criteria

Sl#	Criteria & basis of evaluation	Max. Mark	Documents Required
1.	<p>The bidder must have average annual turnover of Rs. 15 Crores in last three financial years ending at 31/03/2017.</p> <ul style="list-style-type: none"> – Rs. 15 to Rs. 20 Crores: 3 Marks – More than Rs. 20 Crores: 5 Marks 	5	Copy of statutory auditor certificate
2.	<p>The bidder must have valid CMMi Certificate as on date of submission of this RFP.</p> <ul style="list-style-type: none"> – CMMi Level 3: 3 Marks – CMMi Level 5: 4 Marks – ISO 9001:2015: 1 Mark – ISO 27001: 1 Mark 	5	Copy of valid certificate
3.	<p>The bidder must have at least 100 full time employees in its payroll as on date of submission of bid.</p> <ul style="list-style-type: none"> – 100 to 150: 3 Marks – 151 to 250: 4 Marks – More than 250: 5 Marks 	5	Copy of the latest EPF deposit challan showing the number of subscribers
4.	<p>The bidder should have experience in implementation of project(s) having software development, implementation & support for any Department / Agency / PSU in any State or Central Government of India during last 5 years as on 31/01/2018.</p> <ul style="list-style-type: none"> – ≥ 2 Cr. & < 3 Cr.: 2 marks for each project – ≥ 3 Cr. & < 5 Cr.: 3 Marks for each Project – ≥ 5 Crores: 5 marks for each project 	10	Copy of work order + on-going or completion certificate
5.	<p>The bidder should have experience in implementation of project(s) having web portal development, software development, implementation services in tourism domain with minimum order value of Rs. 30 Lakhs for any Department / Agency / PSU for any State or Central Government in India.</p> <ul style="list-style-type: none"> – ≥ 30 Lacs & < 50 Lacs.: 2 marks – ≥ 50 Lacs & < 75 Lacs: 3 Marks – ≥ 75 Lacs: 5 marks 	5	Copy of work order + on-going or Go-Live Certificate
6.	<p>The bidder should have experience in implementation of projects (Software Development, Implementation) having minimum three years continuous support for any Department/</p>	10	Copy of work order + on-going or

Sl#	Criteria & basis of evaluation	Max. Mark	Documents Required
	Agency/ PSU in Government of Odisha with minimum order value of INR 2 Crore lakhs during last five years as on 31/03/2018. <i>[5 marks will be awarded for each project]</i>		completion certificate
7.	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 5 years as on 31/03/2018. <i>[2.5 marks will be awarded for each project]</i>	5	Copy of Work Order +Relevant documents establishing number of installations
8.	Proposed Team [Evaluation of Key Experts]	25	CV of the resources
9.	Program Director Post-Graduation with minimum 12 years' experience in the field of consulting and management with experience in social media management/ promotions/ tourism domain and proficiency in Odia Language. – Experience 12-15 years : 3mark – Experience > 15 years : 5 marks	5	
10.	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 : 1.5 Mark – Experience >12 year : 3 marks – Experience in Tourism Domain: 2 Marks	5	
11.	Editor Post Graduate in Mass Communication with minimum of 10 years of relevant experience – Experience 10-12 year : 1.5 Mark – Experience >12 year : 3 marks	3	
12.	Domain Consultant - Social Media MBA/ Masters in Mass Communication with minimum 4 years of experience in relevant field – Experience 4-6 year : 1 marks – Experience > 6 years: 1.5 Mark	3	

Sl#	Criteria & basis of evaluation	Max. Mark	Documents Required
	<i>[2 CVs to be submitted for evaluation purpose]</i>		
13.	<p>Content Writer</p> <p>Graduation / Post Graduate in Mass Communication with Minimum of 4 years' experience in content writing</p> <ul style="list-style-type: none"> – Experience 4-6 year : 0.5 Mark – Experience >6 year : 1.5 marks <p><i>[2 CVs are to be submitted for evaluation purpose]</i></p>	3	
14.	<p>Graphic Designer</p> <p>Bachelor of Fine Arts / Visual arts with experience in latest version of Photoshop, Illustrator, Corel draw , Flash, Basic html with minimum 4 years of experience</p> <ul style="list-style-type: none"> – Experience 4-6 year : 1 Mark – Experience >6 year : 3 marks <p><i>[1 CVs are to be submitted for evaluation purpose]</i></p>	3	
15.	<p>Social Media Architect</p> <p>MBA/ Masters in Mass Communication with minimum 6 years of experience in relevant field</p> <ul style="list-style-type: none"> – Experience 6-8 year : 1 Mark – Experience >8 year : 3 marks <p><i>[1 CVs are to be submitted for evaluation purpose]</i></p>	3	
16.	<p>Technical Proposal & Presentation</p> <ul style="list-style-type: none"> – Comprehensiveness of the project plan – Resource planning & distribution of roles & responsibilities – Risk Management & Mitigation Plan – Bidders understanding – Project Approach & Implementation Methodology – Exit Plan – Previous work experience [Photography & Videography] 	30	Quality of Proposal

- *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.*

2.6 Condition governing receipt and opening of proposals

The Financial Proposal should only indicate prices without any condition or qualification whatsoever and should be exclusive of all taxes, duties, fees, levies and other charges levied by Central & State, as may be applicable in relation to activities proposed to be carried out which will be reimbursed on submission of payment bill.

This outer envelope shall bear the submission address and other information indicated in the Data Sheet and clearly marked, “Do not open, except in presence of the Evaluation Committee.”

- After the deadline for submission of proposals the “Pre-qualification Proposal” shall be opened by the evaluation committee. Technical Proposal can also be opened on the same date on the decision of Evaluation Committee.
- From the time the bids are opened to the time the contract is awarded, if any Bidders wish to contact Department of Tourism on any matter related to its proposal, it should do so in writing at the address of the Department of Tourism. Any effort by the Bidder to influence the bid proposal evaluation, proposal comparison or contract award decisions may result in the rejection of the proposal.

2.7 Consortium

Consortium is allowed only for the purpose of execution of work related to videography and photography.

2.8 Performance Bank Guarantee

Department of Tourism will require the selected bidder to provide a Performance Bank Guarantee, within 7 days from the Notification of award, for a value equivalent to 5% of the total cost of order Value (Exclusive of TAX). The Performance Bank Guarantee shall be kept valid for a period of one year and if required the same shall be renewed. The Performance Bank Guarantee shall contain a claim period of three months from the last date of validity. The selected bidder shall be responsible for extending the validity date and claim period of the Performance Bank Guarantee as and when it is due on account of non-completion of the project and Warranty period. In case the selected bidder fails to submit Performance Bank Guarantee within the time stipulated, Department of Tourism at its discretion may cancel the order placed on the selected bidder without giving any notice. Department of Tourism shall invoke the Performance Bank Guarantee in case the selected Vendor fails to discharge their contractual obligations during the period or Department of Tourism incurs any loss due to Vendor’s negligence in carrying out the project implementation as per the agreed terms & conditions.

3 Part-II Scope of Work

Odisha Tourism offers a very vivid experience to the tourists visiting this wonderful state. The state is also an abode to many creative artists and craftsmen. Despite the Odisha Travel Guide being so wealthy, the state is still waiting for hosting more travel enthusiasts from all over the world. With the intention of increasing awareness about all the tourist destinations and disseminate information at one place, the department intends to take advantage of the growing sophistication of smartphones and other Global Technologies to attract tourist so that it will help to make more revenue.

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

- Design, Development, Implementation & Go-Live of Visit Odisha Portal
- Social Media Management
- Content Creation & Management
- Advisory Services for Tourism Promotion

3.1 Design, Development & Implementation of Visit Odisha Portal

The selected Bidder shall be responsible for design, development and deployment of the portal, and considering all aspects of digital security with necessary support services for a period of 3 years.

3.1.1 Visit Odisha Portal Development

The bidder would provide end to end managed services for design, development and maintenance of web portal. The Selected bidder shall take over the current Portal and redesign the same, by using state-of-the-art technology in consultation with various stake holders. The portal should have the following features.

Features	Description
User Centric Design	The site is intended to be the main brand site for Odisha 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	<ul style="list-style-type: none">– Travel guidelines– Weather information and forecast (integrated with weather widget)– Holiday list– Hotel location and distance from prominent locations like

	<p>airport railway station, attractions etc.</p> <ul style="list-style-type: none"> – Odisha’s specific information on history, geography, culture – 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	<ul style="list-style-type: none"> – Login to be supported via, Facebook, Twitter, Gmail – Registered user details submitted at time of registration will be stored in system and their home pages will be personalized to each visitor – The site should only insist on user login where necessary.
Travel related information and Tour planning	<ul style="list-style-type: none"> – Site 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 site should provide Travel ideas – popular itineraries, road trips, unique experiences etc. – The site 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 site should also present other travel planning tips such as preparation tips, holidays, getting around, emergency contacts etc.
Promotions	<ul style="list-style-type: none"> – Display promotions in form of text, pictures and videos, video tours. – Link to promotions on other websites.

	<ul style="list-style-type: none"> – 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.
<p>Social features</p>	<ul style="list-style-type: none"> – Visitors can share website information via Facebook, Instagram, twitter. – Visitors should be able to upload their images, add comments to relevant sections of the site.
<p>Tracking, Measurement, Reporting & Analysis</p>	<ul style="list-style-type: none"> – Reports for management to check website traffic details such as unique visitors, return visitors, cohort analysis, country/origin, pages visited, bounce off reports, most visited destinations, attractions, content consumption patterns, device/OS reports, most searched destination, campaign metrics, path flow 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 &

	<p>create new audience segments at the click of a button</p> <ul style="list-style-type: none"> - 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. - The system should be able to use AI/ML to identify anomalies for any metric and report it.
<p>Content Management System</p>	<ul style="list-style-type: none"> - The proposed website 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 content such as video and images along with controlling placement of content. - The CMS should be flexible and user friendly to allow extensive use by users of varying levels of technical knowledge. - The website 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 - Project workspaces & dashboards

- Support for multiple sites & multiple languages (Unicode support)
- Responsive & Adaptive support including device previews
- Integrated Digital Asset Management system with 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.
- Workflow Processes including translation workflows and ad-hoc tasks
- 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
- Launch capabilities to manage future website/release launches
- 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 omnichannel

	<p>requirements where a content and/or its variations are to be published to a site, app, social media, digital screens etc.</p> <ul style="list-style-type: none"> – 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 diff report capabilities presented visually for easy comprehension – including Asset & Page version comparison – The system should have 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	<ul style="list-style-type: none"> – The color combination of the website 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	<ul style="list-style-type: none"> – The site should be responsive such that it can be accessed from various types devices and different form factors. The application shall also disable friendly (conforming to WCAG 2.0)
Effective Navigation	<ul style="list-style-type: none"> – The website should allow the visitors to find what they are looking for without confusion or unnecessary clicks. However, the web site should have follow feature for better navigation and hold the visitors to go through much information <ul style="list-style-type: none"> • The navigation to be clutter-free • Good Internal Linking

	<ul style="list-style-type: none"> • Informative header and footer
Fast Load Times	<ul style="list-style-type: none"> – The home page & key section landing pages should load in 3 seconds or less and all other pages in 5 seconds or less
Good Error Handling	<ul style="list-style-type: none"> – The website should displaying specific error message to the visitors or to the users for better understanding of the functions of the website. – Auto-redirection of 301 errors when pages are removed or renamed – Ability to handle 404 errors
Usable Forms	<ul style="list-style-type: none"> – All the forms of the website 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	<ul style="list-style-type: none"> – The website shall help both users and search engines navigate the site easily by mapping hierarchical list of pages (with links) organized by topic
Social Content Curation	<ul style="list-style-type: none"> – Provide the ability to search Social Media such as Instagram, YouTube, Facebook etc. for content useful to market Odisha 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 Odisha Tourism site. The procured approvals must be maintained for audit purposes. – System should provide the ability to put these assets through a moderation flow. – System should have the ability to screen images and text (using profanity filters etc.) 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 web sites,

	<p>mobile apps, Digital screens & displays (say at Airports, events etc.) at the click of a button</p> <ul style="list-style-type: none"> – 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 DAM for future use
<p>Personalization & Optimization</p>	<ul style="list-style-type: none"> – Support for Personalization based on audience segments – A/B Testing, MVT Testing & Experience targeting – Split URL testing – Ability to do Multi-page testing – Provide Conversion & test reports with confidence levels – OOTB integration with the CMS for optimized author experience and reuse of assets – Ability to share audiences with other platforms such as Analytics & CMS – OOTB integration with Analytics such as testing & Optimization reports can be accessed directly in the Analytics dashboards – Provide the ability to attach a specific goal or an Analytic metric to a test – 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 Visual editor
<p>– Technical Requirements</p>	
<p>Technical Requirements</p>	<ul style="list-style-type: none"> – 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 presentation logic should be decoupled from the

business components logic

- The platform must be built using Open Standards, such as Apache Foundation
- 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 – fine & course-grained ACL 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).
- The system should provide Content-as-a-service capabilities with the ability to generate new services quickly

Search Functionalities and SEO	<ul style="list-style-type: none"> – 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	<ul style="list-style-type: none"> – The rapid application development tool for website 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	<ul style="list-style-type: none"> – 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.

3.1.2 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

3.1.3 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 portal.

3.1.4 Training

The selected bidder shall organize training programmes to create skilledmanpower to handle and make use of the system. The capacity building program aims to create awareness among all the stakeholders for effective utilization of thesolution 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 Bhubaneswar. 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.

3.1.5 Go-Live

Selected bidder shall be responsible for providing the hosting services either through their own data center or through a reputed cloud service provider and take all required steps for Go-Live of the application. The selected bidder will provide required assistance towards regular monitoring & management of the application. The broad level activities to be covered are as follows.

- Installation and Re-installation of the server and other hardware in the event of system crash/failures.
- Regular analysis of events and logs generated

- Regular monitoring of the application hosted.
- Troubleshoot problems with web services, desktop/server relationship issues and overall aspects of a server environment.
- Management of operating system and database.
- 365x24x7 monitoring and management of the servers
- Performance optimization and reporting
- Daily / Weekly / Monthly backup of databases
- Database recovery when required.

3.2 Social Media Management:

As part of social media management, the selected bidder will be responsible for management and monitoring of six 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 Odisha 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.

Social Media Channel	Scope of Work	Quantity
Facebook	Creation & management of one main Facebook Page and additional supporting Facebook Page(s) or Facebook Events. It is envisaged to have supporting pages or events to cater for following themes: Monuments and Places Hotel and resort information and links for booking online Events, Fairs and Festivals Pilgrimages Adventures & Wildlife	5 Posts/Week OR 20 posts/Month

Social Media Channel	Scope of Work	Quantity
	Tours and Places to visit	
Twitter	<p>Creation of one Twitter profile mapped to the Facebook pages and content.</p> <p>Posting a selection of the most popular and engaging photographs</p> <p>Proactive use of Twitter hashtags where applicable.</p> <p>“Twitter Spam” should be controlled (for example, spam followers) as per the defined requirements for moderation.</p> <p>Social Media Listening to track public opinion on Tourism</p>	<p>5 Tweets/Week</p> <p>OR</p> <p>20/Month</p>
YouTube	<p>Creation, management and promotion of high-quality video content on the YouTube portal.</p> <p>Creation of YouTube account on behalf of department</p> <p>Organization of videos in appropriate Sets, Collections & Galleries</p>	1 Video/month
Instagram	<p>Posting a selection of the most popular and engaging photographs</p> <p>Proactive use of Instagram hashtags where applicable.</p>	4 Posts/Week
Quora	<p>Posting a Blog, FAQs, Articles</p> <p>Building reputation by answering question on Tourism</p>	<p>1 Blog/Month</p> <p>OR</p> <p>20 Answers per Month</p>
What’s App Business	<p>Creation of Public group</p> <p>Instant Content Dissemination</p>	20 Posts per Month
	Social Media Workshop	3 Workshops at RDC Level

3.3 Content Creation and Management

The Selected Bidder would be responsible for creation of content to be published on VisitOdisha portal and social media platforms. The content is basically to be provided on the following three categories.

- Textual

- Photography
- Videography

3.3.1 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
- Creating content for social media campaigns, advertisements and promotional activities
- Editing and updating existing textual content on the Odisha Tourism website.
- 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
- Preparation of content for 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.
- Translation of portal content in Russia, Chinese, French & Arabic
- 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 Web-portal.

3.3.2 Photography

The Selected Bidder’s will be provided with the list of Destinations and Events/Festivals [As per Annexure-1] which needs to be covered by them in order to produce the required audio-visual content required for Department of Tourism. List provided in the Annexure-I is predefined and the same will be finalized in discussion with the department officials and other stakeholders as per the scope of work mentioned under advisory services.

Deliverables:

Type	Subtype	Description
Photography	Destination	Including Research and Consultation, Photo Captions, Professional Fees, Equipment Hiring, Travel and Accommodation etc. Resolution: 5184 x 3456 pixels

3.3.3 Videography

The Selected Bidder’s will be provided with the list of Destinations and Events/Festivals [As per Annexure-1] which needs to be covered by them in order to produce the required Video content required for Department of Tourism. List provided in the Annexure-I is predefined and

the same will be finalized in discussion with the department officials and other stakeholders as per the scope of work mentioned under advisory services.

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 (Russian, Chinese, French, Arabic) languages & 4 regional (Hindi, Bengali, Gujarati, Punjabi). The bidder needs to factor in the same while quoting their price.

Deliverables:

Type	Subtype	Description
Videography	Destination	<p>Single Destination- Capsule Video</p> <p>Duration-1.5-2 Minutes</p> <p>Including Research,Consultation, Scripts, thumbnail sketches, Professional Fees, Equipment Hiring, Travel and Accommodation, Dynamic Info GFX, video editing etc. 1920 x 1080 pixels</p>
	Theme	<p>Theme videos</p> <p>Duration-3 minutes</p> <p>(Golden Triangle, Beach Tourism, Buddhist Circuit, Eco-Tourism, Fairs and Festivals, Crafts of Odisha)</p> <p>Including Research,Consultation, Scripts, Professional Fees, Equipment Hiring, Travel and Accommodation, Dynamic Info GFX, video editing etc. 1920 x 1080 pixels</p>
	Video Dubbing and Editing	<p>Multilingual Video Dubbing</p> <p>Video editing</p>

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 (WhatsApp, Youtube, Facebook, Twitter, Instagram, Youtube & Webportal 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. In such cases the bidder is required to mention the name of the agencies in the format given under Annexure- 2.*

3.4 Advisory services-

As part of the assignment the bidder would also be required to provide advisory services for successful execution and increase the awareness of “Visitodisha” portal across various platforms. The scope of work to be covered as part of these advisory services shall include the followings.

3.4.1 Define User Experience and Online Strategy-

Defining the user experience and online strategy shall primarily cover the followings. However, the bidder is free to propose any other approach as part of their technical response.

- Stakeholder consultation at Department level to understand the online vision
- Conducting workshop at Department & RDC level to identify the additional list of themes, events, festivals
- Benchmarking with competitive tourism portals.
- Secondary research on tourism industry, tourist requirements, inventory browsing near a destination
- Creation of policy related to terms of usage, site policy, content management policy etc. in consultation with the department.

3.4.2 Define feature sets to be provided on user experience-

- Do user research for identifying user profiles to define the content strategy for the website
- Content strategy exercise to tailor content based on user analytics (location, need and context, language translators).
- Remove usability and navigation issues on the website.
- Create a consistent and delightful user experience with unique themes and layouts which flow in from the overall brand values of ‘Odisha as a tourism hotspot’ and also from user goals.
- Recommend screen layouts and navigation to ensure delivery of structured content with easy and intuitive navigation

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.

3.4.3 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 for providing their services.

Sl #	Position	No of Resources	Criteria
1	Program Director	1	Post-Graduation with minimum 12 years' experience in the field of consulting and management with experience in social media management/ promotions/ tourism domain and proficiency in Odia Language.
2	International Tourism Consultant	1	Graduation with MBA in Tourism with overall 10 years of experience in tourism sector out of which 3 years of experience in international market
3	Program Manager-IT	1	MBA-IT/MCA with overall experience of 10 years including 3 years of experience in project management and tourism sector
4	Content Writer	4	Graduation / Post Graduate in Mass Communication with Minimum of 4 years' experience in content writing
5	Editor	1	Post Graduate in Mass Communication with minimum of 10 years of relevant experience
6	Deputy Editor - Social	1	Graduation / Post Graduation in Mass Communication with Min 5 years of relevant experience
7	Deputy Editor- Website & UGC	1	Graduation / Post Graduation in Mass Communication with minimum 5 years of relevant experience

8	Graphic Designer	2	Bachelor of Fine Arts / Visual arts with experience in latest version of Photoshop, Illustrator, Corel draw , Flash, Basic html with minimum 4 years of experience
9	Domain Consultant Social Media	3	MBA/ Masters in Mass Communication with minimum 4 years of experience in relevant field
10	Social Media Architect	1	MBA/ Masters in Mass Communication with minimum 6 years of experience in relevant field
11	Implementation Executive	2	Engineering Graduate with 5 years of experience in implementing IT projects in the Government.

4 Part-III TimeLine& Payment Terms:

Milestone	Percentage of Fees	Timeline
Software licenses up-front and paid upon receipt of software	100%	T0 + 2 weeks
Submission of Inception Report	10% of Design, Development, Implementation & Support for Visitodisha Portal	T0 + 1 Months
Completion & Approval of the UX, Wireframes & UI Design of the site	15%Design, Development, Implementation & Support for Visitodisha Portal	T0 + 2 Months
Completion & Approval of Architecture & Application Design	20%Design, Development, Implementation & Support for Visitodisha Portal	T0 + 3 Months
Completion of Development & UAT Kick-off	25%Design, Development, Implementation & Support for Visitodisha Portal	T0 + 5 Months
Go-Live	20%Design, Development, Implementation & Support for Visitodisha Portal	T0 + 6 Months
Stabilization & Warranty (3-months post go-live)	5%Design, Development, Implementation & Support for Visitodisha Portal	T0 + 9 Months = T1
Operation & Support	5%Design, Development, Implementation & Support for Visitodisha Portal	T1 + 3 Months
Photography & Videography	To be paid as per actual after approval of deliverable for a destination	
Advisory Services	To be paid on a monthly basis upon submission of Timesheet	

5 Part- IV Agreement Signing with Bidder

5.1 Signing of Contract

After the Department of Tourism notifies the successful bidder that its proposal has been accepted, Department of Tourism shall enter into a contract, incorporating all clauses, pre-bid clarifications and the proposal of the bidder between Department of Tourism and the successful bidder. The Draft Legal Agreement will be provided as a separate document.

The Contract Agreement for this engagement would contain the following key clauses: -

5.1.1 Terms of Contract

This will include the period required to deliver the deliverables and other services specified in the terms of reference, including the duration of the support period (as may be applicable to this engagement).

5.1.2 Termination

- Normal termination of the contract would happen at the end of the tenure.
- Pre-mature termination of the contract would happen in case of insolvency of bidder or due to conditions of material breach.

5.1.3 Effects of Termination

- In the event of a pre-mature termination of this agreement by tendering authority, the compensation payable to bidder will be decided in accordance with the Terms of Payment Schedule for the milestones completed services and accepted deliverables.
- Parties shall mutually agree upon a transition plan and comply with such a plan. The bidder agrees to extend full cooperation in supporting the transition process.

5.2 Scope of Work and Deliverables

This will be in conformity with the terms of reference specified in the RFP document and shall include the submissions made by the bidder in their proposal and work plans, further refined during the negotiations. Deliverables and milestones shall be established with a process of formal acceptance or such measurable criteria.

5.3 Norms Governing Service Delivery

- Provide necessary performance guarantees on signing of the agreement;
- Shall deliver the services in a professional manner commensurate with accepted industry practices and/or technical standards which are generally expected of such an engagement;

- Bidders shall establish a formal team structure with a named Project Manager who will serve as single point of contact and staff with competent resources to provide effective and expert service delivery, in tune requirements;
- Provide a roadmap and project plan for this engagement, describing clearly the responsibilities, timelines, dependencies, milestones and risks;
- The cost of travel & accommodation during visit to various places of Odisha various works like system study, training etc. should be borne by the bidder.

5.4 Fees and Payments

- The total fees payable to the bidder including a milestone based payment as specified in the terms of reference would be specified. Rate of taxes will be applicable as the rate prevailing at the time of submission of Bill.
- Payments for additional services in case of change in scope will also be specified.
- In case of a bona fide dispute regarding any invoice Department of Tourism shall be entitled to delay or withhold payment of the invoice or part of it, limited to the extent of the disputed amount.

5.5 Ownership and Audit

- Software including source code, licenses, technical documents and services obtained for the express purpose of this engagement shall be in favors of the tendering authority and shall be submitted to the tendering authority on demand.
- All records pertaining to this work shall be made available to the tendering authority and its authorized agencies upon request for verification and/or audit, on the basis of a written request.

5.6 Penalty

In the event the bidder is unable to meet defined milestones on the specified time, a penalty of 0.25% will be charged for each week delay (applicable for Design, Development, Implementation & Support for Visit Odisha Portal) from payment associated to the respective milestone, maximum limit being 5% of the respective milestone amount. If the delay continues beyond 20 weeks, Department of Tourism may terminate the Agreement.

5.7 Confidentiality

- Bidder and its agents shall exercise professionally reasonable care to maintain the required confidentiality and privacy with regard to tendering authority/ user data, wherever applicable.
- Department of Tourism shall retain exclusive **Intellectual Property Rights** to all artefacts to which Department of Tourism has sovereign rights or **right to use** on a formalized agreement with another party if any code software has been used in the application.

5.8 Indemnity

The bidder shall indemnify, defend and hold Department of Tourism and their officers, employees, successors and assigns harmless from and against any and all losses arising from personal injury or claims by third parties pursuant to this agreement, including but not limited to any equipment, software, information, methods of operation or other intellectual property (or the access, use or other rights thereto) provided.

5.9 Dispute Resolution

- In case of any dispute the same may first be settled through mutual discussion between Head of the Department of Tourism and Competent Authority of the Bidder. In case of not finding appropriate resolution, the matter will be referred to an Arbitrator mutually appointed by Department of Tourism and the Successful Bidder in accordance with the "Arbitration and Conciliation Act 1996".
- The arbitration shall be held in Odisha, India and in the language English only. Subject to the above, the Courts at Odisha alone only shall have jurisdiction in the matter

5.10 Force Majeure

Neither party to this agreement shall be liable to the other for delay or default in performance of its obligations or any loss or damage which may be suffered by the other directly due to a Force Majeure event provided that the affected Party notifies the other Party of such event and its likely effects and duration as soon as possible and takes all reasonable steps to mitigate the losses/disruption.

5.11 Governing Law and Jurisdiction

This agreement and all questions of its interpretation shall be construed in accordance with the Laws of India with the Courts at Cuttack (High Court) having jurisdiction. Sutes, if any arising out of the contract shall be filed by either party in a court of Law to which the Jurisdiction of the High Court of Odisha extends.

5.12 Limitation of Bidder liability towards Department of Tourism

- Except in case of gross negligence or wilful misconduct on the part of the IA Team in executing the work or in carrying out the Services, the IA, with respect to damage caused by the IA to property and/or assets of Department of Tourism or of any of Department of Tourism vendors, shall not be liable to Department of Tourism.
 - For any indirect or consequential loss or damage; and
 - For any direct loss or damage that is limited to Contract Value.
- This limitation of liability shall not affect the IA liability, if any, for damage to Third Parties caused by the IA Team or any person or firm/company acting on behalf of the IA in executing the work or in carrying out the Services.

5.13 Notices

Notice or other communications given or required to be given under the contract shall be in writing and shall be faxed/e-mailed/hand-delivery with acknowledgement thereof, or transmitted by pre-paid registered post or courier.

5.14 Scope Change

Process to manage changes to scope of the engagement and its impact on technical matters, project schedule and costs shall be detailed out. Cost impact can be settled based on agreed professional monthly rate.

5.15 Exit Management Plan

- The bidder shall submit systematic Exit Plan, 6 months prior to the end of the contract and will ensure the transfer of all the documents and knowledge to the successor so that the service will not be affected.
- In case of termination, the Exit plan will be executed within the minimum period to transfer the knowledge till the next successor has been selected to operate and maintain the project without affecting its services.

6 Part V: Formats for Submission of Proposal

6.1 Pre-Qualification Bid Letter Formats

6.1.1 Self-Declaration: Not Blacklisted (in company letterhead)

To,

DIRECTOR OF TOURISM & ADDL. SECRETARY TO GOVERNMENT

DEPARTMENT OF TOURISM

Government of Odisha, Paryatan Bhawan

Lewis Road, Bhubaneswar-751014

Phone - 91 674 2432177, Fax - 91 674 2430887

In response to the RFP Ref. No. 4960/TSM, dt.11.05.2018 for RFP titled “Terms of Reference (TOR) for Selection of Solution Provider for implementation of Digital Initiative for Department of Tourism, Government of Odisha”, as an owner/partner/ Director of (Organization name) I/ We hereby declare that presently our Company/ firm is having unblemished record and is not declared ineligible for corrupt & fraudulent practices, blacklisted either indefinitely or for a particular period of time, or had work withdrawn, by any State/Central Government/PSU.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Thanking you,

Name of the Bidder:

Authorised Signatory:

Signature:

Seal:

Date: __ Place: _

6.1.2 Bidder's Authorization Certificate (in company letterhead)

To,

DIRECTOR OF TOURISM & ADDL. SECRETARY TO GOVERNMENT

DEPARTMENT OF TOURISM

Government of Odisha, Paryatan Bhawan

Lewis Road, Bhubaneswar-751014

Phone - 91 674 2432177, Fax - 91 674 2430887

Bid Ref No : XXXXXXXXXXXXXXXXXXXXXXXXXXXX

<Name>, , <Designation> is hereby authorized to attend meetings & submit pre-qualification, technical & commercial information as may be required by you in the course of processing the above said Bid. For the purpose of validation, his/ her verified signatures are as under.

Thanking you,

Name of the Bidder: -

Verified Signature:

Authorised Signatory: -

Seal:

Date: __ Place: _

6.1.3 Particulars of Bidder

S No.	Information Sought	Details to be Furnished
1	Name and address of the bidding Company	
2	Incorporation status of the firm (public limited / private limited etc.)	
3	Year of Establishment	
4	Date of registration	
5	ROC Reference No.	
6	Details of company registration	
7	Details of registration with appropriate authorities for service tax	
8	Contact Person: Name Address Email Phone Nos Mobile Number	

6.2 Technical Bid Formats

6.2.1 Technical Proposal Cover Letter (in Company Letterhead)

To,

DIRECTOR OF TOURISM & ADDL. SECRETARY TO GOVERNMENT

DEPARTMENT OF TOURISM

Government of Odisha, Paryatan Bhawan

Lewis Road, Bhubaneswar-751014

Phone - 91 674 2432177, Fax - 91 674 2430887

Subject: Submission of the Technical bid for Selection of Solution Provider for implementation of Digital Initiative for Department of Tourism, Government of Odisha

Bid Reference No – XXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Dear Sir/Madam,

We are hereby submitting our Proposal, which includes the Pre-Qualification Bid, Technical bid and the Commercial Bid sealed in a separate envelope.

We hereby declare that all the information and statements made in this Technical bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our Proposal is accepted, to initiate the Implementation services related to the assignment not later than the date indicated in the TOR Document.

We agree to abide by all the terms and conditions of the TOR document. We would hold the terms of our bid valid for 90 days as stipulated in the TOR document.

We understand you are not bound to accept any Proposal you receive. Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

6.2.2 Format for Citation

Assignment Name:	Approx. value of the contract:
Country: Location within Country:	Duration of assignment (months):
Name of Client:	Total number of staff-months:
Address of Client:	Approx. value of the services provided by your firm:
Telephone number:	E-mail address:
Start Date (Month/Year):	Completion Date (Month/Year):
Name of Associated Consultants, if Any:	No. of professional staff-months provided by associated Consultants:
Narrative Description of Project:	
Description of Actual Services Provided by Your Staff:	

6.2.3 Formats for CVs of Experts

1. General			
Position Title and No.			
Name of Expert:			
Date of Birth			
Country of Citizenship/Residence			
Education Details			
College/ University / Institution	Years/Dates attended	Degree(s)/Diploma(s) Obtained	
2. Employment Record			
Period	Employing organization and your title/position. Contact in for references	Country	Summary of activities performed relevant to the Assignment
	Company: Position held: For references: Name:- Tel Ph: e-Mail:		
3. Membership in Professional Associations and Publications:			
4. Languages Skills			
Language	Speaking	Reading	Writing
5. Adequacy for the Assignment:			
Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks		
	Project	Name of assignment or project:	
	Year:-		
	Location:-		
	Client:-		
	Position Held :		
	Main Project Features		
Activities Performed			
Expert's contact information:Email:, Mob:			
Certification:			

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award.

Name of Expert

Signature

Date

Name of authorized

Signature

Date

Representative

(the same who signs the Proposal)

6.3 Commercial Bid Format:

YEAR - 1					
SI No	Features	Unit	Unit Price [P]	Qty [Q]	Total Price [P] X [Q]
Component-I Development & Implementation of VisitOdisha	: Design, Development, Implementation & Support for Visitodisha Portal	Lumpsum		1	
	of Software licenses up-front and paid upon receipt of software	Lumpsum		1	
	Subtotal [A]				
Component-II: Photography	Destination Photography <i>(Including Research and Consultation, Photo Captions, Professional Fees, Equipment Hiring, Travel and Accommodation etc. Resolution: 5184 x 3456 pixels)</i>	Nos		34	
	Subtotal [B]				
Component-III: Videography	1.5-2 Minutes Single Destination Capsule Video <i>(Including Research, Consultation, Scripts, Professional Fees, Equipment Hiring, Travel and Accommodation, Dynamic Info GFX, video editing etc. 1920 x 1080 pixels)</i>	Nos		34	
	3 minutes Theme videos (Golden Triangle, Beach Tourism, Buddhist Circuit, Eco-Tourism, Fairs and Festivals, Crafts of Odisha etc) <i>(Including Research, Consultation, Scripts, Professional Fees, Equipment Hiring, Travel and Accommodation, Dynamic Info GFX, video editing etc. 1920 x 1080 pixels)</i>	Nos		10	
	Video Sub-Title [4 International + 4 Regional languages]	Nos		8	
	Video Editing	Per day		60	
	Subtotal [C]				

YEAR - 1

SI No	Features	Unit	Unit Price [P]	Qty [Q]	Total Price [P] X [Q]
Component-IV Advisory Service	Program Director (1)	Man-Month		12	
	International Tourism Consultant (1)	Man-Month		1	
	Program Manager-IT (1)	Man-Month		12	
	Editor (1)	Man-Month		12	
	Deputy Editor -Social Media (1)	Man-Month		12	
	Deputy Editor- Website & UGC (1)	Man-Month		12	
	Content Writer (4)	Man-Month		48	
	Graphic Designer (2)	Man-Month		24	
	Domain Consultant Social Media	Man-Month		24	
	Social Media Architect	Man-Month		12	
	Implementation Executive	Man-Month		24	
		Subtotal [D]			
	<i>Total Cost[TC1] (Subtotal A+B+C+D) [Price in Figure]</i>				
	<i>Total Cost[TC1] [Price in Word]</i>				

Note:

- Photos and Videos will be used for Social Media (WhatsApp, Youtube, Facebook, Twitter, Instagram, Youtube & Webportal display. All Raw Videos and Photos are to be shared with the client and may be used to create further videos by editing.
- Bid price should be exclusive of taxes. Taxes will be applicable as per the prevailing rate during billing and accordingly payment will be made to the vendor.

YEAR - 2

Sl No	Features	Unit	Unit Price [P]	Qty [Q]	Total Price [P] X [Q]
Component-I Development & Implementation of VisitOdisha	: Design, Development, Implementation & Support for Visitodisha Portal	Lumpsum		1	
	of Software licenses up-front and paid upon receipt of software	Lumpsum		1	
	Subtotal [A]				
Component-II: Photography	Destination Photography <i>(Including Research and Consultation, Photo Captions, Professional Fees, Equipment Hiring, Travel and Accommodation etc. Resolution: 5184 x 3456 pixels)</i>	Nos		34	
	Subtotal [B]				
Component-III: Videography	1.5-2 Minutes Single Destination Capsule Video <i>(Including Research, Consultation, Scripts, Professional Fees, Equipment Hiring, Travel and Accommodation, Dynamic Info GFX, video editing etc. 1920 x 1080 pixels)</i>	Nos		34	
	3 minutes Theme videos (Golden Triangle, Beach Tourism, Buddhist Circuit, Eco-Tourism, Fairs and Festivals, Crafts of Odisha etc) <i>(Including Research, Consultation, Scripts, Professional Fees, Equipment Hiring, Travel and Accommodation, Dynamic Info GFX, video editing etc. 1920 x 1080 pixels)</i>	Nos		10	
	Video Sub-Title [4 International + 4 Regional languages]	Nos		8	
	Video Editing	Per day		60	
	Subtotal [C]				

YEAR - 2

SI No	Features	Unit	Unit Price [P]	Qty [Q]	Total Price [P] X [Q]
Component-IV Advisory Service	Program Director (1)	Man-Month		12	
	International Tourism Consultant (1)	Man-Month		1	
	Program Manager-IT (1)	Man-Month		12	
	Editor (1)	Man-Month		12	
	Deputy Editor -Social Media (1)	Man-Month		12	
	Deputy Editor- Website & UGC (1)	Man-Month		12	
	Content Writer (4)	Man-Month		48	
	Graphic Designer (2)	Man-Month		24	
	Domain Consultant Social Media	Man-Month		24	
	Social Media Architect	Man-Month		12	
	Implementation Executive	Man-Month		24	
	Subtotal [D]				
	<i>Total Cost[TC2] (Subtotal A+B+C+D) [Price in Figure]</i>				
	<i>Total Cost[TC2] [Price in Word]</i>				

Note:

- Photos and Videos will be used for Social Media (WhatsApp, Youtube, Facebook, Twitter, Instagram, Youtube&Webportal display. All Raw Videos and Photos are to be shared with the client and may be used to create further videos by editing.
- Bid price should be exclusive of taxes. Taxes will be applicable as per the prevailing rate during billing and accordingly payment will be made to the vendor.

YEAR - 3

SI No	Features	Unit	Unit Price [P]	Qty [Q]	Total Price [P] X [Q]
Component-I Development & Implementation of VisitOdisha	: Design, Development, Implementation & Support for Visitodisha Portal	Lumpsum		1	
	of Software licenses up-front and paid upon receipt of software	Lumpsum		1	
	Subtotal [A]				
Component-II: Photography	Destination Photography <i>(Including Research and Consultation, Photo Captions, Professional Fees, Equipment Hiring, Travel and Accommodation etc. Resolution: 5184 x 3456 pixels)</i>	Nos		34	
	Subtotal [B]				
Component-III: Videography	1.5-2 Minutes Single Destination Capsule Video <i>(Including Research, Consultation, Scripts, Professional Fees, Equipment Hiring, Travel and Accommodation, Dynamic Info GFX, video editing etc. 1920 x 1080 pixels)</i>	Nos		34	
	3 minutes Theme videos (Golden Triangle, Beach Tourism, Buddhist Circuit, Eco-Tourism, Fairs and Festivals, Crafts of Odisha etc) <i>(Including Research, Consultation, Scripts, Professional Fees, Equipment Hiring, Travel and Accommodation, Dynamic Info GFX, video editing etc. 1920 x 1080 pixels)</i>	Nos		10	
	Video Sub-Title [4 International + 4 Regional languages]	Nos		8	
	Video Editing	Per day		60	
	Subtotal [C]				

YEAR - 3

SI No	Features	Unit	Unit Price [P]	Qty [Q]	Total Price [P] X [Q]
Component-IV Advisory Service	Program Director (1)	Man-Month		12	
	International Tourism Consultant (1)	Man-Month		1	
	Program Manager-IT (1)	Man-Month		12	
	Editor (1)	Man-Month		12	
	Deputy Editor -Social Media (1)	Man-Month		12	
	Deputy Editor- Website & UGC (1)	Man-Month		12	
	Content Writer (4)	Man-Month		48	
	Graphic Designer (2)	Man-Month		24	
	Domain Consultant Social Media	Man-Month		24	
	Social Media Architect	Man-Month		12	
	Implementation Executive	Man-Month		24	
	Subtotal [D]				
	<i>Total Cost[TC3] (Subtotal A+B+C+D) [Price in Figure]</i>				
	<i>Total Cost[TC3] [Price in Word]</i>				

Note:

- Photos and Videos will be used for Social Media (WhatsApp, Youtube, Facebook, Twitter, Instagram, Youtube&Webportal display. All Raw Videos and Photos are to be shared with the client and may be used to create further videos by editing.
- Bid price should be exclusive of taxes. Taxes will be applicable as per the prevailing rate during billing and accordingly payment will be made to the vendor.

6.3.1 Commercial Bid Format:

SI #	Component	Price In Figure	Price in Word
1	Total Cost [TC1]		
2	Total Cost [TC1]		
3	Total Cost [TC1]		
	Grand Total		

7 Annexure- I : List of Destination

Sl. #	District	Name of the Tourist Centre	Importance
1.	Angul	1. Tikarapara	Scenic Spot & Wild Life
2.	Balasore	2. Chandipur	Vanishing Beach Scenic Spot
		3. Talsari	Sea Beach
		4. Panchalingeswar	Scenic Spot & Religious Centre
3.	Balangir	5. Harishankar	Religious Centre
4.	Bhadrak	6. Chandbali	Entry point to Bhattarkanika
5.	Bargarh	7. Nrusimhanath	Religious Centre –Shrine of lord Nrusimhanath
6.	Cuttack	8. Dhabaleswar	Religious Centre –Shrine of lord Dhabaleswar
		9. Bhattarika	Religious Centre –Shrine of goddess Bhattarika
		10. Ansupa	Picturesque Lake
7.	Dhenkanal	11. Kapilas	Religious Centre
		12. Saptasajya	Scenic Spot & Religious Centre
8.	Deogarh	13. Pradhanpat	Waterfall
9.	Gajapati	14. Jeerango&Khasada Waterfall	Scenic Spot & Water fall
10	Ganjam	15. Gopalpur	Sea Beach
		16. Chilika (Rambha)	Scenic Spot- Chilika lake
		17. Pati Sonapur	Sea Beach
		18. Tampara	Scenic Spot-Lake between Sea & NH-5
11	Jajpur	19. Ratnagiri &Udayagiri / Lalitgiri	Buddhist Site
12.	Kandhamal	20. Daringibadi	Scenic Spot- Hills & Forest
13.	Kendrapara	21. Bhitarkanika	Wild Life
14	Khordha	22. Chilika (Barkul)	Idyllic Spot
15	Koraput	23. Gupteswar	Religious Centre –Shrine of lord Gupteswar
		24. Deomali	Scenic Spot-Mountain
		25. Duduma(Machhakund)	Scenic Spot- waterfall on river Machhakund, Hills & Forest
16	Puri	26. Konark / Chandrabhaga	Sun temple &Sea Beach
		27. Ramachandi	Religious Centre –Shrine of goddess Ramachandi
		28. Chilika(Satapara)	Scenic Spot-Chilika lake
		29. Sahana	Mangrove
17	Mayurbhanj	30. Deokund	Waterfall

		31. Similipal	National Park
18	Sambalpur	32. Huma	Religious Centre –Shrine of lord Bimaleswar
		33. Hirakud&Ushakothi	River Dam/Wildlife
19	Sundargarh	34. Khandadhar	Waterfall

8 Annexure- II : Format for outsourcing

Sl #	Component	Sub-Component	Name of the Agency	Detailed of work outsourced	Past Experience Reference
1.	Content Creation and Management	Videography			
2.	Content Creation and Management	Videography			
3.	Content Creation and Management	Videography			
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					

Reference for Video and Photo Graphy are to be submitted in the form of CD or URL if any. The same will be considered for evaluation during Technical presentation.