



**Department of Tourism
Government of Odisha**

Paryatan Bhawan, Lewis Road, Bhubaneswar, 751014
Phone: (0674) 243 2177 | Fax: (0674) – 243 0887
<https://odishatourism.gov.in>

No. 3197 / TSM
TCT-TSP-MISC-0051-2021

Date: 31-03-22

TENDER NOTICE

Request for proposal for “Selection of an agency for website operation, maintenance, augmentation and mobile app development for Department of Tourism, Government of Odisha”

Department of Tourism, Government of Odisha invites proposals from prospective applicants for “Request for proposal for Selection of an agency for website operation, maintenance, augmentation and mobile app development for Department of Tourism, Government of Odisha”.

Interested bidders may download the RFP document from tender section of Department of Tourism website accessed in the link below:
<https://odishatourism.gov.in/content/tourism/en/dot/quickLinks/tender.html>

Due date and time for submission of bids: on or before **25.04.2022 up to 3:00 PM**


Additional Secretary to Govt.

Request for Proposal (RFP)
for
**Selection of an agency for website operation, maintenance,
augmentation and mobile app development for Department
of Tourism, Government of Odisha**



**Department of Tourism,
Government of Odisha,
Paryatan Bhawan, Lewis Road,
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PIN 751014.
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E-mail: info@odishatourism.gov.in; pmu@odishatourism.gov.in

Disclaimer

The information contained in this RFP document or subsequently provided to Agency(s) 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 Agency(s) on the terms and conditions set out in this RFP Document and all other terms and conditions subject to which such information is provided.

This RFP Document is not an agreement and is not an offer or invitation by the Tendering Authority to any party other than the Agency who are qualified to submit the Bids ("Agency"). The principle of this RFP Document is to provide the Agency(s) with information to support the formulation of their Proposals. This RFP Document does not purport to contain all the information each Agency 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 Agency who reads or uses this RFP Document. Each Agency 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 RFP Document.

Schedule of RFP Process

Department of Tourism (DoT) invites Proposals for **"Request for Proposal (RFP) For Selection of an agency for website operation, maintenance, augmentation and mobile app development for Department of Tourism, Government of Odisha"**

Interested firms/ parties / agencies are advised to download and study the RFP document carefully and must satisfy all eligibility conditions stated in **Clause 4** of this document in this regards from Department of Tourism website in the link below:

<https://odishatourism.gov.in/content/tourism/en/dot/quickLinks/tender.html>

Table 1

Important Dates and Information

Office of issue	Department of Tourism, Government of Odisha
Date of issue	31.03.2022
Last date and time of receiving queries Queries to be sent to info@odishatourism.gov.in and pmu@odishatourism.gov.in . Format for sending queries attached in Annexure-X	12.04.2022, 5:00 PM
Pre-bid meeting through Video Conferencing (link will be shared later)	13.04.2022, 3:30 PM
Last date and time for submission of bids	25.04.2022 at 3:00 PM
Date and time for technical bid opening	25.04.2022 at 4:00 PM
Date, time and venue for: Technical presentation and Financial bid opening	Will be intimated later

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1. INTRODUCTION

- 1.1. Department of Tourism, Government of Odisha (hereinafter referred to as "DoT" or "Authority" or "Department") aims to develop Odisha as one of most preferred tourist destinations in India. Concerted efforts are being put in place by DoT to position the state prominently in the domestic and international tourist source markets. In this background, DoT has decided to enhance its presence and expand its digital footprint in promoting the tourism potential of the state with the global and regional tourists in a holistic manner.
- 1.2. Accordingly, DoT intends to appoint an agency (hereinafter referred to as "Agency") for for website maintenance, augmentation and mobile app development for Department of Tourism, Odisha for a period of three (3) years (hereinafter referred to as "contract duration").
- 1.3. Odisha Tourism currently has the following two websites

Table 2
Details of Websites of Odisha Tourism

Website	Details
www.odishatourism.gov.in	OS Platform: Linux Application: JAVA & Adobe AEM 6.4 Hosting Server: Microsoft Azure License: AEM 6.4 (AEM CMS, Adobe Target, Adobe Analytics)
https://dot.odishatourism.gov.in	OS Platform: Linux Application: PHP Wordpress Application server: Apache Hosting Server: Microsoft Azure Database: PostgreSQL

- 1.4. The engagement will be aimed towards augmentation and management including operation and maintenance of existing website(s) of Odisha Tourism (www.odishatourism.gov.in and <https://dot.odishatourism.gov.in>) and develop counterpart of www.odishatourism.gov.in via mobile application.
- 1.5. The key objective is to ensure the current website and the new mobile app provides seamless experience to end users and thereby attract domestic and foreign tourists looking forward to experience and discover Odisha. DoT intends to position Odisha Tourism (www.odishatourism.gov.in) among the Top 5 tourism Websites in India by 2025 in terms of Alexa Ranking (www.alexa.com)

2. SCOPE OF WORK

The broad scope of work for this assignment is as follows:

2.1. Website Analysis

- 2.1.1. Website Analysis should provide a clear overview of the current scenario and identify existing and potential gaps and suggest strategic focus areas for the improvement and expansion of the digital footprint of the Odisha Tourism Website.
- 2.1.2. The current position of Odisha Tourism Website (www.odishatourism.gov.in) with respect to SEO Results, Rankings and other attributes

2.2. Website Operation, Augmentation and Maintenance

- 2.2.1. Operation and maintenance of Odisha Tourism website(s) that includes Addition /Editing /Updation of content (text, images, videos), if required design template creation/ changing of templates as per the Strategy Report and ensure visibility of Odisha Tourism Website on top search results through organic SEO techniques.
- 2.2.2. Optimize website visitor experience to minimize page abandonment, Creation of microsites and landing pages to support the branding and promotion efforts of Odisha Tourism, Multiple user id creation with login support for tourist database entry, updating and management.
- 2.2.3. The Agency shall manage the implementation of AI based chat-bot that engage users in conversations and answer visitors' frequently asked questions.
- 2.2.4. Submission of Web Analytics Report: The Agency shall be responsible for providing monthly MIS Reports with respect to Website traffic details, Source of Website Traffic, Conversion of Website traffic etc as provided in Web Analytics Reporting / MIS Module table below
- 2.2.5. Quarterly Comparative analysis and benchmarking of website of Odisha Tourism with tourism websites of other state governments in India including those of government undertakings such as India tourism, tourism boards, and other similar agencies

Table 3
Web Analytics Reporting/ MIS Module

Sl. No.	Type of Data	Data Points
1.	Website Traffic Details	• Number of unique site visitors • Number of return visits to website • Average time spent on website • Average time for page load • Visitor journey mapping through individual visitor/cookie level reporting

2.	Website Traffic Sources	• Percentage of direct traffic – visitors that visit site by typing the URL into their browser • Percentage of referral traffic – visitors that visit site by clicking on a URL on another website • Percentage breakup of referral sources • Percentage of organic traffic – visitors that discover the website through Odisha Tourism listing from a search result in a search engine • Campaign traffic – visitors that visit website through a dedicated campaign or clicking on a link with certain tracking parameters
3.	Total Conversions	• Show conversions in ways such as – ○ Requesting additional information ○ Signing up for promotional content ○ Visiting an external booking link through the website
4.	Organic Searches	Percentage of traffic from organic searches - the traffic to site generated by organic searches can be directly correlated with search engine optimization strategy. Some metrics are as follows: • number of lead conversions assisted by organic search • number of customer conversions assisted by organic search • percentage of traffic associated with branded keywords • percentage of traffic associated with unbranded keywords

Note:

- a) The Agency shall be responsible for hosting the website for Odisha Tourism. The cost of infrastructure required for the project shall be borne by Department of Tourism, Government of Odisha.
- b) Scheduled Maintenance Time should not be more than one hour per month and DoT should be informed at least 48 hours in advance and subsequent intimation should be done to customer
- c) The Agency shall be responsible for purchase and renewal of software and licenses for proper functioning of the website.
- d) Purchase and renewal of e-mail accounts operated by Department of Tourism.
- e) All costs relating to purchase/ renewal of software and licenses shall be borne by Department of Tourism.

2.3. Mobile App Development

The proposed platform should support responsive design, to ensure the same functionalities on Odisha Tourism website can be extended to mobile devices.

2.3.1. The selected Agency will carry out the following broad activities:

- 2.3.1.1. The development, delivery, and hosting of Mobile Application
- 2.3.1.2. Graphic design for the Application
- 2.3.1.3. Content for the Application in consultation with Odisha Tourism
- 2.3.1.4. Design, upload and updation of the Content
- 2.3.1.5. Liaising with Odisha Tourism and taking responsibility for all documentation and technical support

2.3.2. The mobile application to have following features but not limited to the following:

- 2.3.2.1. Audio, video, image and text information about the following:
 - "Tourist Destinations" giving details about the various tourist sites in Odisha.
 - "Where to Stay" section with detailed listings of various accommodation facilities including those in geographical proximity using GPS functionality (i.e. Hotels near Me). Also show Travel Distance (length of time in mins and km or miles) via walking, driving to the listings.
 - "What to Do" listings, including listings in geographical proximity using GPS functionality. Also show Travel Distance (length of time in mins and km or miles) via walking, driving to the listings.
 - "Events and Entertainment" with a focus on what is happening and available that evening. May include the ability to add to user's calendar.
- 2.3.2.2. Details for taxi, auto and other public transports.
- 2.3.2.3. List of helpline numbers like police, hospital, fire, women's helpline, transport etc.
- 2.3.2.4. Include capability for QR codes i.e. barcode scanner to be used as a marketing avenue to help inspire consumers to download app e.g. at airport when tourists first arrive in Odisha, Monuments in Odisha, Important sites etc.
- 2.3.2.5. Twitter / Facebook Feed Integration and Sharing.
- 2.3.2.6. Integration with Odisha Tourism official website and other Government of Odisha websites
- 2.3.2.7. Navigation path to the destination selected by the user.
- 2.3.2.8. Orientation and navigation (using smart phone GPS capability).
- 2.3.2.9. Push notifications to users with ability for the user to Accept / Decline receiving these notifications; Turn notifications On / Off.
- 2.3.2.10. Voice recognition to be integrated to facilitate normal as well as visually impaired users.
- 2.3.2.11. Ability to add various items to Favourites.
- 2.3.2.12. Ability for users to rate the App and to add / surf comments.
- 2.3.2.13. Ability for users to share their comments with friends and networks via Facebook, Twitter, YouTube channel & LinkedIn.
- 2.3.2.14. Application should be user-friendly
- 2.3.2.15. English, Hindi will be the default and initial language however, the app should be scalable so as to easily and cost-effectively add other languages at later time.
- 2.3.2.16. Mobile app solution should be scalable to allow for easy upgrades in future.
- 2.3.2.17. Offline content is required to offer users a rich experience without having to worry about incurring roaming charges.
- 2.3.2.18. Design and content management should support extensive analytics. Visitor analysis, duration analysis, content-wise analysis, top viewed pages, and top exit pages, other statistical reports should be available.

Note:

- a) The Agency shall be responsible for hosting the mobile application for Odisha Tourism on Google Play and Apple App Store. The cost of infrastructure required for the project shall be borne by Department of Tourism, Government of Odisha.
- b) Scheduled Maintenance Time should not be more than one hour per month and DoT should be informed at least 48 hours in advance and subsequent intimation should be done to customer
- c) The Agency shall be responsible for purchase and renewal of software and licenses for proper functioning of the mobile application.
- d) All costs relating to purchase/ renewal of software and licenses shall be borne by Department of Tourism.

2.4. Deployment of Personnel

The selected Agency should deploy a Project Manager at client location having qualification in BE/B.Tech/ME/M.Tech. in IT/CS/Electronics or any equivalent qualification with minimum 10 years of experience in implementation of IT projects out of which minimum 2 years of experience as a Project Manager. He/She should have experience in implementing full lifecycle (end-to-end) one Website/Mobile app project as Project Manager in Tourism/ Travel/ Hospitality sector (The Agency shall submit the CV of the key personnel proposed as per Annexure VIII)

3. DELIVERABLES, TIMELINES AND PAYMENT SCHEDULE

The selected agency shall achieve the following deliverables:

Table 4
Deliverable, Timeline and Payment Schedule

Sl. No.	Deliverable details	Description	Timeline	Payment Schedule
1.	Website Analysis	Website Analysis Report including existing and potential gaps as per clause 2.1	T+15 days	5% of Contract Value
		Strategy Report to establish Odisha Tourism among top 5 tourism websites of other State Governments as per clause 2.1	T + 30 days	
2.	Website Augmentation, Operation & Maintenance	- Operation, Maintenance & management as per Clause 2.2 - Submission of Web Analytics Report per month - Quarterly Comparative Analysis Report	Continuous work	30% of Contract Value (over 36 months)

		Implementation of AI based chatbot and Multiple user id creation with login support for tourist database entry, updation and management as per clause 2.2	T + 60 days	5% of Contract Value
3.	Mobile App Development and Management	Finalisation & Approval of FRS/ SRS/ Design Documentation as per Clause 2.3	T + 5 Weeks	5% of Contract Value
		Development of Mobile Application, Testing and Go-Live	T + 32 Weeks	10% of Contract Value
		O&M Support for 3 years and submission of monthly reports	Continuous work	45% of Contract Value (over 28 months)

Note:

- i. "T" - Date of issue of Letter of Award (LoA)
- ii. Quarterly report shall be submitted in both hard and soft copy after incorporating changes suggested by DoT committee (if any). The report shall include detailed data and analysis for all activities and way forward.

4. MINIMUM ELIGIBILITY CRITERIA

To be eligible for pre-qualification and short-listing for evaluation of Technical and Financial Bid, the agency shall fulfil the following eligibility conditions.

4.1. General Eligibility Criteria:

- 4.1.1. The Agency must only be an entity incorporated/ registered under the Indian Companies Act 2013 or a Limited Liability Partnership registered under the LLP Act 2008. No other legal entities are allowed to bid. The Agency must submit a proof of Registration of the legal entity (Certificate of Incorporation, PAN, GSTIN registration certificate).
- 4.1.2. Indian subsidiary of any foreign company registered under the applicable Indian laws fulfilling eligibility conditions are also eligible to participate.
- 4.1.3. The Agency should have on its payrolls a minimum of 40 professionals as on 31st March 2021. The Agency shall submit the corresponding EPF statement or Letter from HR as documentary evidence.
- 4.1.4. The Agency should not be blacklisted by any Department/ Agency/ PSU in any State or Central Government of India as on date of submission of bid.

4.2. Technical Eligibility Criteria

The Agency should have experience of implementing, operating & managing similar projects satisfying following conditions.

- 4.2.1. The Agency must have successfully completed at least 1 (One) similar project of Website / Web portal / Web Application and/or Mobile App Development & management for any Government / PSU / Corporation having project cost not less than **INR 75 Lakhs** during the last 7 years, preceding the proposal submission due date.
- 4.2.2. The Agency should have minimum five (5) years' experience in software services such as design, development, operations and maintenance with dedicated expertise in the technology area(s) that are proposed by the Agency with at least one project valuing not less than **INR 2.0 Cr.** Where the end users are Corporations or Government Departments or PSUs or undertakings within the last seven years preceding 31 March 2021.
- 4.2.3. The Agency should have experience of providing application support for more than 1 year as on bid submission date where the application order value must be more than **2 crores**.
- 4.2.4. The Agency must have a valid **CMMi Level 3 or above (SVC or DEV), ISO 27001 and ISO 9001 certifications** as on date of submission of this RFP.

Note:

- a. **Similar Project means:** Providing Services for web portal/ website/ web application development or maintenance and augmentation and/or mobile app development
- b. Documentary proof (Work Order along with Completion Certificate from client etc. of related projects) with project citation. **Ongoing Projects shall not be considered for Technical Eligibility.**
- c. Self declaration documents to fulfil eligibility criteria shall be rejected

4.3. Financial Eligibility Criteria

The Agency should have **Minimum Average Annual Turnover** of **INR 30 Crore** for the last 3 (Three) financial years (i.e. FY 2018-19, FY 2019-20 and FY 2020-21).

Note: The Agency shall submit the Audited Balance Sheet and Profit & Loss Statement for the last 3 (Three) Financial Years along with CA Certificate duly certified by either Statutory Auditor or Chartered Accountant in the Technical Proposal/Bid.

5. BID EVALUATION CRITERIA (QCBS)

- 5.1. Only those Agencies who meet the **Minimum Eligibility Criteria** as per Clause 4 shall qualify for evaluation of their Technical bid and financial bids will be opened for those who qualify for the Technical bid. Evaluation of the Technical

and Financial proposals will be based on Quality cum Cost Based Selection **(QCBS) mode with weightage of 80% and 20%** for technical and financial proposals, respectively.

5.2. Technical Evaluation

The Technical evaluation will include the evaluation of the Technical Proposal followed by Presentation, as specified below:

Table 5
Technical evaluation criteria

Sl.	Description	Requirements	Maximum Marks
A.	Technical Bid Evaluation		60
	Sectoral & financial capabilities	The Agency should have an Average Annual Turnover of INR 30 Crore (10 marks) For each additional INR 10 Crore – 5 marks	20
		Quality Certification CMMI -3 and above - 3 Marks Additional 1 mark for ISO 9001 & ISO 20000 and additional 1 mark for ISO 27001	5
		The Agency must have a completion certificate of at least 1 (One) Web Portal/ Website/Web App and Mobile App development & Management project where the end user is Government/ PSU/ corporations (15 marks) For additional similar project – 10 marks	25
		Web Portal/ Website/ Web application support experience for minimum one year where the project order value is more than 2 Cr.- 5 marks	5
		The Agency must have worked on at least 1 project with an AI based chatbot that engage users in conversations - 5 marks	5

Marking scheme for Technical Presentations would be as below:

B.	Presentation Score		40
	Concept and Design Presentation (PPT's)	Approach & Methodology but not limited to the following: - Overall proposition for Odisha Tourism - Team Composition	40

		- Innovative ideas and suggestions	
		- Detailed Project Plan and Road Map	

Note:

1. Technical score (Ts) is calculated by adding the technical score (A) and technical presentation score (B).
2. The qualifying technical score (Ts) for opening of the financial bid is **70** out of 100

5.3. Financial proposal evaluation:

- 5.3.1. The financial bid of only those Agency who are shortlisted after technical evaluation.
- 5.3.2. Financial Score (Fs): The lowest total amount computed will be the F1 Agency and will get the highest, 20 marks. The other Agency will get marks in proportion to F1 score. Thus, if the quote of F1 is INR X and F2 is INR 2X, then F2 will get 10 marks.
- 5.3.3. Combined and Final Evaluation: Combined score (S) (technical score (Ts) plus financial score (Fs)) shall be calculated based on Technical and financial scores of the Agency as per QCBS system ($S = Ts + Fs$).
- 5.3.4. Selection of Agency: The Agency securing the highest combined score (S) would be the preferred Agency.

6. BID PROCESSING FEE

Non-refundable bid processing fee in the form of Demand Draft (DD) from any scheduled commercial bank in favour of "**Director Tourism**", payable at **Bhubaneswar** for **INR 25,000/- (Rupees Twenty Five Thousand only)** is to be furnished by the Agency along with the Technical Proposal. Proposals without bid processing fee shall be rejected.

7. EMD (EARNEST MONEY DEPOSIT)/BID SECURITY DECLARATION

The Proposal shall be accompanied with a Bid Security Declaration in lieu of Earnest Money Deposit (EMD). The declaration is to be furnished by the Agency along with Technical Proposal. The format of the Declaration is attached in the **Annexure -V** of this document.

Proposals without the requisite Bid Security Declaration shall be treated as non-responsive and rejected. No exemption from submission of Bid Security Declaration is allowed. No adjustment of EMD with respect to other works previously lying in DoT is allowed.

8. FORCE MAJEURE

For the Purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of the DoT. The terms "Force Majeure" as implied herein shall mean an act of God, War, Civil riots, fire directly affecting the performance of the

contract, floods and Acts and Regulations of respective Government of the two parties, namely the DoT and the Agency. Both upon the occurrence of such cause and upon its termination, the party alleging that it has been rendered unable as aforesaid, shall within seventy two hours of the alleged beginning and ending thereof intimate the other party giving full particulars and satisfactory evidence in support of its claim. If deliveries are suspended by force majeure conditions lasting for more than 2 (two) months, the Organization shall have the option of cancelling this contract in whole or part at its discretion without any liability on its part. Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

9. TERMINATION OF THE CONTRACT

- 9.1.** In case of deficiency or non-fulfilment of obligations as per the scope of work or quarterly deliverables, DoT shall serve a notice to the concerned agency to rectify / fulfil the obligations within a specified period of not more than 60 days to rectify or fulfil the deliverables assigned by DoT, failing which DoT shall be at the liberty to execute the work through any other agency at the cost of the selected agency. DoT also reserves the right to cancel the contract.
- 9.2.** DoT reserves the right to terminate the agreement in case of deficiency in services or poor performance of the agency for any subsequent month/ quarter/ year. For this, DoT shall intimate the agency in the quarterly review meeting of the corresponding year. In this respect, the view of DoT about the performance is final and binding.
- 9.3.** DoT reserves the right to drop or remove any or all scope of work deemed not suitable or in line with the objectives for DoT which may necessitate termination of contract. However, in such scenario DoT shall provide a maximum timeperiod of 3 months to the agency to terminate the contract and complete all the requisite formalities and responsibilities assigned.

10. PENALTY

- 10.1.** Failure in fulfilment of deliverables as indicated in Clause 3, shall warrant the following:
 - 10.1.1. Forfeiture of Performance Bank Guarantee in case of failure to successfully perform/ complete the deliverables and/ or in case of any midway unilateral withdrawal from the contract.
 - 10.1.2. Agency shall be blacklisted from bidding for any Contract/ Tender/ EoI /RFP with Department of Tourism, Government of Odisha for a period of 3 years
- 10.2.** On account of circumstances beyond the control of the agency like natural calamities or force majeure event or any other unforeseen events and upon formal notification by the appropriate authority, DoT may give extended time to the agency to complete the deliverables and in such a case will not hold up the payment that is due for that particular stage.

11. VALIDITY OF BID

Proposal shall remain valid for 180 (One Hundred and Eighty) days from the last date of submission. A proposal valid for a shorter period shall be rejected as non-responsive.

12. CURRENCIES OF BID AND PAYMENT

The prices shall be quoted by the Agency in Indian Rupees (INR) only.

13. DISPUTES

All legal disputes are subject to the jurisdiction of Courts in Bhubaneswar only.

14. ACKNOWLEDGMENT BY AGENCY

It shall be deemed that by submitting the Proposal, the Agency has:

- a) Made a complete and careful physical examination of the requirements for the project (website maintenance, augmentation, mobile app development etc), details mentioned RFP, general condition of contract, submission formalities and evaluation mechanism.
- b) Received all relevant information requested from DoT.
- c) Acknowledged and accepted the risk of inadequacy, error or mistake in the information provided in this invitation document or furnished by or on behalf of DoT.
- d) Satisfied itself about all matters, things and information necessary and required for submitting the proposal and performance of all of its obligations there under.
- e) Agreed to be bound by the undertaking provided by it under and in terms hereof.

DoT shall not be liable for any omission, mistake or error on the part of the Agency in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to this invitation document or the selection process, including any error or mistake therein or in any information or data given by the DoT.

15. RIGHT TO REJECT ANY OR ALL PROPOSALS

Notwithstanding anything contained in this invitation document, DoT reserves the right to accept or reject any proposal and to annul this selection process and reject all proposals, at any time during the bidding process without any liability or any obligation for such acceptance rejection or annulment, and without assigning any reasons thereof.

DOT, also, reserves the right to reject any Proposal if:

- a) at any time, a material misrepresentation is made or uncovered, or

b) the Agency does not submit in time any information or clarification asked for

16. SUBMISSION OF PROPOSAL- PACKING, SEALING & MARKING

Duly sealed proposal from the Agency filled in all respect must reach DoT at the address, time and date specified in the RFP through Speed/ Regd. Post/ courier/ hand delivery.

The Technical Proposal (Part A) and Financial Proposal (Part B) must be inserted in separate sealed envelopes, along with Agency's name and address in the left-hand corner of the envelope and super scribed in the following manner.

Part-A:

Technical proposal for Selection of an agency for website maintenance, augmentation and mobile app development for Department of Tourism, Odisha

Part-B:

Financial Proposal for Selection of an agency for website maintenance, augmentation and mobile app development for Department of Tourism, Odisha

Both the envelopes i.e. envelope for **Part-A** and Envelope for **Part-B** must be packed in a separate sealed outer cover and clearly super scribed with the following:

"SELECTION OF AN AGENCY FOR WEBSITE MAINTENANCE, AUGMENTATION AND MOBILE APP DEVELOPMENT FOR DEPARTMENT OF TOURISM, ODISHA"

The **Agency's** Name & address shall be mentioned in the left-hand corner of the outer envelope. The inner and outer envelopes shall be addressed to DoT, Bhubaneswar at the following address:

Director Tourism
Paryatan Bhawan, Lewis Road,
Bhubaneswar, Odisha – 751014
Email: - info@odishatourism.gov.in; pmu@odishatourism.gov.in
Ph: 0674 – 2432177
Fax: 0674 – 2430887

Note:

- If the outer envelope and the financial proposal envelope is not sealed and marked as mentioned above, then DoT will assume no responsibility for the tender's misplacement or premature opening. Telex, Email, cable or facsimile tenders will be rejected.
- The opening of the Financial Proposal shall be made after evaluation of technical proposal and as per the scheduled dates which shall be intimated by DoT to the eligible Agency.

- Agencies are advised to prepare their documents with proper sequence and indexing without which the bid shall be considered non-responsive.

17. DOCUMENTS TO ACCOMPANY THE PROPOSAL

PART – A (Technical Proposal)

The Agency must submit the following particulars / documents along with the Technical proposal failing which the proposal may be treated as non-responsive:

- (a) Covering Letter and Details of Agency as per **Annexure I and II**, respectively
- (b) Bid Processing Fee
- (c) Earnest Money Deposit
- (d) The Agency shall submit their Company Registration Certificate, Photocopy of PAN Card, GST Registration.
- (e) All pages of the tender document shall be signed by the authorised signatory who generally signs the bids. *Power of Attorney (on stamp paper of Rs 100) duly notarised has to be submitted in support of this* as per **Annexure III**
- (f) The Agency should not be blacklisted by any PSU/Government Institution/ Private Agency. A self-declaration of non-blacklisting on the letter head shall be submitted as per **Annexure IV**.
- (g) The Agency shall submit the Bid Security Declaration in lieu of Earnest Money Deposit (EMD) as per **Annexure V**.
- (h) The Agency shall submit an Undertaking on correctness of details / information shared in the proposal as per **Annexure VI**
- (i) Proof of work experience of similar nature in the form of Work-Orders and Client Certificates issued from the organizations in each such case has to be submitted in the format mentioned in **Annexure VII**
- (j) Balance Sheets and Profit & Loss Statements for the last three (3) Financial Year duly certified by Chartered Accountant indicating the Annual Turnover for the mentioned years as per **Annexure VIII**
- (k) All pages of the tender document shall be signed by the authorised signatory who generally signs the bids.

Note: The Agency must submit a detailed **Index Page** with clearly mention Page Number on each Document as required by this RFP.

PART – B (Financial Proposal)

The Agency must submit the Financial Proposal as per format provided in **Annexure IX**.

18. AMENDMENT/ MODIFICATION

At any time prior to the deadline for submission of Proposal, the DoT may, for any reason, whether at its own initiative or in response to clarifications requested by an

Agency, modify any of the terms mentioned in this RFP document by the issuance of Addendum / Amendment. All such amendments/ addendum will be published only on the website mentioned below and will be binding on all. In order to abide by the issuance of the amendment or allow the Agency for giving a reasonable time for considering an amendment into their proposal, or for any other reason, DoT may, in its sole discretion, extend the Proposal Due Date.

<https://odishatourism.gov.in/content/tourism/en/dot/quickLinks/tender.html>

19. LANGUAGE

The Proposal and all communications in relation to or concerning the selection process shall be in English language and strictly in the formats provided in this invitation document.

20. LATE SUBMISSION

Proposal received after the deadline for submission prescribed by DoT will not be entertained and be rejected.

21. CONSORTIUM / JOINT VENTURE

Agencies are NOT allowed to form consortium/Joint Venture for participating in the bid.

22. MODIFICATIONS AND WITHDRAWAL OF PROPOSALS

No modifications to the Proposals shall be allowed once it is received by DoT.

23. PERFORMANCE SECURITY AND AGREEMENT

DoT shall issue a Letter of Award (LoA) along with the Draft Agreement to the selected Agency post opening of the financial proposals and as per the final bidding outcome. Within 15 days of issuance of LoA from DoT to the selected Agency, the selected Agency is required to submit a Performance Security in favor of '**Director Tourism**' payable at **Bhubaneswar** in the form of unconditional Bank Guarantee (from Nationalized Bank only) for an amount equivalent to **3%** of the total quoted financial bid for three (3) years and enter into an agreement with DoT. Performance security shall be applicable as per the relevant notifications of Government of India / Government of Odisha at the time of signing the agreement.

The performance security shall be retained by the DoT till the completion of project or 3 years from the date of enforcement of agreement, whichever is later. The performance security shall be forfeited at the sole discretion of DoT towards any liquidated damages that may be payable by the selected agency, under the Terms of the Agreement. The validity of Performance Security should be up to 90 days beyond the end of all contractual obligation of the Agency.

Note: As per the revised order no. 290/F, PT15-FIN-COD-MISC-0007-2019, Dt. 05/01/2022, State Government has reduced the performance security from 5-10% to 3% of the value of the Contract valid up to 31st March 2022. Actual percentage shall be applicable as per the direction from the Government from time to time or at the time of signing of the agreement.

ANNEXURE-I COVER LETTER

(On the Letter head of the Agency)

To,

Date: _____

**Director Tourism
Department of Tourism
Paryatan Bhawan, Lewis Road,
Bhubaneswar-751 014**

Ref: Request for Proposal (RFP) For Selection of an agency for website maintenance, augmentation and mobile app development for Department of Tourism, Odisha

Sub: Selection of an agency for website maintenance, augmentation and mobile app development for Department of Tourism, Odisha

1. With reference to your RFP document _____, dated _____, I, having examined the RFP Documents and understood their contents, hereby submit my / our proposal for the subject RFP. The Proposal is unconditional and unqualified.
2. I acknowledge that the Authority will be relying on the information provided in the Proposal and the documents accompanying the proposal for selection of the Agency, and we certify that all information provided in the proposal and its Annexures along with the supporting documents are true and correct; nothing has been omitted which renders such information misleading; and all documents accompanying the proposal are true copies of their respective originals.
3. This statement is made for the express purpose of our selection as Agency for the design and execution of the aforesaid Project.
4. I shall make available to the Authority any additional information it may find necessary or require supplementing or authenticate the Proposal.
5. I acknowledge the right of the Authority to reject our Proposal without assigning any reason or otherwise and hereby waive, to the fullest extent permitted by applicable law, our right to challenge the same on any account whatsoever.
6. I certify that in the last three years, we have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.
7. I declare that:
 - (a) I have examined and have no reservations to the Bidding Documents, including any Addendum issued by the Authority; and
 - (b) I have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as defined in the RFP document, in respect of any tender or

- request for proposal issued by or any Agreement entered into with the Authority or any other public sector enterprise or any government, Central or State; and
- (c) I hereby certify that we have taken steps to ensure that in conformity with the provisions of the RFP, no person acting for us or on our behalf has engaged or will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice; and
- (d) the undertakings given by us along with the Proposal in response to the subject RFP and information mentioned for the evaluation of the bid capacity were true and correct as on the date of making the Proposal and are also true and correct as on the Proposal Due Date and I shall continue to abide by them.
8. I understand that you may cancel the Bidding Process at any time and that you are neither bound to accept any BID that you may receive nor to invite the Agencies to BID for the Project, without incurring any liability to the Agencies, in accordance with the RFP document.
9. I certify that in regard to matters other than security and integrity of the country, we have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which could cast a doubt on our ability to undertake the Project or which relates to a grave offence that outrages the moral sense of the community.
10. I undertake that in case due to any change in facts or circumstances during the Bidding Process, we are attracted by the provisions of disqualification in terms of the guidelines referred to above, we shall intimate the Authority of the same immediately.
11. I further acknowledge and agree that in the project such change in control occurs after signing of the Agreement up to its validity, it would, notwithstanding anything to the contrary contained in the Agreement, be deemed a breach thereof, and the Agreement shall be liable to be terminated without the Authority being liable to us in any manner whatsoever.
12. I hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority in connection with the selection of the Agency, or in connection with the Bidding Process itself, in respect of the subject RFP and the terms and implementation thereof.
13. In the project of my/ our being declared as the Selected Agency, I / we agree to enter into an Agreement in accordance with the draft that has been provided to me / us by the Authority. We agree not to seek any changes in the aforesaid draft and agree to abide by the same.
14. I have studied all the Bidding Documents carefully and also surveyed the website of DoT. We understand that except to the extent as expressly set forth in the Agreement, we shall have no claim, right or title arising out of any documents or information provided to us by the Authority or in respect of any matter arising out of or relating to the Bidding Process including the award of Agreement.
15. I offer the Earnest Money Deposit (EMD) to the Authority in accordance with the RFP Document.

16. The documents accompanying the Technical Proposal, as specified in the RFP, have been submitted in separate files.
17. I agree and understand that the Proposal is subject to the provisions of the Bidding Documents. In no case, I shall have any claim or right of whatsoever nature if the Project not awarded to me or our Proposal is not opened or rejected.
18. The Financial Proposal has been quoted by me after taking into consideration all the terms and conditions stated in the RFP, draft Agreement, our own estimates of costs and after a careful assessment of the website and all the conditions that may affect the implementation cost .
19. I agree and undertake to abide by all the terms and conditions of the RFP document.
20. I shall keep this offer valid for 180 (One Hundred Eighty) days from the Proposal Due Date specified in the RFP.
21. I hereby certify that we have not changed any quantity as mentioned in the financial figures and confirm that any discrepancy arrives at any time, decision of Authority (DoT) will be considered as final.
22. I hereby submit our Proposal and quote an amount as indicated in Financial Proposal for undertaking the aforesaid Project in accordance with the Bidding Documents and the Agreement.

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

Yours faithfully,

Date:

Place:

Name & seal of Agency

**(Signature, name and designation
of the Authorised signatory)**

ANNEXURE-II DETAILS OF AGENCY

(On the Letter Head of the Agency)

- (a) Name of the Agency:**
- (b) Incorporation (i.e. Company, Partnership or Proprietorship):**
- (c) Registered Office Address with telephone, fax, website and email:**
- (d) Date of Incorporation (Please attach copy of certificate of incorporation / Registration):**
- (e) Name of the contact Person (Authorised Signatory):**
- (f) Designation:**
- (g) Mobile Number &Telephone Number:**
- (h) E-mail Address:**
- (i) Fax Number:**
- (j) GST Registration number:**
- (k) Pan Card:**
- (l) Average Annual Turnover:**

Duly signed by the Authorised Signatory of the Agency
(Name, Title and Address of the Authorised Signatory)

ANNEXURE-III POWER OF ATTORNEY FOR SIGNING OF PROPOSAL

Know all men by these presents, We.....(name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorize Mr. / Ms (name),.....son / daughter / wife of.....and presently residing at....., who is (presently employed with us and holding the position of....., as our true and lawful attorney (hereinafter referred to as the "Attorney") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Bid for the **"Selection of an agency for website maintenance, augmentation and mobile app development for Department of Tourism, Odisha"** (Project) proposed to be developed by the Department of Tourism including but not limited to signing and submission of all Bids / Proposals, bids and other documents and writings, participate in pre-bids / pre-proposal and other conferences and providing information / responses to DoT, presenting us in all matters before DoT, signing and execution of all contracts including the Agreement and undertakings, consequent to acceptance of our bid, and generally dealing with DoT in all matters in connection with or relating to or arising out of our bid, for the said Project and/ or upon award thereof, to us and / or till the completion of the project.

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

IN WITNESS WHEREOF WE, _____, THE ABOVE-NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS ____ DAY OF _____, 20____

For

.....

Accepted

_____ (signature)

(Name, Title and Address) of the Attorney

Note:

- The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.*
- Wherever required, the Agency should submit for verification the extract of the charter documents and documents such as a board or shareholders' resolution / power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Agency*

ANNEXURE-IV DECLARATION ON NON-BLACKLISTING

(On the Letter Head of the Agency)

I/We Proprietor/ Partner(s)/ Director(s) of
M/s _____ hereby certified that, I/we M/s
_____ have not blacklisted or debarred by any
Ministry/ Departments of Central/ State Government, International bodies like United
Nations, World Bank or any other organisation/ Funding Agencies as on date.

In case the above information found false I/We are fully aware that the tender/
contract will be rejected / cancelled by DoT, Odisha and EMD/PBG shall be forfeited.
In addition to the above DoT, Odisha will not be responsible to pay the bills for any
completed / partially completed work.

Duly signed by the Authorised Signatory of the Agency
(Name, Title and Address of the Authorised Signatory)

ANNEXURE-V FORMAT FOR BID SECURITY DECLARATION

(To be submitted on letter head of the applicant duly signed by authorized signatory)

Date:

**To,
The Director
Department of Tourism
Paryatan Bhawan
Lewis Road, Bhubaneswar - 751014**

Sub: Bid Security Declaration for Request for Proposal (RFP) For Selection of an agency for website maintenance, augmentation and mobile app development for Department of Tourism, Odisha

Sir,

I/We, the undersigned, declare that:

I/We understand that, according to your conditions, bids must be supported by a Bid Security Declaration.

I/We accept that I/We may be **blacklisted from bidding for any contract with Department of Tourism, Government of Odisha for a period of 5 years** from the date of notification if I am/ we are in breach of any obligation under the bid conditions, I/We

- a. have withdrawn/ modified/ amended, impairs or derogates from the tender, my/ our Bid during the period of validity specified in the form of Bid; or
- b. having been notified of the acceptance of our Bid by Department of Tourism, Government of Odisha during the period of bid validity (i) fail or refuse to execute the contract/ agreement, if required, or (ii) fail or refuse to furnish the Performance Security, in accordance with the subject RFP conditions.

The bid security declaration shall be valid for a minimum period of 180 days from the proposal submission due date or till the date of selection of the preferred bidder, whichever is later. On request from DoT, the Bidders would be required to extend the validity of the Bid Security Declaration on the same terms and conditions.

I/We understand that this Bid Security Declaration shall cease to be valid if I am/ we are not the successful bidder, upon the earlier of (i) the receipt of your notification of the name of the successful bidder; or (ii) thirty days after the expiration of the validity of my/ our Bid Proposal.

Yours Faithfully,

**Duly signed by the Authorised Signatory of the Agency
(Name, Title and Address of the Authorised Signatory)**

ANNEXURE-VI UNDERTAKING

(On the Letter Head of the Agency)

Date:

To,
Director Tourism
Department of Tourism Paryatan Bhawan,
Lewis Road Bhubaneswar - 751 014

Ref: Selection of an agency for website maintenance, augmentation and mobile app development for Department of Tourism, Odisha

Dear Sir,

We have examined in detail and have understood the terms and conditions stipulated in the RFP issued by DoT. Our Proposal is consistent with all requirements of submission as stated in the RFP or in any of the subsequent communication issued by the DoT. We would be solely responsible for any errors or omissions in our Proposal.

We hereby declare that we have read and understood the rules governing the development of project as given above, examined and understood and satisfied ourselves regarding the content of the various agreements, declarations and deeds to be executed and do hereby undertake to execute them when called upon to do so, and commit in unequivocal terms, in letter and spirit, that the project shall be implemented as per the comprehensive stipulations and requirements that have been spelt out by the DoT, in this RFP and Bidding Documents including adherence to the areas / capacities / specifications / regulations as have been detailed by the DoT in this regard.

We also commit to abide by the decision of DoT on all matters relating to the implementation of the Project and thereafter, the Operations and Maintenance of the Projects.

Yours Faithfully

Duly signed by the Authorised Signatory of the Agency

(Name, Title and Address of the Authorised Signatory)

ANNEXURE-VII SIMILAR NATURE OF PROJECTS

Sl.	Parameters	Details
1.	Project Title	
2.	Project Description	
3.	Location	
4.	Name of Client	
5.	Total value of work order (In Indian Rupees), as applicable	
6.	No. of manpower/ experts engaged	
7.	Period of Services rendered by the Agency (Start and end date, including website maintenance, augmentation and mobile app development etc.)	
8.	Scope of Service	
9.	Other Information relating to Project	
10.	Nature and details of experience in similar field (Please attach relevant documentary evidence)	
11.	Copy of the work order, completion certificate to be submitted	

**Please use separate sheet for single project*

Duly signed by the Authorised Signatory of the Agency

(Name, Title and Address of the Authorised Signatory)

Note: Documentary proof (Work Order along with Completion Certificate etc of related projects) with project citation

ANNEXURE-VIII FINANCIAL DETAILS OF AGENCY

Name of the Agency:

Sl.	Particulars	FY 2018-19	FY 2019-20	FY 2020-21
1.	Turnover (in INR Crore)			
2.	Average Annual Turnover for last 3 years (in INR Crore)			

Note:

1. Attach certified copies of Annual Audited Balance Sheets, P & L statement and IT Returns Certificate for last 3 (Three) years.
2. The above data must be submitted by Agency, duly certified by either Statutory Auditor or Chartered Accountant.

Signed

Signature of CA/ Statutory Auditors

(Name of the Authorised Signatory)

(with seal & registration no.)

Place:

Date:

ANNEXURE-IX FINANCIAL PROPOSAL

To,

**Director Tourism
Department of Tourism
Paryatan Bhawan, Lewis Road,
Bhubaneswar-751 014**

Ref: Selection of an agency for website maintenance, augmentation and mobile app development for Department of Tourism, Odisha.

We, the undersigned, offer to provide the services for website augmentation, operation and maintenance for Department of Tourism, Odisha in accordance with the subject RFP in accordance with your Request for Proposal dated **[Insert Date]**, our Financial Proposal as per details mentioned below:

Financial Bid

Financial Bid Amount (in INR) for Three Years	
In Figures	In words

Note: The above quote shall be **exclusive** of applicable GST

Our Financial Proposal shall be binding upon us for the assignment and this proposal would be valid in accordance with the proposal validity mentioned in the subject RFP from the last date of submission of proposal.

The Financial Proposal is without any condition.

Yours faithfully,

For and on behalf of (*Name of Agency*)

Duly signed by the Authorised Signatory of the Agency

(Name, Title and Address of the Authorised Signatory)

ANNEXURE-X PRE BID QUERY FORMAT

Interested parties shall submit their queries in the following format

Sl. No	Clause No/ Page No	Query/ Modifications Requested	Remark/ Reason

Note:

Agencys shall submit their query or modification in soft copy to pmu@odishatourism.gov.in / info@odishatourism.gov.in on or before the pre bid query submission due date.