

Digital Agency for Jajpur District on Tourism

Issued By:

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1.	INTRODUCTION	6
1.1	BACKGROUND	6
1.2	OBJECTIVES	6
1.3	OVERVIEW OF BIDDING PROCESS	6
1.4	INDICATIVE SCHEDULE OF BIDDING PROCESS.....	7
1.5	CLARIFICATIONS ON RFP AND PRE-BID MEETING.....	7
1.6	AMENDMENT OF RFP	8
2.	INSTRUCTION TO BIDDERS	9
2.1	BID SECURITY.....	9
2.2	SCOPE OF WORK.....	9
2.3	PROJECT EXECUTION MODALITIES – PHASES	17
2.4	BIDDING PROCEDURE.....	20
2.5	SUBMISSION OF BIDS	21
2.6	COST OF PROPOSAL.....	21
2.7	LANGUAGE AND CURRENCY.....	21
2.8	NUMBER OF PROPOSALS.....	22
2.9	PERIOD OF ASSIGNMENT.....	22
2.10	VALIDITY OF BID	22
2.11	PERFORMANCE SECURITY	22
2.12	FINANCIAL BID.....	22
2.13	WITHDRAWAL/ AMENDMENT OF BID.....	22
2.14	REJECTION OF APPLICATION/ BID.....	23
2.15	LATE PROPOSALS.....	23
2.16	DOWNLOAD OF RFP DOCUMENT	23
2.17	BID SUBMISSION	23
2.18	DISQUALIFICATION.....	23
3.	EVALUATION PROCESS.....	24
3.1	ELIGIBLE AGENCIES.....	24
3.2	KEY PERSONNEL.....	25
3.3	BID EVALUATION	26
3.4	EVALUATION CRITERIA	26
4.	ANNEXURE - I	28
5.	ANNEXURE - II	29
6.	ANNEXURE - III	31
7.	ANNEXURE - IV	32
8.	ANNEXURE - V	33
9.	ANNEXURE - VI.....	34
10.	ANNEXURE - VII	35
11.	ANNEXURE - VIII	36

12. ANNEXURE - IX37

DISCLAIMER

The information contained in this Request for Proposal document (“RFP”) or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of District Collector, Jajpur or any of its employees or advisers (hereinafter “the Client” or “the Authority”), is provided to Applicants on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement and is neither an offer nor invitation by District Collector, Jajpur to the prospective Applicants or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by District Collector, Jajpur in relation to the Consultancy. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the Applicants is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. District Collector, Jajpur accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

District Collector, Jajpur, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process.

District Collector, Jajpur also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon the statements contained in this RFP.

District Collector, Jajpur may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of this RFP does not imply that District Collector, Jajpur is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the Consultancy and District Collector, Jajpur reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by District Collector, Jajpur or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation or submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

1. INTRODUCTION

1.1 BACKGROUND

Jajpur district's rich and unique artistic culture is attributable to the historical significance of the place. The district is known for its ancient religious monuments such as Chhatia Bata, Biraja temple, Chandikhole temple, Daswasamedha ghat, Jagannath Temple and Ashokjhar ghat. All the above-mentioned places are major potential tourist attractions in Jajpur.

The district is also home to an isolated low hill called Ratnagiri, which is famously known as 'hills of jewels' located in its vicinity. The district is also home to heritage sites such as the Ratnagiri and Udayagiri monastery. Jajpur also houses an archaeological museum in Ratnagiri established by Archaeological Survey of India, which has 3,485 listed antiquities in its store.

Encompassing the region is the presence of three rivers namely the Brahmani, the Kimiria and the Birupa along with their offshoots. People from Odisha and the adjoining States visit Jajpur to offer 'shraddha' on the Bank of River Baitarini.

Jajpur's art and culture is the outcome of a long process over the panorama of time in which the spiritual, philosophical and the humane dimensions have amalgamated to yield the finest effects of culture and civilized life. The cultural heritage of Jajpur is reflected in its vibrant art forms like architecture, handicraft, and handloom.

1.2 OBJECTIVES

The three objectives outlined for this RFP are as follows:

1. **To develop tourism website design and maintenance**
2. **To support social media management**
3. **To establish better connect with the targeted audience in terms of digital reach with Quality Creatives and inputs from agency involved.**

To achieve this Vision and Mission, the Government has identified interventions under the areas of **Heritage, Arts, Culture and Tourism.**

With this background, the Jajpur Administration has decided to engage a professional digital agency (hereinafter "the Digital Agency") to provide support for Website design, Social media management and application development as per the following scope of work.

The broad nature of the support shall be to conceptualize ideas, design interventions, implementation roadmap, monitoring framework, documentation, and support in engagement with stakeholders, including national and international collaboration

1.3 OVERVIEW OF BIDDING PROCESS

Bidders are called upon to submit their RFP proposals in respect of the Project, in accordance with the formats, terms and conditions of the RFP. The RFP will be available for download, free of cost, at <https://jajpur.nic.in/>. All Bidders must submit a sum of Rs.10,000/- (Rupees ten thousand only) towards the cost of the RFP Document in the form of Demand Draft only and Rs. 5,00,000 (Rupees Five Lakhs Only) as Bid Security along with their Proposal as per the conditions outlined in this RFP. The cost of the RFP Document should be submitted in the form of Demand Draft in favor of "**District Collector, Jajpur**", payable at Odisha from any Nationalized or Scheduled Bank and Bid Security should be submitted in the

form of a Bank Guarantee issued by any Nationalized or Scheduled Bank having branch at Bhubaneswar in favor of "District Collector, Jajpur".

The selection of the Preferred Bidder for this Project is envisaged through a single-stage process involving evaluation of two-part Proposals received from Bidders covering:

- a. Part I – Technical Bid
- b. Part II – Financial Bid

The RFP proposals would be evaluated in two steps in line with the Evaluation process described in Section 3 of this RFP.

The first step involves evaluation of Part I – Technical Bid of Bidders. The Technical Bid evaluation will be carried out as per the criteria laid down in Section 3. The Financial Bid of Bidders who does not qualify the Technical Bid will be returned unopened at the end of the Bid process.

The second step involves opening of Part II – Financial Bid. The Financial Bid of those Bidders who are technically qualified will be opened.

1.4 INDICATIVE SCHEDULE OF BIDDING PROCESS

While District Collector, Jajpur reserves the right the change/ modify the steps and the timelines of the bidding schedule as necessary, it shall endeavour to adhere to the bidding schedule provided in the below table:

S. No	Descriptions	Tentative Timelines
1	Date of issue of RFP document	16.11.2022
2	Last date of receiving queries	22.11.2022 before 05:00 PM
3	Date of Pre-Bid Meeting	23.11.2022 at 11:30 AM
4	Issue of clarifications	25.11.2022
5	Proposal Due Date	01.12.2022 before 03:00 PM
6	Opening of Technical Bids	01.12.2022 at 04:00 PM
7	Opening of Financial Bids	To be announced later
8	Issue of Letter of Award	To be announced later

1.5 CLARIFICATIONS ON RFP AND PRE-BID MEETING

Prior to the Pre-Bid meeting, Bidders may submit a list of queries and propose suggestions and modifications, if any, to the RFP. Any queries or request for additional information concerning this RFP shall be submitted in writing by electronic mail to District Collector, Jajpur on or before date mentioned in Section 1.4 at hactjajpur@gmail.com. The communications shall clearly bear the following identification/ title: "Request for Proposal for Digital Agency for Jajpur District Administration on Tourism".

District Collector, Jajpur proposes to hold a Virtual Pre-Bid meeting as per date and time mentioned in Section 1.4 to discuss issues related to the RFP with all the prospective Bidders. District Collector, Jajpur at its discretion may also hold further discussions with the prospective Bidders in relation to the submission of RFP proposal before submission. Only two representatives from each bidder with necessary authorization will be allowed to attend the meeting virtually. The link and details of this will be made available to interested bidders.

District Collector, Jajpur shall endeavor to respond to the queries at the earliest. However, District Collector, Jajpur reserves the right not to respond to any question or provide any clarification, in its sole discretion. Nothing in this clause shall be taken or read as compelling or requiring District Collector, Jajpur to respond to any question or to provide any clarification. District Collector, Jajpur will not respond to the question raised by Bidder if it is going to affect the outcome of the bidding process as well as affect the different qualification criteria in this bidding document. District Collector, Jajpur will upload all the queries and its responses on <https://jajpur.nic.in/>.

To facilitate evaluation of Proposals, District Collector, Jajpur may, at its sole discretion, seek written clarifications from any Bidder regarding its Proposal through electronic mail or facsimile. Such clarification(s) shall be provided within the time specified by the District Collector, Jajpur for this purpose. If a Bidder does not provide clarifications sought within the prescribed time, such Bidder's Proposal shall be liable to be rejected. In case the Proposal is not rejected, District Collector, Jajpur may proceed to evaluate the Proposal by construing the particulars requiring clarification to the best of its understanding and that of its advisors. The Bidder shall not have the right to subsequently question such interpretation of District Collector, Jajpur.

District Collector, Jajpur shall not entertain any correspondence with any Bidder in relation to the acceptance or rejection of any Proposal

1.6 AMENDMENT OF RFP

At any time prior to the deadline for submission of Proposal, District Collector, Jajpur may, for any reason, whether at its own initiative or in response to clarifications requested by a Bidder, modify the RFP by the issuance of Addendum to the RFP. District Collector, Jajpur may also on its own initiative, issue interpretations and clarifications to all Bidders.

Any Addendum thus issued will be uploaded on <https://jajpur.nic.in/>. All clarifications and interpretations issued by District Collector, Jajpur thus shall be deemed to be part of the RFP.

Verbal clarifications and information given by District Collector, Jajpur or its employees or representatives shall not in any way or manner be binding on District Collector, Jajpur.

In order to afford the Bidders a reasonable time for taking an Addendum into account, or for any other reason, the District Collector, Jajpur may, at its own discretion, extend the Proposal Due Date.

2. INSTRUCTION TO BIDDERS

District Collector, Jajpur under Government of Odisha intends to engage a firm as **Digital Agency for Jajpur District Administration on Tourism** for a period of **36 months**. District Collector, Jajpur hereby invites Request for Proposal (RFP) from interested and eligible firms/ agencies/ organizations (the "Bidders") for this purpose. The detailed procedure for submission of the Bid along with the bid process has been given in this of the RFP document. The prescribed format for submission of the Bid is at Annexure-I.

The detailed description of the scope of services, deliverables and other requirements relating to this Consultancy are specified in this RFP. In case the Bidder firm possesses the requisite experience and capabilities required for undertaking the Consultancy, it may participate in the Selection Process as an individual (the "Sole Firm"). No Joint Venture, Consortium of firms and Sub-Consultancy is allowed in response to this invitation. The term Bidder (the "Applicant") means the Sole Firm. The manner in which the Proposal is required to be submitted, evaluated and accepted is explained in this RFP. Bidders are advised that the selection of firm shall be on the basis of an evaluation by District Collector, Jajpur through the Selection Process specified in this RFP.

2.1 BID SECURITY

The Bid must be accompanied by a refundable Bid Security amount of Rs.5,00,000/- (Rupees Five Lakhs only) in the form of Bank Guarantee issued by any Nationalized or Scheduled Bank having branch at Odisha in favor of "in favor of "District Collector, Jajpur" and a non-refundable RFP Document Cost of Rs. 10,000/- (Rupees ten thousand only) separately in the form of Demand Draft drawn in favour of "District Collector, Jajpur" payable at Odisha. After selection of the suitable Bidder, the amount of Bid Security shall be refunded to the unsuccessful Bidders. The Bid Security of the successful Bidder shall be refunded upon submission of a Performance Guarantee.

2.2 SCOPE OF WORK

2.2.1 Task A: Website and Mobile App Design and maintenance

Successful bidder shall be responsible for the development of New Web Pages, Blogs, Articles, Micro-Sites etc. by using advanced technology, to deliver content rich, customizable, theme-able, high-performance, highly secure site, and well researched contents. The scope includes, but not limited to the following:

- Use of Web Content Management System (AEM or similar), backed by a database, to deliver the updated portal / site contents.
- Creation and moderation of creative artwork, blogs, articles, creative write-ups, web pages, micro sites etc. and its use to augment the web contents and overall branding of Jajpur Tourism through web portal & associated partner sites.
- Website being maintained / developed should be made compliant of the following guidelines and submit the compliance report for the same:
 - a. Guidelines for Indian Government Websites (GIGW)
 - b. World Wide Web Consortium (W3C)
 - c. Hypertext Markup Language revision 5 (HTML5)
 - d. Web Content Accessibility Guidelines (WCAG)
 - e. User Agent Accessibility Guidelines (UAAG)

- Creation of self-researched, self-experienced content and webpages for the new destinations / events / attractions to invite website visitors to travel to the undiscovered sites and wonders of Jajpur.
 - a. Creation of content and web pages for the upcoming events/Shows etc. and visit the same if required.
 - b. Updating and maintenance of webpages/ content sections / photo & video gallery / database (Hotels, Festivals etc.) on regular basis as relevant
 - c. Images / banners / graphics / GIF creation / as per requirement update the Image/ Banner/ Cover Photo of Front-page
- Search Engine Optimization (SEO): The scope of work for SEO will be as below but not limited to the following:
 - a. Keyword Research Selection
 - b. Keyword Mapping to defined preferred Landing Pages
 - c. On – Site Optimization: Title & Meta Description Image Optimization Header tags Other Meta- data
 - d. URL Restructuring Redirections
 - e. Other newer methods/techniques as required for SEO
- Keyword Rank Checking
 - a. Directory Submissions
 - b. Monthly Report
 - c. Broken Links Analysis
 - d. Forum Posting
 - e. Link Distribution
 - f. Article submission
 - g. HTML Audit: HTML Code Review and Recommendations Micro formats Suggestions
 - h. Ranking of website on www.google.co.in search as per keyword should be on 1st page (at least 300 Keywords which includes 100 existing targeted keywords)
 - i. Report of Traffic on Website
 - j. Optimizations of Images and Videos
- Shall provide details of Itineraries/packages etc.
- Designing of new templates for website on a regular basis or as required by the District Administration
- Provides accurate and fast search through the portal pages for Hotel/ Motel/ Tourist Destination Listing, etc.
- The successful bidder shall ensure that the portal is rendered correctly on the latest versions of the following browsers: Microsoft Internet Explorer/Edge, Mozilla Firefox, Google Chrome and Apple Safari on Microsoft Windows and Ubuntu Linux platform (where applicable). It should be compatible for Mobile/Tablet browsers as well.
- Create a positive user experience by making the website simple for visitors to find information, elevate the level of engagement, increase the level of repeat visits, drive sign-ups and downloads for newsletters and other promotional content, and increase overall site traffic.
- The Website and Mobile App should have an integrated map/GPS layer to enable unified interface for the tourists. This could be through integration of Google Maps, Map My India or similar platforms – final decision will be taken in consultation with the District Administration and the selected agency.

- Differentiate and set high benchmark of Jajpur tourism portal vis-à-vis other national and international tourism websites/ portals
- To make the Jajpur Tourism website a one stop solution for all tourists planning to visit Jajpur/ Odisha/ India by providing complete information on destinations and enabling end to end planning.

2.2.2 TASK B: Social Media Management:

- Ensure active presence of Jajpur District Tourism in Social & Digital Space for spreading awareness about the tourist destinations and tourism products of Jajpur & to increase tourist inflow in the District.
- Establish better connect with the target audience in terms of digital reach with quality creatives and inputs from the Agency involved.
- Integration of the website with social media platforms and blogs including user-generated content.
- The social media management will consist of post creation, posting & driving of innovative campaigns.
 - The Agency needs to provide a detailed plan of campaign ideas & timing.
- Online Reputation Management (ORM) & Social Listening –
 - Providing appropriate response for social media handles of District Tourism and other related platforms as per requirement from time to time.
- Update all social media platforms on regular basis with approved content.
- Regular updates on social media handles.
- Support Jajpur District Administration to obtain **verification badge (blue tick)** for all Social Media Handles
- The Agency shall be responsible to provide SMO (Social Media Operations) services covering the following websites:

1. Facebook

- Posts highlighting and featuring the art, culture, monuments, folk dances, youth, events, Fairs & Festivals etc. along with the miscellaneous off beat content are regularly placed on official Facebook page of Jajpur Tourism through text, images, videos etc.
- Creation/Updation of cover images as and when required.
- Messages in public interest.
- Use of Tags and Hashtags.
- Reaction Management
- Additionally, the scope of work consists of Facebook SEO for ranking high in the search results for relevant searches within the Facebook platform.
- It also includes a particular theme-based campaign / event creation, management, execution, and promotion on official Facebook page of the Jajpur District Administration. At-least one campaign/event/contest per month during the project period should be managed and promoted. (Gratification for contest shall be provided by the Jajpur District Administration)
- Organized activities and posts time to time as per directions of procurement authority

- “Facebook Spam” should be controlled (for example, spam followers) as per the defined requirements for moderation. etc.

2. Twitter

- Posts highlighting and feature the art, culture, monuments, folk dances, youth, events, Fairs & Festivals etc. along with the miscellaneous off beat content are regularly placed on official twitter handle of Jajpur Tourism through text, images, videos etc.
- Creation/Updation of cover images as and when required.
- Messages in public interest.
- Use of Tags and Hashtags.
- Reaction Management
- “Twitter Spam” should be controlled (for example, spam followers) as per the defined requirements for moderation etc.

3. Instagram

- Pictures of the art, culture, monuments, folk dances, youth, events, Fairs & Festivals etc. along with the hashtags & brief captions.
- The agency is expected to publish content that is engaging and visually appealing, the content may be derived from the official government sites and Jajpur Tourism’s website. Post may be text, photo etc. or it can be shared content from the online media.
- The ownership of and right to all content shall be of the Jajpur District Administration.
- Use of Tags and Hashtags.
- Reaction Management.

2.2.3 TASK C: Content Creation

2.2.3.1 Content for the website

- ▶ The Agency shall be responsible for creating content as per the content categories mentioned below and SLAs mentioned in **Section 2.3.3** .
- ▶ It is expected that the Agency will develop content with impeccable spelling and grammar, with clear understanding of tourism consumer through thorough research.

#	Content Category (A)	Specifications (B)	Target Audience (C)
1.	Short article	600-700 words accompanied by minimum 3 photographs or one short video (as stated under the point number 3 below) with publication on the Website	Prospective tourists / National and Global

#	Content Category (A)	Specifications (B)	Target Audience (C)
2.	Long article	1200-1400 words accompanied by minimum 6 photographs or one short video (as stated under the point number 3 below) with publication on the Website	Tourist enthusiasts / Travel websites / Travel agencies and prospective tourists
3.	Short video	2 minutes video accompanied by short description with publication on Website / YouTube Channel	Prospective tourists / National and Global
4.	Long video	4 Minutes video accompanied by short description publication on the Website / YouTube Channel	Prospective tourists / National and Global
5.	Photos	High quality, high definition, well visualised photographs per month for various tourism sites, events, themes like film shooting destination, Spiritual Tourism, Adventure Tourism, City video, etc. across Jajpur (other themes may be added over time). Bidder should have a team of photographers who can provide good quality of photos and videos as per requirements.	Prospective tourists / National and Global
6.	Jajpur Tourism Video	The master video would be between 5 mins and 15 mins and also re-edit promo video versions of duration of 30 and 60 seconds with or without voice over with high resolution final output for uploading on various social media and other channels.	Prospective tourists / National and Global

2.2.3.2 Content as per Google Arts & Culture (GAC) guidelines

- Still Photo Bank with cataloguing to be developed consisting of original high resolution/4K images as per GAC themes / aspects and Jajpur Administration direction.
- The agency shall have in-house professional photographers or hire professional photographers for getting original images at your own cost.
- Agency shall create a video bank by shooting and creating high resolution videos (1 to 2 mins) and short form videos/animations/GIFs, etc. for GAC on different destinations, places of interest, adventure tourism, religious tourism, etc. under the directions from GAC and / or Jajpur Administration and shall promote them on social media channels.

- The agency shall use professional services such as film maker, editor, narrator, etc. for shooting and making the films at your own cost. The Jajpur District Administration shall only provide non-financial support
- Other Audio-Visual content as per GAC-Jajpur Agreement (to be shared with the selected Agency post onboarding)

Themes for GAC:

Component	Description
Monuments	<ol style="list-style-type: none"> 1. Ratnagiri 2. Udayagiri 3. Biraja Shakti Peetha 4. Sri Daswamedh Ghat 5. Chhatia Bata
Crafts	<ol style="list-style-type: none"> 1. Tussar Silk weaving 2. Stone carving 3. Golden Grass 4. Terracotta 5. Jute 6. Bamboo
Arts	<ol style="list-style-type: none"> 1. Fine Art: Jhoti Chita and Muruja 2. Performing Arts: Palla , Daskathia,ghoda Nacha, Laudi Khela, Danda Naach
Museums	<ol style="list-style-type: none"> 1. Ratnagiri Museum 2. Sanskriti Bhavan 3. Regional Art Gallery
Food	<ol style="list-style-type: none"> 1. Kakara 2. Kanji 3. Ghee Petha 4. Paida 5. Temple food
Festivals	<ol style="list-style-type: none"> 1. Dola Yatra 2. Biraja Rath Yatra 3. Traditional aarti 4. Jagn

Type of Digital Assets for GAC

Types of Assets	Crafts	Performing Arts	Fine Arts	Monuments	Temples	Food	Festivals
HD Photographs with short description	✓	✓	✓	✓	✓	✓	✓
Videos with short description	✓	✓	✓	✓	✓	✓	✓
Stories (with 8-10 photos and 2-3 videos)	✓	-	-	✓	✓	-	✓
Street view accompanied by story	-	-	-	✓	✓	-	-
3D Videos accompanied by story	✓	✓	-	✓	✓	-	-
Biographies of artisan-fluencers	✓	✓	-	-	-	-	-
360 Degree Videos accompanied by story	-	-	-	✓	✓	-	-
Community Profile	✓	✓	✓	-	✓	-	-
Online Exhibit	✓	✓	✓	✓	✓	✓	✓
How to (tutorial)	✓	✓	✓	-	-	-	-
Virtual village tour	✓	-	-	-	-	-	-

Other specifications for GAC Content

Specification	Description
Number of assets per theme / topic	150
Metadata / content Language	English / Hindi / Odia
Border	No border
Background	Square or rectangular (unless the artwork is already square or rectangular)
Files per image / video	1
Maximum file size	No limit
Minimum Resolution	Shortest side at least 2500 pixels (preferably 4000 pixels or greater)
Minimum Image density	72 dpi
Maximum Resolution	No maximum (preferably highest available)
Metadata	Title, narration, estimated dates of monument, description, name of artist/craft person etc

2.2.4 TASK D: Others

1. Integrated Dashboard

- Integrated Dashboard for monitoring & reporting purpose. The dashboard should provide analytics for all social media channels, SEO reports, ORM Reports, Submission Reports & Website analytics.
- It should also provide data in terms of competitor analysis, percentage growth and target achievement. The dashboard should have role-based user access levels i.e., Top Management Level & Middle Management level.

2. Feedback Management

- Create/ update/ manage feedback and query management system on the website, which will also register the email of the seeker and maintain the database.
- Analysing feedback and provide monthly report to strategies and achieve website goals and objectives.
- Create a FAQ (Frequently Asked Questions) page to address common user queries. Some of the categories of FAQ could be as follows, however more can be added with time
 - Destination FAQ
 - Places of Interest FAQ
 - Religious Tourism FAQ
 - Adventure Tourism FAQ
 - Home Stay FAQ
 - Travel Trade FAQ

2.3 PROJECT EXECUTION MODALITIES – PHASES

2.3.1 Phase 1

The phase 1 of the website development shall include the development of all the proposed modules/sub-modules till the website framework. In addition, this development phase shall comprise of aesthetic features, content development and management, destination management module.

In phase 1, the following modules need to be developed

- Proposed Modules /Pages on the Website with Aesthetic Features
- Content Development and Management
- Destination Module
- Development of the remaining levels of the proposed Modules/Pages on the Website along with their Aesthetic Features, Content Development and Management
- User Management Module
- Interface with Third Party Registration and Booking
- Content Development and Management
- Reporting/MIS modules

- Mobile Application

2.3.2 Phase 2

Phase 2 of the Assignment includes the development of the remaining level of modules/submodule the website framework along with their aesthetic features, content development and management. In addition, this phase shall comprise of operation and maintenance of the tourism Portal for next 30 months (2.5 years).

2.3.3 Service Level Agreement/Minimum content/posts to be created

Minimum posts to be published by the Agency		
#	Content	Minimum per month
1.	Photos updation on website	30 unique pictures
2.	Directory submissions (SEO)	20
3.	Number of posts on Facebook	15
4.	Number of posts on Instagram	30
5.	Number of posts on Twitter	15
6.	Long articles	10
7.	Short article	15
8.	Short video	10
9.	Long video	2

- The posts mentioned above are original posts to be created by the Agency

2.3.4 Phase wise deliverables

- The Agency is expected to complete Phase 1 Component of the Assignment within 6 months from the start date of the Assignment. Following the completion of Phase 1, the Agency shall provide Operation and Maintenance related services for the website for a period of **30 months**.
- The Agency shall adhere to the following timelines for submission of deliverables during the course of the Assignment – “**T**” is the start date of the Assignment

Deliverable schedule

#	Deliverable	Timeline from start date of the Assignment (T)
Phase 1		
1.	Submission of Technical Requirement Specification (TRS), Functional Requirement Specification (FRS), SEO Strategy for Jajpur Tourism website, System Design documents and IT infrastructure sizing for SDC for the Jajpur Tourism website	T+ 1 month
2.	Submission of Testing approach and Test case documents for Third party Security Audit and User Acceptance Testing (UAT)	T+ 1 month
3.	Development and customization of the Phase 1 of the Website and submission of solution for Third Party Acceptance Testing and User Acceptance Testing (UAT) Development and Delivery to UAT including Unit Testing (UT), Integration Testing (IT) and Validation Testing	T+ 2 months
4.	Implementation of Phase 1 <ul style="list-style-type: none"> • Training • Phase 1 Go Live 	T+ 4 months
5.	By the time the website goes live, the Agency must also provide other reports including – <ul style="list-style-type: none"> • Design templates for the Website • Training Plan and Manuals • User and Administrative Manuals • Wireframes • Operations, Governance and Security Policy 	T+ 6 months
Phase 2 and Phase 3		
6.	<ul style="list-style-type: none"> • Maintenance and Technical Support for 3 years for website and app • SEO related services for 3 years • Regular content updation as per the Scope • Regular content updation as per Scope for GAC • Social media management 	Remaining 24 months

CONTRACT AND PAYMENT TERMS

#	Deliverable	Payment schedule
Phase 1		
1.	Submission of System Design Document (Phase 1 and 2), e FRS and TRS for the new system and acceptance of the same by collector of Jajpur district	10%
2.	Submission of SEO Strategy for Jajpur Tourism Website and acceptance of the same by collector of Jajpur district	5%
3.	Completion and sign off on UAT & Completion of Core Implementation of Phase 1 including Website and Mobile App	5%
4.	Completion and sign off on Phase 2 on UAT & Completion of Core Implementation including website and mobile app	5%
5.	Completion of Training and change management for Jajpur District Administration Personnel & Completion of Stabilization Period and Final Acceptance of website Solution / Issuance of project completion certificate	5%
Phase 3		
6.	Quarterly Update Report including summary of the following for the relevant quarter <ul style="list-style-type: none"> • Maintenance and Technical Support for website and app • SEO related services • Regular content updation as per the Scope • Regular content updation as per Scope for GAC • Social media management (70% of the total fee quoted shall be paid over a period of 30 months post implementation of Phase 1)	70%

Payment will be due on submission of invoice for the said deliverable/work product.

2.4 BIDDING PROCEDURE

The Bidder fulfilling the eligibility conditions as laid down in Section 3.1 in this RFP shall submit the Bids in Two separate covers (as per the format given in Annexure I to IX), as follows:

Cover (A) would include the Technical Bid i.e., the proposal and documents in support of the eligibility conditions as mentioned above (Annexure-I to VIII).

Cover (B) would include the Financial Bid as per Annexure-IX.

2.5 SUBMISSION OF BIDS

The envelopes should be super-scribed as “RFP for Digital Agency for Jajpur District Administration on Tourism” under the District Collector, Jajpur, the Government of Odisha – Technical Bid/Financial Bid” as the case may be. Bid Security and RFP document fee shall be submitted in the Technical Bid envelope.

The two envelopes (Technical Bid, Financial Bid) should be enclosed in a large cover super-scribed as “RFP for Digital Agency for Jajpur District Administration on Tourism” – Technical Bid/Financial Bid”.

The envelopes shall be addressed to the following:

District Collector, Jajpur
Office of the Collector and District Magistrate,
Jajpur-755001
Odisha
Tel: 06728222001
Email: hactjajpur@gmail.com

Every sheet and all forms complete in all respect shall be signed by the person / persons duly authorized to sign on behalf of the applicants. Any/ all corrections made in the offer shall be duly authenticated by the signature of the authorized signatory.

2.6 COST OF PROPOSAL

The Bidder shall bear all costs associated with the preparation and submission of its Proposal, including data collection, analysis, design, etc. Neither District Collector, Jajpur nor any of its consultants/advisors will be responsible or liable for any such costs, regardless of the conduct or outcome of the bidding process.

The team is expected to work remotely in the initial stages of the project. However, the Client reserves the right to instruct the Agency to deploy the full-time team in Jajpur District Administration Office in the future as per requirement.

2.7 LANGUAGE AND CURRENCY

The Proposal and all related correspondence and documents in relation to the Bidding Process shall be in English language. The currency for the purpose of the Proposal shall be Indian Rupee only.

2.8 NUMBER OF PROPOSALS

A Bidder shall submit only one Proposal as part of this bidding process. Any entity that submits or participates in more than one Proposal will cause all the Proposals in which the entity has participated to be disqualified.

2.9 PERIOD OF ASSIGNMENT

The overall period of the engagement of the Bidder shall be **Thirty-Six (36) months** from the date of signing of contract, with the provision of extension based on the satisfactory performance during the pursuing duration and requirements in the following period.

The quote shall be on a lump-sum basis. In case of extension, the person-month rate shall be charged on the number of the months extended as per mutual agreement.

2.10 VALIDITY OF BID

The application Bid shall be valid for a period of 180 days from the last date of submission of application.

2.11 PERFORMANCE SECURITY

After selection of preferred bidder, the amount of Bid Security shall be refunded to the unsuccessful bidders. The Bid Security of the successful Bidder shall be retained by District Collector, Jajpur till it has furnished the Performance Security. The Performance Security shall be submitted to District Collector, Jajpur within 15 days of issuance of Letter of Award (LoA).

The Performance Security shall be obtained from the selected agency in the form of bank guarantee to the tune of 5% of the contract value. Performance security in the form of bank guarantee shall initially be valid till the end of this agreement and in case the assignment extends beyond the period, the validity of the bank guarantee shall be suitably extended.

2.12 FINANCIAL BID

The agency should quote lump sum monthly professional fee for services that shall include all out-of-pocket expenses, applicable taxes and other statutory levies etc. for the duration of the project.

2.13 WITHDRAWAL/ AMENDMENT OF BID

At any time prior to the last date of receipt of Bids, the Department, may for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP document by an amendment. In order to provide prospective Bidder reasonable time in which to take the amendment into account in preparing their Bids, the Department may at its discretion, extend the last date for receipt of Bids and/or make other changes in the requirements set out in the invitation to RFP.

The Department reserves the right to withdraw the RFP at any stage without any liability or any obligation for such withdrawal, without assigning any reasons.

2.14 REJECTION OF APPLICATION/ BID

The application / Bid for appointment as Consultant are liable to be rejected, if:

- It is not received in proper sealed cover with superscription as indicated above.
- It is not in prescribed form and not containing all required details/ information/ documents.
- It is not properly signed.
- It is received after the due date and time.
- Bid is received by telex, fax, telegram or e-mail.
- Bid received without cost of Bid document and Bid Security.
- District Collector, Jajpur reserves the right to:
 - a. To reject any/all application without assigning any reasons thereof
 - b. To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of District Collector, Jajpur
 - c. To include any other items in the Scope of Work at any time after consultation in the pre-Bid meeting.

2.15 LATE PROPOSALS

Proposals received by the District Collector, Jajpur after the specified time on Bid Submission shall not be eligible for consideration and shall be summarily rejected.

2.16 DOWNLOAD OF RFP DOCUMENT

The RFP document can also be downloaded from the Odisha Government website i.e., www.tendersodisha.gov.in

2.17 BID SUBMISSION

The proposals/ bids may be addressed to District Collector, Jajpur, Odisha. The complete proposals/ bids should reach the office District Collector, Jajpur on or before the date and time mentioned in Section 1.4 of this RFP.

2.18 DISQUALIFICATION

The Bidder shall be disqualified if it is discovered that it has wrongly stated/manipulated the facts and figures in the proposal at any stage before the award of the assignment. Any Bidder trying to influence the evaluation process by any means shall be disqualified. Bid Security would be forfeited in such a case.

3. EVALUATION PROCESS

3.1 ELIGIBLE AGENCIES

The agencies intending to bid for the engagement of Project shall fulfil the following eligibility conditions:

- a. The bidder should be a Company/ Firm /LLP registered in India with a track record of providing consulting/ advisory services for at least 10 years as on March 31, 2022
- b. The bidder should have an Average Annual Turnover of INR 50 crore over the last 3 (three) preceding financial years i.e., FY 2019-20, FY 2020-21 and FY 2021-22 (Supported by duly audited balance sheet and statutory auditor certificate)
- c. The bidder should have experience in managing at least two (2) similar government projects during past ten (10) years in India. The experience must be in creating and managing contents, digital marketing, destination branding, social media management, and maintaining digital repositories.
- e. The bidder should have experience of supporting at least two (2) websites in India for successfully being placed as a tourism promotion portal – this could be for both government (State and Central) and private sector.

Note 1: Documents submitted as proof for these criteria shall be subject to further verification by the client, if required. Submission of any false information would lead to forfeiture of EMD and disqualification of the Bidder. Completion Certificate, Appreciation Certificate or Letter, Work Order, Signed Agreement/Contract will be considered as proof.

Note 2: The Client reserves the right to award/ reject the orders to any bidder without assigning any reason thereof.

3.2 KEY PERSONNEL

For a day-to-day coordination and engagement, agency should have a dedicated team of 3 member. One member is responsible for project management (team lead), another for website management and third for social media management.

S No	Job profile	Qualification	Experience
1	Project Manager/Engagement Manager/Team Lead	<ul style="list-style-type: none"> BE/B.Tech/M.Tech in IT/CS/ Electronics or equivalent PMI/ITIL Certification is preferred 	<ul style="list-style-type: none"> Minimum of 10 years' experience related to implementation of IT (Information Technology) projects with overall 2+ years of experience as a project manager Experience of implementing full lifecycle (end-to-end) one website project as project manager in tourism/travel/hospitality sector
2	Team member (Website Management)	<ul style="list-style-type: none"> B.E/ B.Tech/ MCA or higher degree in IT with 5+ years experience Web Technology: PHP, WordPress etc. Knowledge of social media tools such as scheduling, listening, etc. Must have good understanding of Government Processes and IT automation initiatives in e-Governance domain 	<ul style="list-style-type: none"> Having at least 5 plus years of post-qualification relevant work experience in design and development of IT applications. RDBMS (MySQL, Postgress SQL etc) Experience in client handling, management & networking with stakeholders Experience in SEO including Meta tagging, indexing, search engine and sitemap functionalities on site, etc.
3	Team member (Social Media Management expert)	<ul style="list-style-type: none"> MBA with 5 (five) years of experience particularly in Social media. Certification from Facebook and/or Google in social media related areas Excellent communication skills in Hindi, English and Odia. Knowledge of social media analytics and processes Knowledge of social media tools such as listening tool, scheduling tool etc. 	<ul style="list-style-type: none"> Experience of minimum 5 (five) years (personnel with higher experience will be considered on priority) in Social Media account handling such as Facebook, Twitter, LinkedIn, Instagram, etc. Experience in client handling, management and networking with stakeholders Experience in campaign planning and management

The team is expected to work remotely in the initial stages of the project. However, the Client reserves the right to instruct the Agency to deploy the full-time team in Jajpur District Administration Office in the future as per requirement.

The Client reserves the right to engage a greater number of resources to meet the emerging requirements of the program. In such an eventuality, the additional resources shall be deployed by the consultant at the Person-month rates in the financial bid.

3.3 BID EVALUATION

The firm will be selected based on combined Techno-Financial evaluation of the proposal in the ratio of 80% (Technical) and 20% (Financial).

The financial bids will be evaluated on a score 0 to 20. L1 will get 20 marks and the others will get marks in proportion to L1. Thus, if the quote of L1 is Rs. X and L2 is Rs. Y, then L2 will get $Y/X*20$ marks.

Generally, the successful applicant shall be the applicant having the highest combined score. In the event two or more proposals have the same scores in the final ranking, the proposal with the highest technical score shall be ranked first.

3.4 EVALUATION CRITERIA

The technical Bid will be evaluated on a scale of 100, and the breakup for each criterion would be as follows:

1														
Financial Capability – 10 marks														
1.a	<p>Annual Average Turnover for the last three (3) years:</p> <p>10 marks for the bidder with highest average annual turnover. Other bidders shall be awarded pro-rated marks as illustrated below:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Bidder</th> <th>Avg. Annual Turnover (of Last Three Years)</th> <th>Marks assigned for this Criteria (Maximum Marks – 10)</th> </tr> </thead> <tbody> <tr> <td>X</td> <td>INR 200 crore (Highest average annual turnover)</td> <td>10</td> </tr> <tr> <td>Y</td> <td>INR 100 crore</td> <td>5</td> </tr> <tr> <td>Z</td> <td>INR 50 crore</td> <td>2.5</td> </tr> </tbody> </table> <p>Above requirement shall be demonstrated by submitting audited financial statements for the last three (3) years.</p>	Bidder	Avg. Annual Turnover (of Last Three Years)	Marks assigned for this Criteria (Maximum Marks – 10)	X	INR 200 crore (Highest average annual turnover)	10	Y	INR 100 crore	5	Z	INR 50 crore	2.5	Max 10 marks for highest turnover
Bidder	Avg. Annual Turnover (of Last Three Years)	Marks assigned for this Criteria (Maximum Marks – 10)												
X	INR 200 crore (Highest average annual turnover)	10												
Y	INR 100 crore	5												
Z	INR 50 crore	2.5												
2														
Firm's experience – 20 marks														

2.a.	Experience in managing similar government projects during past ten (10) years in India. The experience must be in creating and managing contents, digital marketing, destination branding, social media management, and maintaining digital repositories. <i>2 marks per project</i>	10 marks
2.b.	Experience of supporting at least five (5) websites in India for successfully being placed as a tourism promotion portal – this could be for both government (State and Central) and private sector. <i>2 marks per project</i>	10 marks
3	Evaluation of A&M and technical presentation: 50 marks	
	Technical Presentation: The bidders shall be invited for a Power Point presentation in front of the committee to be formed by the client to evaluate the presentation	50 marks

Only those bidders who score more than 60% marks in the technical evaluation will be considered for financial evaluation.

4. ANNEXURE - I

TECHNICAL BID SUBMISSION FORM

To

< >,

District Collector,

Jajpur, Odisha

Sub: RFP for Digital Agency for Jajpur District Administration on Tourism

Dear Sir,

We, the undersigned, offer to provide services for the captioned assignment in accordance with your Request for Proposal dated [Insert Date] and our Bid. We are hereby submitting our Bid, which includes this Technical Bid, and a Financial Bid sealed under separate envelopes.

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

If negotiations are held during the period of validity of the Bid, i.e., before the Bid Due Date mentioned in the Data Sheet of the RFP, we undertake to negotiate on the basis of the proposed staff. Our Bid is binding upon us and subject to the modifications resulting from contract negotiations. We understand you are not bound to accept any Bid you receive.

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm: Address:

5. ANNEXURE - II

DECLARATION

(On Applicant's Letter Head)

To

< >,

District Collector,

Jajpur, Odisha

Sub: RFP for Digital Agency for Jajpur District Administration on Tourism

Sir,

- 1) With reference to the RFP for, dated, I/we, having examined the RFP and understood their contents, hereby submit my/our Bid for the captioned assignment. The Bid is unconditional and unqualified.
- 2) All information provided in the Bid and in the Appendices is true and correct.
- 3) This statement is made for the purpose of qualifying as a bidder for undertaking the captioned assignment.
- 4) I/ We shall make available to the Authority any additional information it may find necessary or require supplementing or authenticating the Bid.
- 5) I/ We acknowledge the right of the Authority to reject our Bid without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
- 6) We certify that in the last three years, we have neither failed to perform on any contract, as evidenced by imposition of a penalty or a judicial pronouncement or arbitration award, nor been expelled from any project or contract nor have had any contract terminated for breach on our part.
- 7) We certify that we have not been barred by District Collector, Jajpur, Government of Odisha (GoO), or any other state government in India (SG) or Government of India (Gol), or any of the agencies of GoO/SG/Gol from participating in their projects.
- 8) I/ We have examined and have no reservations to the RFP, including any Addendum issued by the Authority.
- 9) I/ We do not have any conflict of interest in accordance the RFP document.
- 10) I/We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or 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
- 11) I/ We 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.
- 12) I/ We 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 bidders to Bid for the

captioned assignment, without incurring any liability to the bidders, in accordance with the RFP.

- 13) I/ We declare that we are not a Member of any other firm submitting a Bid for the captioned assignment.
- 14) I/ We certify that 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 captioned assignment.
- 15) I/ We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a Court of Law for any offence committed by us or by any of our Associates.
- 16) I/ We 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.
- 17) I/We hereby irrevocably waive any right 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 bidder, or in connection with the Bidding Process itself, in respect of the captioned assignment and the terms and implementation thereof.
- 18) In the event of my/ our being declared as the successful bidder, I/We agree to enter into a Service Agreement in accordance with the draft that has been provided to us prior to the Bid Due Date. We agree not to seek any changes in the aforesaid draft and agree to abide by the same.
- 19) I/We have studied the RFP carefully and also understood the scope of the assignment. 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 concerning or relating to the bidding process including the award of assignment.
- 20) The Fee has been quoted by me/us after taking into consideration all the terms and conditions stated in the RFP.
- 21) I/We offer and attach as specified Non-refundable processing fee of Rs. 10,000 (Rupees Ten Thousand Only) in the form of demand draft.
- 22) I/We agree to keep this offer valid for 180 (one hundred and eighty) days from the Bid Due Date specified in the RFP.
- 23) I/We agree and undertake to abide by all the terms and conditions of the RFP.

In witness thereof, I/we submit this Bid under and in accordance with the terms of the RFP.

Yours faithfully,

(Signature of the Authorized signatory)

(Name and designation of the of the Authorized signatory)

Date: _____

Place: _____

Name and seal of Bidder: _____

6. ANNEXURE - III**DIGITAL AGENCY ORGANIZATION**

[Provide a brief description of the background and organization of your firm for this assignment]

1	Name of the Applicant	
2	Address	
3	Name of the contact person to whom all references shall be made regarding this Bid	
4	Designation of the person to whom all references shall be made regarding this Bid	
5	Address of the person to whom all references shall be made regarding this Bid	
6	Telephone	
7	Mobile No. of the contact person	
8	E-mail of the contact person	
9	Fax No.	

7. ANNEXURE - IV

FORMAT OF APPLICANTS EXPERIENCE

Project Name:		Country:
Location within Country:		Professional Staff Provided by Your Firm/entity (profiles):
Name of Client:		No. of Person Months of professional staff by the firm:
Address:		Approx. Value of Services (in Current INR):
Start Date (Month/Year)	Completion Date (Month/Year)	No. of Months of Professional Staff, provided by Associated Consultants:
Name of Associated Consultants, if any:		Status of the firm in the association consortium:
Narrative Description of Project:		
Description of Actual Services provided by your staff:		

8. ANNEXURE - V

FORMAT FOR FINANCIAL CAPABILITY OF THE CONSULTANT

FY	2019-20	2020-21	2021-22	Average
Annual Turnover				

Note:

- 1) Authenticated copy of audited balance sheet and income statement for last three years in support of annual turnover (as on 31.03.2022) is to be furnished
- 2) Certificate from Statutory Auditor for certifying the turnovers

9. ANNEXURE - VI

DESCRIPTION OF APPROACH & METHODOLOGY AND WORK PLAN FOR UNDERTAKING THE ASSIGNMENT

- a) Understanding of TOR, Technical Approach and Methodology
- b) Work Plan

This section should not exceed more than 10 pages of a Microsoft Word document, with following specifications:

- Minimum font size of 10
- Line spacing at least 1.15

10. ANNEXURE - VII

POWER OF ATTORNEY

Know all men by these presents, We _____ do hereby irrevocably constitute, nominate, appoint and authorise, Mr./ Mrs. _____ 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 application for prequalification and submission of our bid for the **RFP for Digital Agency for Jajpur District Administration on Tourism** including but not limited to signing and submission of all applications, bids and other documents and writings, participate in Pre-Applications and other conferences and providing information/ responses to the Authority, representing us in all matters before the Authority, signing and execution of all contracts including the Agreement and undertakings consequent to acceptance of our bid, and generally dealing with the Authority 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 entering into of the Concession Agreement with the Authority.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things 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.

IN WITNESS WHEREOF WE, _____, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS _____ 2022

For _____ (Signature, Name, Title and Address)

Accepted _____ (Signature, Name, Title and Address)

Witnesses:

- 1.
- 2.

Note: Board resolution confirming the Authority of the signatory to submit the proposals could also be provided as a substitute to the Power of Attorney.

11. ANNEXURE - VIII**FORMAT OF CURRICULUM VITAE (CV) FOR PROPOSED KEY PERSONNEL****Proposed Position:****Name of Firm:****Name of Staff:****Profession:****Date of Birth:****Years with Firm/ Entity:****Nationality:**

Education:

[Summaries college/university and other specialized education of staff member, giving their names, dates attended, and degrees obtained. Use about one quarter of a page.]

Employment Record:

S No.	Name of the Employer	Post Held	Period	
			From	To

Detailed Task Assigned:

[List of all tasks to be performed under this Assignment/ Job]

Work undertaken that best Illustrates Capability to Handle the Tasks Assigned:

[Among the Assignment/jobs in which the Staff has been involved, indicate the following information for those Assignment/jobs that best illustrate staff capability to handle the tasks listed under.]

Name of Assignment/job or project:

Year:

Location:

Employer:

Main project features:

Positions held:

Activities performed:

Note: Personnel is to affix their recent photograph on first page of CV.

12. ANNEXURE - IX

FINANCIAL BID – FIN 1

(On The Letterhead of the Firm)

Sub: RFP for Digital Agency for Jajpur District Administration on Tourism

Having gone through the RFP document and having fully understood the scope of work for the Project as set out in these documents; we are pleased to quote the following Professional fees for the Assignment:

In Figure (Lump-sum professional fee exclusive of GST)	
In Words (Lump-sum professional fees exclusive of GST)	

This fee is inclusive of all expenses (including travel, accommodation, per diem, etc.) for all professional staff on the project.

Any cutting / overwriting in the Bid documents must be authenticated by the authorized signatory of the applicant agency.

Yours faithfully

bidder)

(Signature of

(Name)

Date:

Place:

BREAKDOWN OF MONTHLY PROFESSIONAL FEES – FIN 2

S. No	Position	Name	Person month Rate (A)	Person months (B)	Net fee (A*B)
1	Project Manager/Engagement Manager/Team Lead			36	
2	Team member (Website Management)			36	
3	Team member (Social Media Management expert)			36	
	Total				(should be same as lump sum fee quoted in FIN-1)