

## Corrigendum: RFP for Selection of Agency for Social Media Management and Mobile Application Development

(Issued on 17 September, 2013)

S. No.	Reference in RFP	Page No.	As appearing in the Original Published RFP	Deletion / Modification
1.	Section 2.1: Conflict of Interest	8	The selected Firm / Agency / Consortium should not be currently associated / under agreement consideration for Tourism Promotional Mandate of State Boards which qualifies as direct competitors of Delhi. Non-disclosure of such an association will lead to Termination of Agency.	This clause stands deleted.
2.	Section 3.1: Social Media Management	18	Media Tracking: Use a good industry standard monitoring tool for analyzing comments / remarks about DTTDC / Delhi Tourism in various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, national & international	<i>Modified clause is as follows:</i> Media Tracking: Use a good industry standard monitoring tool for analyzing comments / remarks about DTTDC / Delhi Tourism in various <b>online sources like newspapers, magazines, blogs, social media platforms etc. (Both national &amp; international).</b>
3.	Section 3.2: Mobile Application	20	Voice recognition wherever possible will be integrated to facilitate normal as well as visually impaired users.	This clause stands deleted.
4.	Section 3.1: Social Media Management	18	Copyright: Content shared online must be copyright protected and unauthorized use of this must be monitored	<i>Modified Clause is as follows:</i> Copyright: Content shared online must be copyright protected <b>and Copyright Disclaimer must be added.</b>
5.	Section 3.2: Mobile Application	20	Integration with e-commerce backend for payment of tours / accommodation etc. The tour cost may include an additional payment to be stored in mobile wallet which could be used at various points in the tour (predefined) to avoid hassles of payments via cash / credit card in local currency at various points.	<i>Modified Clause is as follows:</i> Integration with DTTDC'S e-commerce backend for payment of tours / accommodation etc.
6.	Section 3.2: Mobile Application	21	It is envisaged that a basic version of this application would be downloadable for free from the appropriate Android stores / Amazon App stores / Apple Store / Blackberry / Windows. Premium content like access to Deals, Coupons, Bookings etc. may be downloadable for a fee charged by Delhi Tourism and such premium content shall be developed by the Agency in consultation with DTTDC.	<i>Modified clause is as follows:</i> It is envisaged that a basic version of this application would be downloadable for free from the appropriate Android stores / Amazon App stores / Apple Store / Blackberry / Windows.
7.	Section 3.2: Mobile Application	21	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. Mobile app solution should be scalable to allow for easy upgrades in future.	<i>Modified clause is as follows:</i> <b>English will be the default</b> and initial language however, the app should be scalable so as to easily and cost-effectively add other languages at later time. Mobile app solution should be scalable to allow for easy upgrades in future.