

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

**Request for Proposal (RFP)
for**

**Selection of an IEC Agency for Tourism Communication Strategy, Market
Research, and Digital Asset Management**

Delhi Tourism & Transportation Development Corporation (DTTDC)

Government of NCT of Delhi



**Delhi Tourism & Transportation Development Corporation (DTTDC)
Government of National Capital Territory of Delhi**

Head Office:

18-A, D.D.A. SCO Complex,
Defence Colony,
New Delhi – 110024

Phone: +91-11-24647005 / 24647006

E-mail: eventsdelhitourism@gmail.com

Website: www.delhitourism.gov.in

DISCLAIMER

The information contained in this Request for Proposal (“RFP”) document and / or subsequently provided to the bidder(s) / agency(ies), whether verbally or in documentary form, by or on behalf of the Delhi Tourism & Transportation Development Corporation (DTTDC), Government of NCT of Delhi, or any of their employees, officers or advisors, is provided to such bidder(s) / agency(ies) on the terms and conditions set out in this RFP document and any 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 DTTDC to any party other than the bidder(s) / agency(ies) who are qualified to submit bids (“Bidder” / “Agency”). The purpose of this RFP document is to provide the bidder(s) / agency(ies) with information to assist in the formulation of their proposals. This RFP document does not purport to contain all information that each bidder(s) / agency(ies) may require. This document may not be appropriate for all persons, and it is not possible for DTTDC, its employees, officers or advisors to consider the objectives, financial situation and particular needs of each bidder(s) / agency(ies) who reads or uses this RFP document.

Each bidder(s) / agency(ies) should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP document and, where necessary, obtain independent advice from appropriate sources. DTTDC, its employees, officers 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 RFP document.

DTTDC may, in its absolute discretion, but without being under any obligation to do so, update, amend, revise, improve or supplement the information in this RFP document. DTTDC also reserves the right to withdraw, cancel, modify, discontinue or terminate the RFP process at any stage, without assigning any reason thereof and without incurring any liability to any bidder(s) / agency(ies). The issuance of this RFP shall not be construed as a commitment by DTTDC to award the contract or to enter into any agreement with any bidder(s) / agency(ies).

Schedule of RFP Process

Delhi Tourism & Transportation Development Corporation (DTTDC), Government of NCT of Delhi invites Proposals for:

“RFP for Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management ”

Interested firms / parties / agencies are advised to download and study the RFP document carefully and must satisfy all eligibility conditions stated in **Clause 5** of this document in this regards from website: <https://delhitourism.gov.in/>

Important Dates and Information

Particulars	Details
Issuing Authority	Delhi Tourism & Transportation Development Corporation (DTTDC), Government of NCT of Delhi
Date of issue	21/01/2026
Last date and time of receiving queries to be sent to	25/01/2026, up to 5:00 PM
Email:	dttdcprdivision@gmail.com
Format for sending queries attached in	Annexure-X
Pre-bid meeting through Video Conferencing (link will be shared later)	27/01/2026 : 11AM
Response to pre-bid queries	29/01/2026
Last date and time for submission of bids	05/02/2026 by 3:00 PM
Date and time for technical bid opening	05/02/2026 at 3:00 PM
Date, time and venue for Technical presentation and Financial bid opening	Will be intimated later
Estimated Cost (Excluding GST)	INR 3,95,00,000/- (Rupees Three Crore Ninety-Five Lakh only)
Duration of Contract	1 Year

Note: DTTDC reserves the right to amend any of the dates mentioned above through corrigendum / addendum.

CONTENTS

1. Introduction	6
2. Scope of Work.....	7
3. FEES and Payment Schedule.....	21
4. Minimum Eligibility Criteria	22
5. Bid Evaluation Criteria	23
6. BID SECURITY / Earnest Money Deposit (EMD)	23
7. Force Majeure	29
8. Termination of the Contract	30
9. Penalty.....	31
10. Validity of Bid.....	31
11. Disputes	32
12. Acknowledgment by Agency	32
13. Right to reject any or all proposals.....	33
14. Submission of Proposal - Packing, Sealing & Marking.....	33
15. Documents to Accompany the Proposal.....	35
16. Amendment / Modification.....	35
17. Language.....	36
18. Late Submission.....	36
19. Consortium / Joint Venture.....	36
20. Modifications and Withdrawal of Proposals	37
21. Performance Security and Agreement	37
22. INDEMNITY	38
23. LIMITATION OF LIABILITY	38
Annexure-I: Cover letter	38
Annexure-II: Details of Bidder	41

Annexure-III: Power of Attorney for signing of proposal.....	42
Annexure-IV: Declaration on Non-Blacklisting	43
Annexure-V: Undertaking.....	44
Annexure-VI: Project credentials.....	46
Annexure– VII: Proof of Presence in Multiple Cities	47
Annexure VIII: Sample Reporting Templates (Monthly Progress Report.....	49
Annexure- IX: Financial Details of Agency	55
Annexure-X: Pre Bid Query Format.....	61

1. INTRODUCTION

1.1 Delhi Tourism & Transportation Development Corporation (DTTDC) (hereinafter referred to as “DTTDC” or “Authority” or “Corporation”), under the Government of National Capital Territory (NCT) of Delhi, is entrusted with the mandate to promote tourism in Delhi and to support development of tourism infrastructure, visitor experience, hospitality facilitation and destination branding initiatives for the National Capital. Delhi, being a globally recognized heritage destination and gateway to India, attracts significant domestic and international tourist footfall and holds immense potential to be positioned as a year-round tourism destination through well-planned communication interventions, digital engagement, and high-quality visitor-facing content assets.

In order to strengthen the quality, consistency and impact of tourism communication initiatives, DTTDC intends to establish a structured mechanism for planning, research, content creation, digital asset development, and systematic monitoring of ongoing IEC and outreach activities carried out through various partners and stakeholders.

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

1.2 In this context, DTTDC seeks to engage a professional Agency (hereinafter referred to as the “Agency”) for Tourism Communication Strategy, Market Research and Digital Asset Management, with a focus on:

- undertaking market and stakeholder assessments for identifying tourism promotion opportunities, priority audience segments and communication gaps;
- developing tourism communication strategy frameworks, campaign recommendations and content roadmaps;
- executing select high-impact deliverables such as redevelopment of the official website, creation of key digital/creative templates, and
- providing continuous monitoring, evaluation and reporting support for IEC/outreach activities implemented by DTTDC and/or through other agencies and stakeholders.

The engagement is intended to ensure that DTTDC’s tourism communication ecosystem remains cohesive, evidence-based, and aligned with quality standards, with measurable outcomes and transparent reporting.

1.3 The scope under this RFP shall include a combination of:

A. One-Time / Project-Based Deliverables

These include, but are not limited to:

- market research / baseline assessment and insight reports;
- redevelopment / revamp of the official tourism website including UI/UX, navigation structure, content architecture, and performance improvements;
- creation of core tourism communication assets such as brand-aligned templates, creative master formats, and campaign toolkits;

B. Monitoring, Maintenance & Periodic Deliverables

These include:

- monitoring and evaluation of IEC/communication activities, including review and assessment of work executed by external agencies;
- verification of outputs, quality checks, and tracking of deliverables against approved plans;

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

- maintenance and updation support for the official website including content uploads, minor modifications, security, performance uptime monitoring and technical upkeep;
- periodic reporting, dashboards and actionable recommendations for improvement based on performance metrics.

The objective of this model is to ensure that while major creative productions and digital assets may be delivered as defined one-time outputs, the quality, effectiveness, and compliance of tourism communication initiatives is continuously tracked, improved, and documented through structured monitoring and reporting mechanisms.

1.4 Accordingly, DTTDC intends to appoint the Agency through a competitive selection process in accordance with this Request for Proposal (RFP). The selected Agency shall work in close coordination with DTTDC and shall be responsible for delivering outputs as per the Scope of Work defined in this RFP, based on periodic approvals and instructions from the designated nodal officer.

1.5 The engagement under this RFP shall initially be for a period of one (01) year from the date of signing of the Agreement (hereinafter referred to as “Contract Duration”). The engagement may be extendable on a yearly basis, up to maximum period of three(3) years, subject to satisfactory performance, budget availability, and administrative approvals as may be decided by DTTDC.

2. SCOPE OF WORK

The Agency shall provide end-to-end Information, Education and Communication (IEC) support to DTTDC for tourism promotion, destination branding, public outreach and stakeholder engagement for Delhi. The engagement shall cover strategy, planning and implementation support for integrated communication campaigns across print, digital, electronic and outdoor platforms. The Agency shall work in close coordination with DTTDC and deliver measurable outputs, ensuring consistency in messaging, high quality of content production, timely approvals and release, and compliance with the communication objectives and campaign calendar approved by DTTDC.

2.1 Evidence-based Planning, Data Sourcing & Market Intelligence

The Agency shall support DTTDC in developing an evidence-led foundation for tourism communication planning and decision-making through structured research, data sourcing, market intelligence and analytical inputs. The objective of this component is to ensure that DTTDC's tourism promotion interventions are aligned with measurable market opportunities, clear audience segmentation, evolving travel trends, and competitive destination positioning.

The Agency shall undertake the following activities:

a) Market & Tourism Landscape Assessment

- Conduct periodic assessments to map Delhi's tourism performance and potential, including key tourism products, circuits, visitor flows, seasonality patterns and emerging experiences.
- Benchmark Delhi's positioning against comparable national and international destinations to identify gaps, differentiators and positioning opportunities.

b) Data Sourcing & Insight Generation

- Identify and compile relevant tourism datasets and credible sources including (but not limited to) government data, tourism statistics, transport footfall, hotel occupancy trends, digital search interest, and audience behavior indicators.
- Develop insights on traveller intent, preferred formats, peak travel windows, and experience-driven demand to support campaign prioritization.

c) Target Audience Profiling & Segmentation

- Develop structured profiles/personas for priority audience groups (domestic and international) including demographics, motivations, barriers, content preferences and decision triggers.
- Identify high-potential micro-segments such as weekend travellers, heritage enthusiasts, culinary tourists, MICE travelers, wellness seekers, student groups, and spiritual/cultural audiences.

d) Stakeholder & Ecosystem Mapping

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

- Map key tourism stakeholders relevant to Delhi's tourism ecosystem including tour operators, hotels, guides, transport providers, institutions, cultural organizations and event partners.
- Identify stakeholder-led opportunities for tourism packaging, co-promotions and communication collaboration.

e) Tourism Intelligence Repository & Reference Bank

- Create and maintain a structured, continuously updated repository of data points, insights, references, consumer trends, competitor campaigns, tourism calendar learnings, and best practices for use by DTTDC.
- Ensure that all datasets and analyses shared with DTTDC are referenced with source citation and updated at defined intervals.

f) Development of Strategy & Campaign

- Provide evidence-based recommendations on priority themes, target markets, campaign timing, communication narratives and content formats, based on the intelligence generated.
- Provide structured recommendations for identifying underleveraged tourism themes and emerging "new Delhi" narratives (heritage, culinary, nightlife, modern infrastructure, festivals, experiences, etc.).

Deliverables

The Agency shall be responsible for providing the following deliverables under this component:

1. **Baseline Market Intelligence Report (One-time, within 60 days period)**
Covering tourism landscape analysis, audience opportunity mapping, destination benchmarking, key insights and priority opportunity areas for Delhi Tourism.
2. **Target Audience Segmentation & Persona Deck (One-time)**
Including domestic and international audience segments, traveller personas, content preference mapping and strategic implications.
3. **Stakeholder & Tourism Ecosystem Mapping Note (One-time)**
Including stakeholder categories, potential partnership clusters, and recommended engagement pathways.

4. **Tourism Intelligence Repository / Data Bank (Continuous)**
A structured digital repository maintained throughout the contract period, with periodic updates, citations and categorized insights.
5. **Quarterly Tourism Market Intelligence Briefs (Quarterly)**
Covering seasonal learnings, market shifts, competitor activity, trend notes, and actionable recommendations for planning.
6. **Monthly Insight Notes for Campaign & Content Inputs (Monthly)**
Short actionable notes to support DTTDC's ongoing planning, including emerging themes, data-backed content suggestions and timing advisories.

Note: Data sourcing shall be the responsibility of the Agency. DTTDC may facilitate access. All analytics submitted shall be referenced and traceable

2.2 Tourism Communication Strategy Framework & Content Roadmap

The Agency shall assist DTTDC in developing a structured and evidence-led Tourism Communication Strategy Framework and a detailed Content Roadmap for Delhi Tourism. This component shall ensure that all tourism communication efforts undertaken by DTTDC (directly or through partner agencies) are aligned to a cohesive narrative, consistent messaging, defined target markets, and measurable outputs. The emphasis of this scope shall be on strategic planning, communication governance, and content direction, rather than operational execution of PR or social media management.

The Agency shall undertake the following activities:

a) Development of Tourism Communication Strategy Framework

- Prepare an overarching communication strategy that defines the vision, strategic objectives, positioning statement, narrative pillars, key message architecture, and thematic priorities for Delhi Tourism.
- Identify and recommend priority audience segments and markets (domestic and international) and map communication objectives for each segment, aligned with findings from market intelligence and tourism research.
- Define a channel strategy outlining the role of website, paid media, owned media, partner platforms, events, exhibitions and content assets, without limiting DTTDC to any single medium.

b) Campaign Frameworks and Annual Communication Calendar

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

- Recommend a set of integrated campaign frameworks for the contract period, including thematic campaigns based on seasons, festivals, events, heritage circuits, culinary experiences, and new-age experiences.
- Prepare an annual / quarterly Tourism Communication Calendar that reflects Delhi's tourism seasonality and policy priorities, and provides a structured timeline for planned initiatives and communication interventions.
- Ensure campaigns are designed with measurable outcomes and adaptable for multiple target markets.

c) Content Roadmap & Storytelling Architecture

- Develop a comprehensive Content Roadmap that outlines the content requirements for the website and other communication needs such as destination pages, itineraries, storytelling modules, audiovisual content, photography libraries, brochures/toolkits, and campaign collateral.
- Recommend content formats (short films, documentaries, reels, destination explainers, itineraries, interactive web modules, photo essays, festival capsules, etc.), along with approximate volume planning aligned to the tourism calendar.
- Establish a storytelling framework that enables Delhi Tourism to highlight both heritage and contemporary experiences, ensuring inclusivity, accuracy, and visitor-centric storytelling.

d) Brand-consistent Content Direction and Creative Governance

- Develop a content style guide / tone of voice guide for Delhi Tourism, including language approach, cultural sensitivity norms, and do's/don'ts for tourism communication.
- Define creative and content quality standards for digital assets, visuals, and audiovisual outputs to ensure consistent branding across all initiatives.
- Support DTTDC in establishing a system for content approvals, revisions, and publishing governance so that all outputs meet required standards.

e) Measurement Framework and Performance Monitoring System

- Define communication KPIs, measurable indicators, and reporting formats for tracking the effectiveness of campaigns and content assets (reach, engagement quality, web performance, partner dissemination outcomes, content consumption, audience sentiment indicators where applicable).

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

- Develop a monitoring framework that can be applied for evaluating outputs delivered by external agencies or media partners, ensuring transparency, comparability, and accountability.

f) Strategic Recommendations and Continuous Advisory Support

- Provide periodic strategic inputs and advisory notes to DTTDC based on emerging tourism trends, visitor feedback signals, search insights, event-based opportunities and national/international tourism developments.
- Recommend improvements and course-corrections to communication plans as required.

Deliverables

The Agency shall be responsible for providing the following deliverables under this component:

- Designing and production of 1 booklet and 2 brochures - includes concept, copywriting, photography, design, layout, translation, and supply in print & digital formats
- Designing and production of 1 tourist map - includes concept, cartography, design, layout, translation, and supply in print & digital formats
- Designing and production of 1 coffee table book - includes concept, content creation, photography, design, layout, translation, and supply in premium print & digital formats
-

1. Tourism Communication Strategy Framework Document (One-time)

Designing and production of 1 booklet - includes concept, copywriting, photography, design, layout, translation, and supply in print & digital formats

Designing and production of 1 tourist map - includes concept, cartography, design, layout, translation, and supply in print & digital formats

Designing and production of 1 coffee table book - includes concept, content creation, photography, design, layout, translation, and supply in premium print & digital formats

Creating a new Logo, theme and a suitable tagline for Branding of Delhi

Complete Brand Guidelines of Delhi Tourism

Covering tourism positioning, narrative pillars, messaging architecture, target markets, channel approach, strategy objectives and recommended campaign directions.

2. **Annual / Quarterly Tourism Communication Calendar (Annual with quarterly updates)**
Including planned themes, seasonal campaigns, festival hooks, event-linked communication priorities, and content requirements aligned with tourism objectives.
3. **Content Roadmap & Content Architecture Plan (One-time)**
Including content formats, content categories, platform-wise content priorities (website-centric), content pipeline planning, and recommended production schedules.
4. **Content Style Guide / Brand Communication Toolkit (One-time)**
Including tone of voice, storytelling approach, creative standards, language approach, usage guidelines, and quality benchmarks to be adopted across all communication outputs.
5. **Campaign-wise Communication Brief Templates (Reusable; as required)**
Standardized creative brief formats for use by DTTDC and its vendor ecosystem for consistent campaign execution.
6. **Communication KPI & Monitoring Framework (One-time; reviewed periodically)**
Including measurement indicators, reporting formats, evaluation methodology and recommendation templates.
7. **Quarterly Strategic Advisory Notes (Quarterly)**
Evidence-backed recommendations on improvements, emerging themes, new market opportunities, and course correction for communication priorities.

2.3 Target Market Development & International Outreach Support

The Agency shall support DTTDC in identifying, developing, and strengthening priority target markets for Delhi Tourism through structured market development planning and international outreach support. The objective of this component is to enable DTTDC to increase visibility and engagement in high-potential domestic and international markets through a strategic approach to market selection, tourism product positioning, partner engagement support, and outreach readiness.

The Agency shall undertake the following activities:

a) Identification and Prioritization of Target Markets

- Identify and recommend priority domestic markets and international source markets for Delhi Tourism based on research findings, travel trends, connectivity, market size, seasonal relevance, and tourism opportunity mapping.
- Categorize markets into immediate, medium-term and long-term priorities and recommend market-specific strategies for each category.

b) Market Development Strategy & Market-specific Communication Playbooks

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

- Develop market-specific communication playbooks for priority markets, including recommended narratives, messaging, tourism experiences to highlight, language sensitivity considerations, and preferred content formats.
- Provide market-aligned recommendations for Delhi's tourism product packaging (heritage circuits, cultural experiences, culinary trails, MICE, weekend travel, family tourism, spiritual tourism, etc.) as per market preferences.

c) International Outreach Support and Engagement Planning

- Support DTTDC in planning and structuring outreach efforts with Indian Missions abroad, tourism boards, trade associations, airlines, tour operators, and relevant tourism ecosystem stakeholders in target markets.
- Provide support in preparation of outreach collateral and engagement materials including market-specific presentations, brochures, destination toolkits, itineraries, and pitch decks for B2B and B2G interactions.
- Assist DTTDC in planning and documentation for participation in international tourism events and promotional platforms (as per DTTDC's approved plan).

d) Trade Partner Engagement Support (B2B) and Promotion Readiness

- Identify relevant trade partners and associations outside India including tour operators, destination management companies (DMCs), travel platforms, MICE facilitators, diaspora and cultural organizations, and event collaborators.
- Provide structured partner engagement plans including outreach lists, engagement objectives, partnership proposals, and collaboration formats for DTTDC's consideration.
- Support DTTDC in preparing MoU drafts, partnership proposal templates, and engagement notes as required.

e) Support for Tourism Exhibitions, Roadshows and Delegations (Domestic & International)

- Provide pre-event planning support for market engagements such as exhibitions, trade fairs, roadshows, workshops, and delegation meetings, including messaging alignment, collateral readiness, AV content selection, and booth/stall communication plan support.
- Assist in post-event documentation and outcome tracking including follow-up lists, learnings, and market feedback summaries.

Travel Requirement & Reimbursement Clause

For the purpose of engaging with Indian Missions abroad, relevant trade partners outside India, and other international stakeholders, Agency personnel(s) may be required to travel to specific locations outside India, as and when directed/approved by DTTDC. In such cases, travel and related expenses shall be reimbursed by DTTDC as per applicable Government norms and rules, subject to prior approval and submission of supporting documentation/bills.

Deliverables

The Agency shall be responsible for providing the following deliverables under this component:

1. **Target Market Prioritization Report (One-time)**
Including recommended domestic and international markets, segmentation rationale, opportunity mapping, and priority classification.
2. **Market Development Strategy & Market-wise Action Plan (One-time)**
Including recommended approach for each priority market, engagement routes, and outreach opportunities.
3. **Market-specific Communication Playbooks (For priority markets; as approved by DTTDC)**
Including messaging pillars, content themes, experience highlights, cultural considerations, and market-aligned communication guidance.
4. **Trade Partner Mapping & Outreach Database (One-time)**
A structured list of potential tourism trade partners, associations, airlines, platforms, and institutions relevant to each target market.
5. **Outreach Collateral Package (As required)**
Including market-specific presentation decks, brochures/toolkits, itineraries, pitch notes, and destination materials for engagement with missions and partners.
6. **Event / Roadshow Support Notes and Outcome Documentation (As per requirement)**
Including pre-event support outputs and post-event outcome summaries, follow-up plans, and market feedback insights.
7. **Quarterly International Outreach Progress Brief (Quarterly)**
Summarizing outreach support undertaken, market insights, partner engagement progress, and recommendations for next steps.

2.4 Website Redevelopment & Digital Platform Management (Including Dekho Meri Dilli App)

The Agency shall be responsible for strengthening DTTDC's official digital presence through **redevelopment, modernization and ongoing management** of the official tourism website and maintenance support for the **Dekho Meri Dilli App**. The objective of this component is to ensure that DTTDC's digital platforms remain visitor-friendly, content-rich, secure, high-performing, and aligned with tourism communication priorities, while enabling continuous content updates and measurable user experience improvements.

The Agency shall undertake the following activities:

a) Digital Audit and Requirement Assessment

- Conduct a comprehensive audit of the existing official website and Dekho Meri Dilli App, covering:
 - UI/UX and visitor journey
 - content structure and navigation
 - performance metrics (load time, responsiveness, uptime)
 - security, vulnerabilities and backup systems
 - accessibility compliance and multilingual capability
 - SEO hygiene and discoverability (basic technical alignment)
 - integration requirements (maps, booking links, event listings, enquiry forms, CMS, analytics, etc.)
- Undertake stakeholder consultations and requirement mapping as required by DTTDC, including review of existing content assets, tourism calendar requirements, and priority visitor information gaps.

b) Website Redevelopment / Revamp

The Agency shall redesign and redevelop the official tourism website with emphasis on:

- **Modern UI/UX design** with mobile-first responsiveness, intuitive navigation, and improved visitor journey.
- Development of a **content architecture** suitable for tourism users, including structured sections such as:
 - Places to Visit
 - Heritage & Culture

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

- Food & Culinary Trails
- Events & Festivals
- Itineraries and Experiences
- Practical Information (transport, safety, timings, accessibility)
- Tourism Circuits and Themes
- Photo/Video Gallery
- Media/Downloads
- Contact / Feedback / Visitor Support
- Implementation of a reliable **Content Management System (CMS)** enabling DTTDC to publish and update content, upload media, manage pages, and maintain archives.
- Integration of required functional elements such as:
 - maps and location-based exploration
 - forms for enquiry/feedback
 - event calendar module
 - integration with Dekho Meri Dilli App (where feasible)
 - third-party links (ticketing, partner booking, etc. as approved)
- Ensuring website is hosted and structured in alignment with Government digital best practices and cyber-security hygiene requirements, including version control and auditability.

c) Content Development and Digital Asset Integration

- Support DTTDC in developing, organizing, and publishing tourism content for the website including:
 - destination pages and attraction summaries
 - itineraries and experience guides
 - high-quality tourism photography and curated galleries
 - short-format and long-format video integration
 - downloadable brochures/toolkits/maps, etc.
- Ensure all content is factually accurate, culturally sensitive and aligned with approved tourism messaging frameworks and content standards.

d) Dekho Meri Dilli App Maintenance and Support

The Agency shall provide support for ongoing maintenance and performance improvement of the Dekho Meri Dilli App, including:

- Routine technical maintenance for bug fixes, updates, and performance optimization.
- Content update support such as listing updates, event highlights, notifications content (as directed), and information refresh.
- Compatibility testing with major OS versions (Android/iOS as applicable), device testing and crash analytics monitoring.
- Support in publishing updates on app stores (where applicable) in coordination with DTTDC and relevant technical stakeholders.
- Providing recommendations for feature enhancements or user journey improvements based on usage feedback and analytics.

e) Technical Maintenance, Security and Performance Monitoring

- Ensure regular backups, uptime monitoring, security updates and performance optimization of the website and app platforms.
- Implement basic cybersecurity hygiene practices including SSL security, vulnerability checks, access control protocols, and secure data handling.
- Provide periodic technical health reports and improvement recommendations.

f) Analytics, Reporting and Continuous Improvement

- Implement analytics tools for the website and app to track traffic, usage, page performance, visitor engagement patterns and drop-offs.
- Provide data-backed insights and recommendations for improving user experience, content priorities and platform performance.
- Present structured digital performance reports at defined periodic intervals.

Deliverables

The Agency shall provide the following deliverables under this component:

1. **Digital Audit Report (One-time; within 30 days initial period)**
Covering technical assessment, content gaps, UI/UX issues, performance, security, and redevelopment recommendations for the website and Dekho Meri Dilli App.
2. **Website Redevelopment Deliverables (One-time project deliverables)**
 - a. Revised sitemap and wireframes
 - b. UI/UX design and visual theme
 - c. Developed website with CMS integration
 - d. Content architecture implementation
 - e. Required integrations and modules
 - f. Testing report and deployment support
 - g. Handover of admin access, documentation and source files
3. **Website Content Upload & Structuring Support (One-time + ongoing as required)**
Including uploading and structuring approved pages, galleries, itineraries, and tourism content.
4. **Dekho Meri Dilli App Maintenance Support (Continuous during contract)**
Including bug fixing support, compatibility updates, content update support, and performance monitoring.
5. **Website & App AMC / Maintenance Support (Monthly)**
Including uptime monitoring, security updates, backups, minor changes, and technical support.
6. **Website & App Performance Reports (Monthly / Quarterly as prescribed)**
Including analytics dashboards, traffic insights, usage indicators and actionable recommendations.
7. **Training and Knowledge Transfer (One-time; post-development)**
Including training of relevant DTTDC personnel on CMS usage and upload workflows, along with user manuals and system documentation.

2.5 Participation and Support for Events / Exhibitions / Roadshows

The Agency shall support DTTDC in planning, participation, documentation and communication readiness for tourism promotion activities undertaken through events, exhibitions, trade fairs, roadshows and outreach platforms (domestic and international). The objective of this component is to ensure that DTTDC's presence across such platforms is strategically aligned, backed by high-quality communication assets, and outcomes are documented and measured for future planning.

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

Note: The Agency shall provide communication, content, documentation and coordination support. The operational execution of events (venue, fabrication, logistics, vendor deployment, etc.) may be carried out by DTTDC directly or through separate service providers.

The Agency shall undertake the following activities:

a) Event Participation Planning & Pre-event Readiness

- Assist DTTDC in identifying, prioritizing and planning participation in tourism events/exhibitions/roadshows, aligned with target markets and tourism calendar.
- Prepare event-wise participation strategy, objectives, audience focus, and activity plans for DTTDC's approval.
- Develop and update **event participation toolkits** including messaging, experience highlights, and engagement scripts.

b) Event Communication & Collateral Support

- Develop and provide approved communication material required for each event, including:
 - event-specific presentations
 - brochures/handouts/toolkits (final artwork)
 - digital screen content (videos, slides, loops)
 - destination highlight sheets / itineraries
 - banners/signage creatives (artwork)
- Ensure all materials are aligned with approved Delhi Tourism communication guidelines and content standards.

c) On-site Support, Supervision & Coordination

- Provide on-ground support (as required) to ensure DTTDC's approved content, brand assets and communication material are correctly deployed and displayed.
- Coordinate with the execution vendors (if appointed separately) for ensuring adherence to approved designs, messaging and quality standards.
- Support DTTDC team with event-day content requirements, stakeholder interactions, presentation support and information flow.

d) Documentation & Content Capture

- Undertake systematic photo/video documentation of DTTDC participation, visitor engagement, key meetings, and stall/exhibition experience.
- Create structured documentation packs for record, reporting and reuse.

e) Post-event Reporting & Outcome Tracking

- Prepare post-event outcome reports including participant engagement metrics, stakeholder lists, meetings conducted, visitor footfall (as available), learnings and recommendations.
- Maintain a centralized record of all tourism events participated in, with archived photos/videos/creative assets.

Deliverables

During the contract period, the Agency shall provide minimum support for the following:

A. Event / Exhibition / Roadshow Participation Support

- Support for minimum Twelve (12) events per year, including domestic tourism exhibitions, trade fairs, festivals, outreach events and roadshows, as directed by DTTDC.

B. Event Participation Strategy Notes

- One (01) Event Participation Strategy Note for each event (to be submitted prior to participation), including objectives, target audience, key messaging, required collateral list and engagement plan.

C. Event Communication Collateral Package

For each event, the Agency shall provide a complete collateral package, including:

- One (01) event presentation deck (editable + final PDF)
- One (01) brochure/handout artwork set (print-ready)
- One (01) digital screen content set (loop/video/slides as required)

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

- One (01) destination/itinerary toolkit (PDF)
(Minimum: 12 collateral packages per year.)

D. Event Documentation Pack

For each supported event, the Agency shall provide:

- Photographs (high resolution)
- One (01) event highlight video of 60–90 seconds (where applicable)
- One (01) post-event documentation report with outcomes and recommendations
(Minimum: 12 documentation packs per year.)

E. Post-event Outcome Reports

- One (01) post-event outcome report for each event within 7 working days of completion, including:
 - summary of participation
 - engagement highlights
 - stakeholder/trade meeting list (where applicable)
 - learnings and improvement recommendations

F. Centralized Event Asset Archive

- Maintain an organized digital archive of event deliverables including creatives, decks, photos, videos, reports, and learnings, with event-wise tagging for retrieval by DTTDC.

2.6 Monitoring, Evaluation & Reporting of IEC / Outreach Activities

The Agency shall provide continuous support to DTTDC for **Monitoring, Evaluation and Reporting (M&E)** of IEC and outreach activities undertaken by DTTDC directly and/or through external agencies, vendors, media houses and stakeholders. The objective of this component is to establish a structured mechanism to ensure that all outreach interventions are executed as per approved plans, quality standards, timelines and budgets, and that measurable outputs and outcomes are documented through transparent reporting.

This scope is intended to enable DTTDC to maintain centralized oversight, enforce quality benchmarks, improve effectiveness through course-corrections, and ensure accountability across multiple service providers.

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

The Agency shall undertake the following activities:

a) Establishment of Monitoring Framework & Governance

- Develop and implement a structured **Monitoring Framework** for IEC and outreach activities, covering:
 - output tracking (deliverables delivered vs. approved plan)
 - quality assurance checks (design, content, compliance, format standards)
 - timeline monitoring and milestone tracking
 - budget and cost reasonableness checks (as applicable)
 - documentation and approval logs
- Establish evaluation parameters and standard templates for vendor performance review.

b) Review and Verification of Vendor Outputs

- Review, verify and validate outputs delivered by PR agencies, social media agencies, media houses, production agencies, creative vendors, event partners and any other service providers engaged by DTTDC for outreach/IEC activities.
- Conduct **content and design quality checks** to ensure alignment with approved communication framework, messaging guidelines and cultural sensitivity norms.
- Verify that all deliverables comply with approved technical specifications, formats and usage requirements.

c) Monitoring of IEC Campaign Implementation

- Monitor the implementation of IEC/outreach interventions and track key deliverables such as:
 - campaign collateral deployment status
 - exhibition/event participation outputs
 - content asset release schedules
 - website/app updates or content rollout milestones
 - media placement proofs and release confirmations (where applicable)
- Ensure timely communication of deviations, risks and delays to DTTDC with suggested mitigation measures.

d) Outcome Evaluation & Performance Analysis

- Develop evaluation methods to assess outcomes (as applicable) such as:

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

- audience response indicators
- stakeholder engagement and trade outcomes
- content performance and engagement indicators
- web/app analytics and visitor behavior patterns
- learnings from events/roadshows and outreach platforms
- Provide recommendations for improving effectiveness and optimizing future activities.

e) Reporting, Dashboards & Documentation

- Prepare structured monitoring reports, dashboards and periodic review summaries for DTTDC, including:
 - activity-wise progress status
 - vendor-wise deliverable compliance status
 - quality observations and corrective action points
 - outcome highlights, learnings and recommendations
- Maintain an organized digital archive of reports, evidence documents, and approvals record for audit/traceability purposes.

f) Periodic Review Meetings and Decision Support

- Participate in periodic review meetings chaired by DTTDC and present monitoring observations, risks and recommended course corrections.
- Provide decision-support documentation including comparative analysis, evaluation notes, and compliance checklists to assist DTTDC in governance and approvals.

Deliverables

A. Monitoring Framework & Templates

1. **IEC / Outreach Monitoring Framework Document** including:
 - a. monitoring parameters and methodology
 - b. deliverable tracking templates
 - c. quality checklists
 - d. vendor evaluation scorecards
 - e. reporting formats and approval log structure

(To be submitted within 30 days of contract commencement.)

B. Monthly Monitoring & Performance Reports (Monthly)

2. Monthly IEC / Outreach Monitoring Report – 12 Nos. per year

Each report shall cover:

- month-wise activity overview and progress
- deliverables completed vs planned
- vendor-wise compliance summary
- deviations/risks and corrective recommendations
- key outputs achieved and pending actions

3. Monthly Website & App Monitoring Summary – 12 Nos. per year

Including platform update summary, performance indicators, issues logged, fixes undertaken and recommendations.

C. Activity-based Reports (As applicable)

4. Event / Roadshow / Exhibition Outcome Reports

- Preparation and submission of outcome reports for all supported events, within 7 working days of completion, as per Clause 2.6.

5. Campaign / Project Completion Evaluation Notes

- Evaluation note for each major outreach campaign / AV production / website milestone completion undertaken during the contract period.

2.7 Evaluation and Management of Proposals Received from Agencies / Media Houses

The Agency shall provide DTTDC with structured support in the evaluation, comparison, and management of proposals received from media houses, advertising agencies, PR/social media agencies, creative agencies, production agencies, event vendors and other service providers engaged for IEC/outreach activities. The objective of this component is to ensure that all proposals are assessed through a transparent and standardized methodology, and that DTTDC receives

evidence-backed recommendations for selection, cost reasonableness, scope finalization and monitoring of awarded work.

This scope shall strengthen DTTDC's decision-making through comparative evaluation, enforce quality standards, improve financial prudence, and ensure timely governance and compliance across vendors.

The Agency shall undertake the following activities:

a) Proposal Receipt Support & Documentation

- Assist DTTDC in organizing proposals received from agencies/media houses and create a structured proposal log capturing scope, deliverables, timelines, commercials, terms and validity period.
- Verify completeness of proposals and highlight missing information/documents for rectification.

b) Development of Evaluation Framework & Scoring Methodology

- Develop standardized proposal evaluation frameworks including:
 - technical evaluation parameters
 - deliverable feasibility assessment
 - quality benchmarks and past work relevance
 - timeline and resource capability checks
 - financial reasonableness and rate benchmarking
 - compliance with DTTDC requirements
- Create vendor-wise scoring sheets and a standard comparative format for DTTDC's approval and adoption.

c) Technical & Financial Comparative Evaluation

- Undertake detailed comparative analysis of received proposals and prepare:
 - statement of compliance (scope match)
 - deviation/gap analysis
 - value-for-money assessment
 - risk assessment and mitigation notes
 - recommendation notes with justification
- Where required, suggest alternate scope options, phase-wise deliverables, and revised commercials to optimize budget and outcomes.

d) Cost Rationalization & Negotiation Support

- Support DTTDC in rationalization of scope, deliverables and commercials by:
 - identifying inflated pricing, non-essential items and duplication
 - benchmarking market rates using relevant sources / past procurement / reasonable assumptions
 - suggesting cost-effective alternatives while retaining quality standards
- Assist DTTDC in preparing negotiation notes and revised requirement clarifications (if needed).

e) Award Support & Work Order Readiness

- Provide documentation support for finalization of deliverables, timelines, payment milestones, reporting protocols and acceptance criteria for agencies recommended for empanelment/award.
- Assist DTTDC in ensuring that scope and deliverables are clearly defined to avoid ambiguities during implementation.

f) Post-award Monitoring & Compliance Tracking

- Track deliverables committed in the awarded proposal against actual delivery and flag deviations to DTTDC.
- Maintain vendor performance records including compliance, quality issues, delays, and resolution status, to inform future decisions.

Deliverables (Minimum Commitments)

A. Proposal Evaluation Framework & Tools

1. Proposal Evaluation Framework & Scoring Matrix (One-time; within initial period)

- a. Evaluation criteria, weighting structure, scoring parameters and standard templates
- b. Financial comparison and benchmarking template
- c. Vendor performance evaluation format
(To be submitted within 30 days of contract commencement.)

B. Proposal Logs & Comparative Statements

2. Proposal Receipt & Tracking Register (Continuous)

A continuously updated register containing proposal details, evaluation status and decision outcomes.

3. Technical Comparative Statement (TCS)

For each set of proposals received, the Agency shall submit a Technical Comparative Statement covering:

- a. technical compliance and scope match
- b. experience and capability summary
- c. deliverable feasibility
- d. risks and strengths
- e. scoring sheet summary and recommendations

4. Financial Comparative Statement (FCS)

Including cost analysis, rate reasonableness, deliverables vs commercial alignment, and recommended cost rationalization points.

C. Recommendation & Decision Support Notes

5. Recommendation Notes for Selection / Shortlisting

A concise note to DTTDC with justified recommendation and supporting comparison output.

6. Negotiation / Cost Rationalization Notes

Notes supporting scope rationalization, revised deliverables, revised commercials, and negotiation points.

D. Post-award Monitoring Outputs

7. Awarded Proposal Monitoring Sheet (Continuous)

Tracking the deliverables promised vs deliverables delivered for all awarded proposals.

8. Quarterly Vendor Compliance Summary (Quarterly)

Summary of vendor performance, delivery status, deviations, quality issues and closure status

2.8 Coordination, Compliance & Knowledge Transfer

The Agency shall establish a robust coordination and governance mechanism with DTTDC to ensure timely planning, approvals, execution support (where applicable), monitoring, documentation, and reporting throughout the contract duration. This component is intended to ensure that DTTDC has a clear and auditable record of all activities undertaken, that all assets and documentation remain organized and accessible, and that there is continuity of knowledge and systems across the contract period.

The Agency shall undertake the following activities:

a) Coordination Mechanism & Review Meetings

- Establish a structured coordination framework with DTTDC, including:
 - designated points of contact from the Agency and DTTDC
 - communication protocol for approvals and submissions
 - schedule of review meetings and reporting timelines
- Participate in review meetings as prescribed by DTTDC and provide progress updates, issue tracking, and decision-support inputs.
- Maintain regular coordination with DTTDC officials and relevant stakeholders/vendors for smooth implementation of approved activities and monitoring functions.

b) Compliance with Government Norms and DTTDC Protocols

- Ensure that all activities, recommendations, proposals, and outputs comply with applicable Government norms, guidelines and DTTDC instructions including:
 - communication and content standards
 - usage rights and copyright compliance
 - financial prudence and transparency
 - data integrity and source citation practices
 - adherence to approval processes and submission timelines
- Ensure confidentiality of data, project documents, internal reports, evaluation documents and any sensitive information shared by DTTDC.

c) Documentation, Records Management & Audit Readiness

- Maintain systematic documentation of all work executed or monitored under this contract, including:

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

- submission logs
- approval and revision records
- vendor proposal evaluations and comparative statements
- deliverables completion proofs
- event/outreach documentation packs
- website/app update logs
- monitoring and evaluation reports
- Maintain an organized digital repository (cloud/drive structure or as directed by DTTDC) with proper naming conventions and version control to ensure audit traceability and ease of retrieval.

d) Knowledge Transfer & Capacity Support

- Provide structured knowledge transfer to DTTDC throughout the contract period, ensuring that DTTDC retains long-term ownership and continuity of systems, learnings and assets.
- Support DTTDC personnel through training sessions and guidance on:
 - website CMS usage and content upload workflow
 - digital repository and content library management
 - reading/understanding monitoring dashboards and KPIs
 - adoption of templates, style guides and evaluation tools developed under the contract
- Ensure continuity during staff changes by maintaining process documents, user manuals, and standardized templates.

e) Handover of All Assets and Deliverables

- Ensure that all assets developed under the contract (including research outputs, strategy documents, creative templates, films/videos, raw footage, photographs, reports, dashboards, and digital platform source files) are duly handed over to DTTDC in an organized manner.
- Ensure that all relevant passwords, admin access credentials, technical documentation, editable files and repositories are transferred to DTTDC upon completion/termination of the contract, as per agreed process.

Deployment of Dedicated On-site Personnel

For effective implementation and seamless coordination with DTTDC, the selected Agency shall deploy one(01) dedicated personnel at DTTDC / Delhi Tourism office for the duration of the contract, or as required by DTTDC. These personnel shall function as the primary interface between the Agency and DTTDC for day-to-day coordination, approvals, reporting, and implementation support across PR, IEC, creative and digital activities.

Deployed personnel shall have a minimum of five (05) years of relevant professional experience in journalism / public relations / marketing / advertising / communications / digital media or allied domains, with demonstrable experience in handling communication campaigns, media coordination and content-related assignments. The deployed personnel shall be available during office hours on all working days and shall ensure timely execution of tasks, coordination with DTTDC officials, and adherence to approved timelines and deliverables.

The Agency shall ensure continuity of the deployed personnel throughout the contract period. Any replacement shall be permitted only with prior written approval of DTTDC and shall be of equivalent or higher qualification and experience.

3. FEES AND PAYMENT SCHEDULE

The Selected Agency shall submit invoices to DTTDC for processing and payment, along with the relevant progress reports and deliverables in the format as prescribed by DTTDC. Payments shall be released subject to satisfactory performance and acceptance of deliverables by DTTDC, in accordance with applicable provisions of General Financial Rules (GFR) and Government norms.

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

3.1 To enable timely initiation and execution of the assignment, DTTDC may provide a one-time mobilisation fee/advance equivalent to Thirty Percent (30%) of the total contract value (excluding GST), subject to signing of the Agreement and submission of a Mobilisation Plan / Work Plan for the first sixty (60) days.

3.2 An additional payment of Forty Percent (40%) of the total contract value (excluding GST) shall be released upon successful completion and acceptance of the one-time deliverables, to be completed within sixty (60) days from the date of signing of the Agreement (or issuance of Work Order, as applicable).

The one-time deliverables shall broadly include, but may not be limited to:

- Baseline Market Intelligence Report and initial strategy frameworks;
- Website redevelopment / revamp and deployment (including required documentation and handover);
- Initial set of approved creative master templates/toolkits;
- Any other one-time outputs as specified in the Scope of Work and Work Plan for the initial period.

3.3 The remaining Thirty Percent (30%) of the total contract value (excluding GST) shall be released in equal quarterly instalments, linked to submission and acceptance of quarterly reports and deliverables as prescribed by DTTDC.

Accordingly, the remaining 30% shall be payable in four (4) quarterly instalments over the Contract Duration, subject to:

- submission of quarterly progress reports / performance evaluation reports;
- submission of required quarterly deliverables as per Scope of Work; and
- satisfactory review and acceptance by DTTDC.

(Note: In case the contract is extended beyond the initial period, the quarterly instalments shall continue as per the approved contract value and payment schedule, subject to performance review and budget availability.)

3.4 The Agency shall submit invoices as per the above schedule along with supporting documents, deliverables and reports. Payments shall be released by DTTDC within seven (07) working days of receipt of complete invoice documentation and acceptance of deliverables, as per internal processing and applicable norms.

3.5 Travel expenses, including hotel accommodation, travel, local conveyance and food, shall be borne by DTTDC for any travel undertaken outside Delhi/NCR within India or outside India, when such travel is undertaken only upon written request and prior approval of DTTDC, and shall be reimbursed strictly as per applicable Government norms and rules, subject to submission of bills/supporting documents.

For the purpose of clarity, the following shall apply:

3.1 Travel outside Delhi / NCR (Within India)

- i. Any travel for meetings, site visits, inspections, project reviews, conferences, events, investor meetings, roadshows, workshops or coordination meetings outside Delhi / NCR shall be undertaken only on prior written approval of DTTDC.
- ii. All travel costs including air/rail fare, inter-city travel, local travel at destination, lodging, boarding and incidental expenses shall be reimbursed / paid by DTTDC as per applicable Government norms.
- iii. Wherever required, DTTDC may directly arrange travel and accommodation for the Agency personnel through authorised Government channels / empanelled vendors.

3.2 International Travel

- i. International travel, if required, shall be undertaken only upon written approval and prior sanction by the Competent Authority of DTTDC / GNCTD.
- ii. All expenses related to international travel including airfare, visa fees, travel insurance, foreign exchange charges, lodging, local transport, per diem / daily allowance (DA), and other incidentals shall be borne by DTTDC as per Government norms and approvals.
- iii. DTTDC may, at its discretion, make direct arrangements for international travel and accommodation through authorised channels.

4. MINIMUM ELIGIBILITY CRITERIA

1. The Prospective Bidder should be an Indian firm registered under the Companies Act (Public/Private Limited) / Partnership Act / Limited Liability Partnership (LLP) / Proprietorship / Society / NGO, registered under relevant laws of India.
Supporting Document: Certificate of Incorporation / Registration Certificate (self-attested copy).
2. The Prospective Bidder must possess a valid GST Registration Number.
Supporting Document: Copy of GST registration certificate.
3. The Prospective Bidder must possess a valid PAN Number.
Supporting Document: Copy of PAN card.
4. The Prospective Bidder must have an average annual turnover for three (03) financial years namely FY 2022-23, FY 2023-24 and FY 2024-25 equivalent to ₹20.00 Crore (Rupees Twenty Crore) or above.
Supporting Document: Chartered Accountant (CA) certificate indicating year-wise turnover and average turnover for the specified period and/or audited financial statements.
5. The Prospective Bidder must have been in operation for a minimum period of ten (10) years as on the Bid Submission Date.
Supporting Document: Incorporation/Registration certificate indicating date of incorporation/registration.
6. The Agency should have successfully completed / ongoing similar services / works for Central/ State Government Departments / Government Agencies / PSUs / Autonomous Bodies / Statutory Bodies / Government Corporations in India during the last seven (7) years, meeting any one of the following criteria
 - a) Three (3) similar services/works, not less than an amount equal to 40% of the estimated cost (*i.e.*, INR 1.58 crores); **OR**
 - b) Two (2) similar services/works, not less than an amount equal to 50% of the estimated cost (*i.e.*, INR 1.975 crores); **OR**
 - c) One (1) similar service/work, not less than an amount equal to 80% of the estimated cost (*i.e.*, INR 3.16 crores).

for works related to IEC / Public Relations / Campaign Execution / Tourism Promotion / Marketing Communication during the last seven (07) years preceding the Bid Submission Date.

Supporting Document: Copy of the work order / agreement and completion certificate /

satisfactory performance certificate / client confirmation (where available).

7. The Prospective Bidder should not have been **debarred/blacklisted** by any Central Government / State Government / Public Sector Undertaking / Autonomous Body / Statutory Body. Further, the Bidder's work order should not have been terminated during the assigned duration of the contract by any authority for breach / non-performance. **Supporting Document:** Self-declaration in prescribed format (to be enclosed with Technical Bid).

Clarifications

1. DTTDC reserves the right to verify the authenticity of the documents and information submitted by the bidder from the issuing authority / client.
2. DTTDC may seek clarifications in writing from the bidder, however such clarification shall not permit change in the substance of the bid.
3. Non-compliance with any one of the above eligibility conditions shall render the bid liable for rejection

Documentary proof (copy of LoA / Work Order / Agreement / Completion Certificate / Client Certificate etc.) clearly mentioning scope, duration and value of the projects shall be submitted as supporting evidence for any of the above criteria.

5. BID EVALUATION CRITERIA

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 70% and 30% for technical and financial proposals, respectively.

5.2. Evaluation of Technical Proposals

The Technical evaluation shall include evaluation of the Technical Proposal followed by Technical Presentation, as specified below. Only those bidders who meet the minimum eligibility criteria as specified in this RFP and submit complete documentation shall be considered for Technical Evaluation.

The Technical Proposal shall be evaluated out of **100 marks**, comprising:

- **A. Technical Proposal Evaluation – 50 marks**
- **B. Technical Presentation – 50 marks**

Technical Evaluation Criteria

A. Technical Proposal Evaluation (50 Marks)

S. No.	Criteria	Marks	Scoring Methodology	Documentary Proof Required
1	Number of Years in Operation (in relevant domain)	10	10–20 years: 3 marks 20–30 years: 5 marks 30–40 years: 8 marks More than 40 years: 10 marks	Certificate of Incorporation / Registration showing date of incorporation/registration
2	Own Production / Creative Studio at Bidder's Premises	10	If bidder has its own operational studio facility at its premises: 10 marks (else 0 marks)	Documentary proof including: invoices in the name of the bidder for relevant studio equipment, proper photographs of the studio set-up, and self-declaration by authorised signatory
3	Number of Government Work Orders of Value \geq ₹2 Crore (last 7 years)	10	2 marks per work order , subject to maximum 10 marks	Copy of Work Order / Agreement / LOA along with Completion Certificate / Performance Certificate / Client confirmation (as available)
4	Average Annual	10	₹20–30 Crore: 2 marks ₹30–50 Crore: 5 marks	CA Certificate indicating year-wise turnover and

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

	Turnover for Last Three (3) Financial Years		More than ₹50 Crore: 10 marks	average turnover for FY 2022–23, FY 2023–24 and FY 2024–25
5	Presence of Organisation in Different Cities in India	10	1–7 cities: 3 marks 7–15 cities: 5 marks More than 15 cities: 10 marks	Proof of presence such as registration documents / utility bills / rental agreements / letterheads showing branch offices / website listing, along with self-declaration

Total (A) || 50 ||

B. Technical Presentation (50 Marks)

The bidder shall be required to make a Technical Presentation before the Evaluation Committee on the date and time communicated by DTTDC. The Technical Presentation shall be evaluated out of **50 marks** based on the following parameters:

S. No.	Criteria	Marks
1	Approach & Methodology for execution of IEC, strictly in accordance with the Scope of Work	50

The Technical Presentation shall include, but not be limited to:

- Understanding of DTTDC’s objectives and the nature of the assignment as defined in the Scope of Work
- Proposed approach and methodology for planning, coordinating and governing IEC activities related to tourism promotion
- Methodology for strategy development, content planning and communication frameworks as envisaged in the Scope of Work
- Approach for digital asset management, including website and application-related responsibilities
- Framework for creative development and IEC collateral limited to deliverables specified in the Scope of Work
- Approach for outreach support and event-related IEC activities, including documentation and reporting

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

- Proposed project management, coordination mechanism and reporting structure for timely execution
- Methodology for monitoring, evaluation and performance reporting of IEC activities

Note:

The Technical Presentation shall be evaluated primarily on the bidder's methodological clarity, alignment with the Scope of Work, feasibility, governance structure and understanding of deliverables. Detailed execution modalities shall be governed by the Scope of Work and contractual provisions.

Total (B) = 50 Marks

5.2.2 Minimum Technical Qualifying Score

Only those bidders who secure a minimum score of **60 marks out of 100 marks** in the Technical Evaluation (Technical Proposal + Presentation combined) shall be eligible for opening of the Financial Proposal.

5.2.3 DTTDC reserves the right to verify all documents submitted by the bidder and may seek clarifications or additional documents. Submission of false / misleading information may lead to rejection of the bid and debarment.

5.3. Financial proposal evaluation:

5.3.1 The Financial Proposals of only those bidders who qualify the Technical Evaluation as per the provisions of this RFP (including minimum qualifying technical score) shall be opened for further evaluation. The Financial Proposals shall be opened on the date and time communicated by DTTDC to the technically qualified bidders.

5.3.2 The bidder shall submit its Financial Proposal strictly in the prescribed format (Annexure-IX) and as per the instructions provided in this RFP. The Financial Proposal shall be quoted in Indian Rupees (INR) and shall be exclusive of applicable GST, which shall be payable as per applicable laws. The quoted price shall be firm and fixed for the contract period, unless otherwise provided under the terms of the Agreement.

5.3.3 The Financial Proposal shall be evaluated based on the Total Price quoted (excluding GST) for the scope of work and contract period as specified in this RFP. Any Financial Proposal that is incomplete, conditional, ambiguous, or not submitted in the prescribed format may be treated as non-responsive and may be rejected.

5.3.4 Financial Score Calculation

For Financial Evaluation, the **lowest evaluated Financial Proposal (L1)** among the technically qualified bidders shall be given a **Financial Score (Sf) of 100 marks**. The Financial Score of other bidders shall be computed using the following formula:

$$Sf = 100 \times \frac{F_{min}}{F}$$

n

Where:

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

- Sf = Financial Score of the bidder (out of 100)
- Fmin = Lowest evaluated Financial Proposal (L1) among the technically qualified bidders
- F = Financial Proposal of the bidder being evaluated

5.3.5 The selection shall be carried out on QCBS basis with weightage of 70:30 (Technical : Financial). Accordingly, the weighted financial score (WF) for each bidder shall be computed as:

$$Wf = (Sf \times 0.30)$$

5.3.6 The weighted technical score (WT) and weighted financial score (WF) shall be combined

$$S = (St \times 0.70) + (Sf \times 0.30)$$

to arrive at the overall combined score (S) for each bidder as per QCBS method, as follows:

Where:

- S = Combined Score of the bidder
- St = Technical Score of the bidder (out of 100)
- Sf = Financial Score of the bidder (out of 100)

The bidder obtaining the highest combined score (S) shall be ranked H1 and may be considered for award of contract, subject to fulfilment of all conditions and successful execution of the Agreement.

5.3.7 In case of discrepancy between figures and words, the amount stated in words shall prevail. In case of arithmetical errors in the Financial Proposal, the corrected amount as computed by DTTDC shall be treated as final and binding on the bidder. The bidder shall be required to accept the corrections; failing which, the bid may be rejected.

5.3.8 DTTDC reserves the right to reject any Financial Proposal that is found to be unrealistic, unbalanced, abnormally low/high, or not in conformity with the RFP requirements. DTTDC may also seek clarifications from the bidder; however, no change in the substance of the Financial Proposal shall be permitted.

5.3.9 The decision of DTTDC in the evaluation of Financial Proposals, calculation of scores, and ranking of bidders shall be final and binding on all bidders.

6. BID SECURITY / EARNEST MONEY DEPOSIT (EMD)

6.1.1. The bid must be accompanied by a refundable EMD equivalent to 2% i.e 7.90 lacs in the form of Demand Draft / Banker's Cheque / Online Transfer / NEFT / RTGS (as applicable), drawn in favour of "DTTDC" payable at New Delhi. The Bid Security/EMD shall be valid till the validity of the bid.

Delhi Tourism & Transportation Development Corporation Ltd. (DTTDC's) Bank Detail

Punjab National Bank, M.C.C. Complex, Defence Colony, New Delhi- 110024

RTGS / NEFT IFS Code : PUNB0397800

Current Accounts No. 3978002100007876

However, exemption from submission of Bid Security/EMD shall be allowed to bidders who are eligible for such exemption as per the applicable Government of India / GNCTD / DTTDC procurement norms and guidelines, subject to submission of valid documentary evidence.

Eligible bidders seeking exemption must submit relevant documentary proof such as valid MSME/Udyam Registration Certificate, DPIIT Startup Recognition Certificate, or any other applicable exemption certificate / document as per Government norms, along with the Technical Bid.

6.1.2. Proposals without the EMD/Bid Security or without valid exemption proof (where exemption is claimed) shall be treated as non-responsive and shall be summarily rejected. No interest shall be payable on such EMD/Bid Security by the Government.

6.1.3. The EMD/Bid Security of the successful Bidder will be discharged when the Bidder has signed the Agreement and furnished the required Performance Security Deposits.

6.1.4. The Bid Security / EMD of unsuccessful bidders shall be refunded after acceptance of the LoA by the Successful Bidder or within 15 days of opening of the financial bid whichever is later.

6.1.5. The Bid Security may be forfeited:

- a) If the Bidder withdraws the Bid after bid opening (opening of technical qualification / part of the bid during the period of Bid validity)
- b) In the case of a successful Bidder, if the Bidder fails within the specified time limit to:
 - i. sign the Agreement; and/or
 - ii. furnish the required Security Deposits / Performance Security

7. FORCE MAJEURE

For the purpose of this contract, “Force Majeure” means an event which is beyond the reasonable control of DTTDC and/or the Selected Agency, and which prevents or delays the performance of obligations under this Contract. The term “Force Majeure” as implied herein shall include but not be limited to acts of God (such as earthquake, cyclone, flood, fire), war, invasion, armed conflict, civil commotion, riot, strikes, lockouts, pandemic / epidemic, government orders / restrictions, acts and regulations of Central/State Government, court orders, or any other similar events affecting the performance of the contract.

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 (72) 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 / services are suspended by force majeure conditions lasting for more than two (2) months, DTTDC 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, financial constraints, or inability to make any payment required hereunder i.e both the parties shall not be entitled to claim any damages/charges/license fee etc, from each other in case of any event of force majeure.

8. TERMINATION OF THE CONTRACT

8.1. In case of deficiency or non-fulfilment of obligations as per the Scope of Work or agreed deliverables / milestones, as per the RFP/agreement, DTTDC shall serve a notice to the Selected Agency to rectify / fulfil the obligations within a specified period of not more than 30 (thirty) days, failing which DTTDC shall be at liberty to execute the work through any other agency at the cost of the Selected Agency. DTTDC also reserves the right to cancel/terminate the contract.

8.2. DTTDC reserves the right to terminate the agreement in case of deficiency in services, repeated non-performance, misconduct, or poor performance of the Selected Agency for any subsequent month/quarter/year. For this, DTTDC shall intimate the Selected Agency in the review meeting and/or through written communication. In this respect, the decision of DTTDC about the performance shall be final and binding.

8.3. DTTDC reserves the right to drop, modify, or remove any or all components of the Scope of Work deemed not suitable or in line with the objectives of DTTDC which may necessitate termination of contract. However, in such scenario DTTDC shall provide a maximum time period of three (3) months to the Selected Agency to complete the requisite formalities and handover of work, as applicable.

8.4. The Selected Agency may terminate the agreement with a notice of three (3) months to DTTDC, if the Agency deems that it is not in a position to fulfil the requirements and deliver the scope of work outlined in the agreement, subject to submission of all deliverables completed till the termination date, and proper handover of all documents, files and data to DTTDC.

9. PENALTY

9.1. Failure in fulfilment of deliverables as indicated in Clause 2 (Scope of Work), or non-compliance with reporting / review / deliverable submission requirements, shall warrant the following:

9.1.1. For delays, repeated non-performance, non-attendance in review meetings, or failure to successfully perform / complete the deliverables, DTTDC may impose a penalty up to 5% of the monthly payable amount, proportionate to the severity and impact of delay/non-performance.

Note: repeated two occasions of non-performance will be considered as repeated non-performance.

9.1.2. In case of repeated failure or material breach of contract, DTTDC may forfeit the Performance Security and may terminate the contract as per Clause 9, without any liability.

9.1.3. Apart from the above, in case of any contravention/ violation/ misrepresentation of facts or submission of forged documents, the EMD/Performance Bank Security shall stand forfeited and DTTDC may take appropriate action including termination of contract, claim damages, legal proceedings and blacklisting as per applicable laws.

9.2. On account of circumstances beyond the control of the Selected Agency like natural calamities or force majeure event or any other unforeseeable events and upon formal notification by the appropriate authority, DTTDC may grant extension of time(as per the sole discretion of the DTTDC) for completion of deliverables, and in such a case, will not hold up the payment that is due for that particular stage, subject to satisfactory justification and approval.

10. VALIDITY OF BID

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

11. DISPUTES

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

12. ACKNOWLEDGMENT BY AGENCY

It shall be deemed that by submitting the Proposal electronically, the Agency has gone through the scope of work and other stipulations in detail; and:

- a) Made a complete and careful examination of the requirements for the project, details mentioned in RFP, general conditions of contract, submission formalities and evaluation mechanism.
- b) Received all relevant information requested from DTTDC.
- 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 DTTDC.
- 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.

DTTDC 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 DTTDC.

13. RIGHT TO REJECT ANY OR ALL PROPOSALS

Notwithstanding anything contained in this RFP document, DTTDC 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.

DTTDC also reserves the right to reject any Proposal if:

- a) at any time, a material misrepresentation is made or uncovered;
- b) the Agency does not submit in time any information or clarification asked for by DTTDC; or
- c) the Agency fails to comply with any of the terms and conditions of this RFP.

14. SUBMISSION OF PROPOSAL – ELECTRONIC SUBMISSION, UPLOADING & MARKING

15.1. The Proposal shall be submitted only through electronic mode on the designated e-procurement portal/website as notified by DTTDC. No Financial Bid shall be accepted in physical form.

However, physical submission of supporting documents/technical documentation (Technical Bid documents only) may be accepted as per the instructions in the Bid Document. Non-submission of physical Technical Bid documents shall not result in disqualification, provided the complete Technical Bid is uploaded on the e-procurement portal within the stipulated timeline.

15.2. The Agency shall submit the Technical Proposal (Part A) and Financial Proposal (Part B) separately in the relevant sections/packets as provided on the portal, along with all supporting documents, before the deadline specified in the RFP Schedule.

15.3. The Agency must ensure that:

- All uploaded documents are clear, legible and properly scanned.
- Documents are uploaded in the required format (PDF / Word / Excel as specified).
- Each file is correctly named and placed in the correct section to avoid rejection.

15.4. The portal-generated acknowledgement/receipt of bid submission shall be treated as proof of successful bid submission.

15.5. The Technical Proposal shall be uploaded as:

Part-A:

Technical Proposal for Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management .

And Financial Proposal shall be uploaded as:

Part-B:

Financial Proposal for Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

15.6. Any proposal not uploaded successfully on or before the scheduled time and date shall be treated as non-responsive and shall not be considered.

Note:

- Opening of the Financial Proposal shall be done only after evaluation of the Technical Proposal, and as per the scheduled dates which shall be intimated by DTTDC to the eligible Agencies.
- Agencies are advised to prepare their documents with proper sequence and indexing, page numbering and clear headings, failing which the bid may be considered non-responsive.
- DTTDC shall not be responsible for delays/errors due to internet connectivity issues, portal downtime, device/browser errors, incomplete uploads, or last-minute submission failures.

15. DOCUMENTS TO ACCOMPANY THE PROPOSAL

PART A – (Technical Proposal)

The Agency must submit/upload 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) Registration Certificate / Certificate of Incorporation, PAN, GST Registration.
- (c) Power of Attorney for signing of proposal, as applicable, duly notarized as per Annexure III.
- (d) Self-declaration of non-blacklisting on the letterhead as per Annexure IV.
- (e) Undertaking on correctness of details/information shared in the proposal as per Annexure V.
- (f) Proof of work experience of similar nature in the form of Work Orders / LoA / Client Completion Certificates issued by the organizations in each such case, in the format mentioned in Annexure VI.
- (g) Balance Sheets for the last three (3) Financial Years duly certified by a Chartered Accountant indicating the Annual Turnover for the mentioned years as per Annexure VII.
- (h) Any other document(s) as mentioned in this RFP.

Note: The Agency must submit a detailed Index Page clearly mentioning the Document Names and File Names and ensure proper numbering and sequence as required by this RFP.

PART B – (Financial Proposal)

The Agency must submit/upload the Financial Proposal as per format provided in Annexure VIII.

16. AMENDMENT/ MODIFICATION

At any time prior to the deadline for submission of Proposal, **DTTDC Ltd.**, 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 issuance of **Corrigendum/ Addendum/ Amendment**.

All such amendments/ addenda/ corrigenda shall be hosted on the **e-procurement portal/ website** and shall also be communicated through email to the registered bidders, and will be binding on all participating Agencies.

In order to give the Agency a reasonable time for considering such amendment(s) in their proposal, or for any other reason, DTTDC may, at its sole discretion, **extend the Proposal Due Date** and the revised date shall be notified on the e-procurement portal/website.

17. LANGUAGE

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

18. LATE SUBMISSION

Proposal received/uploaded after the deadline for submission prescribed by DTTDC on the e-procurement portal shall not be entertained and shall be rejected. DTTDC shall not be responsible for any delay due to technical issues, internet connectivity, server downtime, incomplete uploads or any other reason whatsoever.

19. CONSORTIUM / JOINT VENTURE

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

20. MODIFICATIONS AND WITHDRAWAL OF PROPOSALS

No modifications to the Proposals shall be allowed once it is submitted electronically on the e-procurement portal, in any circumstances.

However, Agencies may withdraw their Proposal prior to the Proposal Due Date through the e-procurement portal by following the prescribed procedure available on the portal.

Withdrawal of the proposal after the Proposal Due Date shall be treated as a breach and may result in forfeiture of the Bid Security/EMD and/or any other action as deemed appropriate by DTTDC.

21. PERFORMANCE SECURITY AND AGREEMENT

DTTDC shall issue a Letter of Award (LoA) along with the Draft Agreement & Integrity Pact to the selected Agency post completion of technical and financial evaluation and selection of the successful bidder.

Within 30 days of issuance of LoA by DTTDC, the selected Agency shall be required to submit a Performance Security in the form of Bank Guarantee or third party FD or FDR or Demand Draft for an amount equivalent to 3% (Three percent) of the total quoted financial bid and enter into an Agreement with DTTDC.

The Performance Security shall be retained by DTTDC till completion of the project or one(1) years from the date of execution/enforcement of Agreement, whichever is later.

The Performance Security shall be forfeited at the sole discretion of DTTDC towards any loss, damage or non-performance/ breach by the Agency, as may be determined by DTTDC.

22. INDEMNITY

The Agency shall, subject to the provisions of the Agreement, indemnify DTTDC Ltd. for an amount not exceeding the value of the Agreement, for any direct loss or damage that is caused due to any deficiency in service on its part and/or non-performance of obligations under this RFP. The obligation under this clause shall survive the expiry or termination of the agreement.

23. LIMITATION OF LIABILITY

In no circumstance shall the aggregate liability of either DTTDC Ltd. or the Agency exceed the total value of the Agreement.

ANNEXURE–I: COVER LETTER

(On the Letterhead of the Agency)

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

To,

Managing Director / Authorized Officer

Delhi Tourism & Transportation Development Corporation Ltd. (DTTDC)

18-A, DDA SCO Complex, Defence Colony,

New Delhi – 110024

Date: _____

Ref: Limited Request for Proposal (RFP) For Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

Sir/Madam,

1. With reference to your RFP document _____, dated _____, I/We, 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/We 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/We shall make available to the Authority any additional information it may find necessary or require supplementing or authenticate the Proposal.
5. I/We 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/We 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/We declare that:
 - (a) I/We have examined and have no reservations to the Bidding Documents, including any Addendum issued by the Authority; and
 - (b) 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 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/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; 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/We shall continue to abide by them.

8. 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 Agencies to BID for the Project, without incurring any liability to the Agencies, in accordance with the RFP document.
9. I/We 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/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.
11. I/We further acknowledge and agree that in the event 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/We 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 event 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/We have studied all the Bidding Documents carefully and also surveyed the website of DTTDC. 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. The documents accompanying the Technical Proposal, as specified in the RFP, have been submitted in separate files.
16. I/We agree and understand that the Proposal is subject to the provisions of the Bidding Documents. In no case, I/We shall have any claim or right of whatsoever nature if the Project not awarded to me/us or our Proposal is not opened or rejected.
17. The Financial Proposal has been quoted by me/us 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.
18. I/We agree and undertake to abide by all the terms and conditions of the RFP document.
19. I/We shall keep this offer valid for 180 (One Hundred Eighty) days from the Proposal Due Date specified in the RFP.
20. I/We 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 (DTTDC) will be considered as final.
21. I/We 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/We submit this Proposal under and in accordance with the terms of the RFP document.

Yours faithfully,

Date: _____

Place: _____

ANNEXURE–II: DETAILS OF BIDDER

(On the Letter Head of the bidder)

(a) Name of the Agency: _____

(b) Incorporation:

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

(c) Registered Office Address with telephone, fax, website and email:

Address: _____

Telephone No.: _____

Fax No.: _____

Website: _____

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:

Mobile No.: _____

Telephone No.: _____

(h) E-mail Address: _____

(i) GST Registration Number: _____

(j) PAN Card: _____

(h) Banking details (Bank name, Acc number & IFSC): _____

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 IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset**

Management ” (Project) proposed to be developed by **Delhi Tourism and Transportation Development Corporation (DTTDC)** 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 DTTDC, presenting us in all matters before DTTDC, signing and execution of all contracts including the Agreement and undertakings, consequent to acceptance of our bid, and generally dealing with DTTDC 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 _____
(Name 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 been 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 **Delhi Tourism and Transportation Development Corporation (DTTDC)** and EMD/PBG shall be forfeited. In addition to the above, **DTTDC** will not be responsible to pay the bills for any completed / partially completed work.

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

Duly signed by the Authorised Signatory of the Agency

(Name, Title and Address of the Authorised Signatory)

Signature: _____

Name: _____

Designation: _____

Seal of Agency: _____

Date: _____

Place: _____

ANNEXURE–V: UNDERTAKING

(On the Letter Head of the Agency)

Date: _____

To,

The Managing Director / Chief Executive Officer

Delhi Tourism and Transportation Development Corporation Ltd. (DTTDC)

18-A, DDA SCO Complex, Defence Colony,

New Delhi – 110024

Ref: Selection of an Agency/Consulting Firm for

Dear Sir/Madam,

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

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

We hereby declare that we have read and understood the rules governing the development/implementation of the project as given in the RFP and Bidding Documents. We have examined 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 DTTDC, in the RFP and all related Bidding Documents including adherence to the relevant scope, capacities, specifications, guidelines, regulations, service standards and compliance requirements as detailed by DTTDC in this regard.

We also commit to abide by the decisions of DTTDC on all matters relating to the selection process, implementation of the Project and thereafter, as per the terms and conditions of the RFP and Agreement.

Thanking you,

Yours faithfully,

Duly signed by the Authorised Signatory of the Bidder

Signature: _____

Name: _____

Designation: _____

Address: _____

Mobile No.: _____

Email: _____

Seal of the Agency

ANNEXURE–VI: PROJECT CREDENTIALS

(On the Letter Head of the Agency)

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	
8.	Other Information Relating to Project (Outcomes / Key Deliverables)	
9.	Copy of the Work Order / Agreement/ Completion Certificate to be submitted	

*Please use a separate sheet for each project

Duly signed by the Authorised Signatory of the Agency

(Signature) _____

(Name, Title and Address of the Authorised Signatory)

Seal of the Agency

Note: Documentary proof (copy of Agreement / Work Order / Completion Certificate etc. of related projects)

ANNEXURE – VII: Proof of Presence in Multiple Cities

(To be submitted on Bidder's Letterhead, duly signed and stamped)

Name of Bidder (Agency): _____

Registered Office Address: _____

Contact Person & Designation: _____

Mobile No.: _____ **Email:** _____

GSTIN: _____ **PAN:** _____

A. Declaration of Operational Presence in Multiple Cities

The Bidder hereby declares that it has operational presence in the following cities/locations across India. The details provided below are true and correct, and supporting documents evidencing presence are enclosed along with this Annexure.

Note: "Operational Presence" shall mean existence of an office/branch/unit (owned or leased) or a functional place of business from where the bidder carries out its operations (creative/PR/digital/administrative or project execution activities).

B. City-wise Details of Presence

S. No.	City / Location	State	Address of Office / Unit	Since (Month-Year)	Proof Enclosed (Tick)
1					<input type="checkbox"/>
2					<input type="checkbox"/>
3					<input type="checkbox"/>
4					<input type="checkbox"/>
5					<input type="checkbox"/>
6					<input type="checkbox"/>
7					<input type="checkbox"/>
8					<input type="checkbox"/>
9					<input type="checkbox"/>
10					<input type="checkbox"/>

(Add more rows as required)

C. List of Supporting Documents to be Attached (Any Two per City/Office)

The Bidder shall attach supporting documents for each city/location listed above. The bidder may attach **any two (02)** of the following as proof for each office/location:

1. **Rental / Lease Agreement / Rent Receipt** (in bidder's name)
2. **Electricity Bill / Water Bill / Internet Bill / Telephone Bill** (in bidder's name or in the name of landlord with supporting office occupancy proof)
3. **Shop & Establishment Registration / Trade License** (where applicable)
4. **GST Registration showing additional place of business** (if available)
5. **Municipal / Local registration / other statutory registration**
6. **Company letterhead showing branch address**
7. **Office photographs** (clearly showing signage and office setup)
8. Any other supporting document acceptable to DTTDC

D. Summary

- **Total number of cities/locations of operational presence claimed:** _____
- **Total number of cities/locations for which proofs are enclosed:** _____

E. Self-Declaration

I/We hereby declare that the information provided above is true, correct and complete to the best of my/our knowledge and belief. I/We understand that DTTDC reserves the right to verify the above details from the concerned authorities / sources, and if any information is found to be false or misleading, DTTDC may reject the bid and take appropriate action as deemed fit.

For and on behalf of (Bidder/Agency): _____

Name of Authorized Signatory: _____

Designation: _____

Signature: _____ **Date:** _____

Seal / Stamp: _____

ANNEXURE–VIII: REPORTING TEMPLATE (MONTHLY PROGRESS REPORT – MPR)

(To be submitted by the Agency on its Letterhead; Month-wise report to be submitted within 5 days of month-end)

MONTHLY PROGRESS REPORT (MPR)

ANNEXURE – IX: FINANCIAL PROPOSAL

(On the Letter Head of the Agency)

To,

The Managing Director

Delhi Tourism & Transportation Development Corporation Ltd. (DTTDC)

18-A, DDA SCO Complex, Defence Colony,

New Delhi – 110024

Ref: Financial Proposal for Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

Dear Sir/Madam,

We, the undersigned, offer to provide the services of an IEC Agency for Tourism Promotion, Brand Campaigns and Public Outreach for Delhi at **Delhi Tourism & Transportation Development Corporation Ltd. (DTTDC)** in accordance with your Request for Proposal dated **[Insert Date]**. Our Financial Proposal is as per the details mentioned below:

A. FINANCIAL BID AMOUNT (IN INR) FOR TWO YEARS

Particulars	Amount
--------------------	---------------

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

Total Financial Bid Amount (in Figures)	₹ _____
Total Financial Bid Amount (in Words)	Rupees _____ only

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

B. DECLARATION

1. We confirm that this Financial Proposal is **unconditional** and **without any deviations**.
2. We agree that the above quoted rates and total bid amount shall remain **valid and binding** as per the validity period stated in the RFP.
3. We understand and accept that **DTTDC reserves the right** to accept or reject any proposal as per provisions of the RFP.

Yours faithfully,

For and on behalf of [**Name of Agency**]

Authorized Signatory

Name: _____

Designation: _____

Address: _____

Contact No.: _____

Email: _____

Date: _____

Place: _____

Selection of an IEC Agency for Tourism Communication Strategy, Market Research, and Digital Asset Management

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
1			
2			
3			
4			
5			

Note:

Agency/ Agencies shall submit their query or modification in soft copy to **[Insert DTTDC official email ID]** on or before the pre-bid query submission due date.