



India Convention Promotion Bureau

Sponsored by Ministry of Tourism, Government of India

INDIA CONVENTION PROMOTION BUREAU

www.icpb.in

RFP - Technical and Financial Bids

For

**Selection of Agency for Social Media Management
and E-newsletter on retainer-ship basis**

Date: 23rd August 2023

(Last date 15th September 2023)



INDIA CONVENTION PROMOTION BUREAU

The India Convention Promotion Bureau (ICPB), supported by the Ministry of Tourism, Government of India, is the country's apex body to promote India as a preferred MICE destination. ICPB's membership comprises of stakeholders of the MICE industry to include central and state governments, meeting hotels, convention centres/venues, airlines, tour operators, travel agents, DMCs, exhibition suppliers, professional conference/exhibition organizers, event managers and more.

ICPB is chaired by Additional Secretary, Ministry of Tourism, Government of India. The management and operations are managed by the Governing Board.

India Convention Promotion Bureau (ICPB) intends to appoint a suitable agency for **Social Media Management and bringing out bimonthly (once in 2 months) e-newsletter on retainer-ship basis**. The engagement of the agency will be for a period of one year on retainer-ship basis, extendable for another one year, subject to yearly review. Detailed scope of work is indicated in the document for both the activities with eligibility criteria, process for selection etc.

The tender document with detailed terms and conditions for the above work can be downloaded from website of ICPB: <http://www.icpb.in>.

Bid processing Fee: Bids are to be accompanied by a non-refundable fee of Rs. 10,000/- (Rupees Ten Thousand only), without which bid will not be considered.

Bid shall also be accompanied by an **Earnest Money Deposit** of Rs. 10,000/- (Rupees Ten Thousand Only) refundable without which bid will not be considered.

Last date for receipt of bids in original is 15th September 2023 by 16:00 hrs. in ICPB Secretariat:

Ms. Madhu Dubey

Executive Director

India Convention Promotion Bureau (sponsored by Ministry of Tourism)

Room no. 233A, The Ashok, Chanakya Puri, New Delhi - 110021

Phone: 91-11-26110101 / Extn - 3186

Email - connect@icpb.in

Bids will be accepted only in hard copy.



A. Social Media Management

Objectives

The objectives of ICPB under social media activities include:

- To create a strong audience community and to increase visibility of ICPB in the domestic and global market.
- To serve as an effective promotional / marketing tool of ICPB.
- To increase the communication reach for mass awareness around various initiatives of ICPB within and outside of India.
- To create a simple and user-friendly system for exchanging ideas and feedback.
- The social media Agency will cover the whole gamut of social media viz. twitter, facebook, linked-in, instagram etc. on a regular basis.
- To help create a strong membership drive pan-India

Scope of Work

- Maintenance of Social Media Platforms for ICPB:** The Agency shall maintain existing Social Media Platforms for ICPB - Facebook Page, Twitter Profile, LinkedIn and Instagram. **Minimum 2 posts in a week on all social media platforms.** All posts to be approved by ICPB before posting.
- New Look:** Give all Social Media Platforms a new look periodically by putting up new creative features, theme lines, links etc.
- Execution Plan:** To draft social media communication campaign plans, covering a comprehensive use of a multitude of media such as video, audio, photographs, illustrations etc. and produce the required output.
- Updates:** Regular informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news, etc.
- Press Releases:** Publishing online press releases (of ICPB).
- Publicity:** Publicize all ICPB events- *Annual Conventions India Conclave, Training Programs, Seminars, Roadshows* etc., using these social media platforms.
- Query Management:** All queries received on all platforms which need not require inputs from ICPB must be replied to within 24 hours and all queries which require a consultation with ICPB should be answered within two working



- days.
- viii. **Media Tracking:** Use a good industry standard monitoring tool for analyzing comments / remarks about Conventions/Congresses in India in various media like newspapers, magazines, blogs, social media platforms etc. both offline & online, national & international.
 - ix. **Tagging:** Create relevant tagging & linkages of content on all platforms.
 - x. **Copyright:** Content shared online must be copyright protected and unauthorized use of this must be monitored.
 - xi. **Execution Team:** One team leader and one dedicated staff should be placed full time for handling the social media/digital campaign monitoring, during the contract period.
 - xii. **Reporting:** The agency must submit monthly report indicating the activities and content posted. Further a quarterly report is required for assessing the effectiveness and the MIS reports. The agency must submit a detailed analysis on the steps undertaken for overall promotion of ICPB and Conventions/Congresses in India on the Social Media Platforms and the results achieved.

Eligibility:



Sr. No.	Criteria	Documentary Evidence to be produced
i.	The Firm / Agency should be a registered sole proprietor / Pvt. Ltd., partnership entity handling Social Media Management, must have been in operation for a minimum period of 24 months as on 1 September 2023.	<ul style="list-style-type: none">• Certificate of Incorporation /Registration• Pan Card• GST Registration• Balance sheet/CA certificate for last 2 years.
iii.	The Firm /Agency must have completed/or have in progress a minimum of 2 projects of Social Media Management for government / Public Sector Undertaking/Travel related agency in the private sector, out of which one should be in Tourism related department / body / association.	A copy of the work order / Client Completion Certificate for each of the projects undertaken to be submitted.
IV	The Firm/Agency shall not be under declaration of ineligibility for corrupt or fraudulent practices with any Government department/ agencies/ministries, PSUs or other client from private sector and should not have been black listed at the time of submission of bid. The agency must have a clean record.	Self-certification on company's letter head signed by an authorized representative.
V	The Firm/Agency must have a minimum of 3 experienced professionals in the area of Social Media Management.	A Self certificate on the agency's letter head signed by an authorized representative of the agency to be submitted.
VI	Creative in-house team	List of team members to be provided



India Convention Promotion Bureau

Sponsored by Ministry of Tourism, Government of India

VII	The Firm/Agency should have a full-fledged establishment in Delhi/ NCR.	An undertaking to this effect and clearly indicating details of the key personnel who will work on ICPB account, should be submitted on the agency letter head, duly stamped and signed by the authorized representative of the agency.
VIII	The firm/agency should preferably have an international tie-up.	Proof of collaborations, existence in various markets



B. **E-newsletter**

Objective:

ICPB proposes to bring out a bimonthly e-newsletter, once in 2 months, updating industry stakeholders about the new developments in the MICE Industry, updated research/statistics, ICPB activities etc. to serve as a marketing, promotional and informative tool of the Bureau. This would also provide advertising opportunity for the members and other Industry stakeholders to promote their products/services.

Scope of work

- i. Create interesting content based on ICPB brief.
- ii. Design and circulate **bi-monthly e-newsletter** after approval of ICPB.
- iii. Size: A-4
- iv. No. of pages – 8-12
- v. Mailing / circulation of e-newsletter : 3,500 – 4,000 approx. addresses.
- vi. To assist ICPB in sourcing advertisements for the bi-monthly and quarterly newsletter. Revenue from advertisements sourced from non-members of ICPB to be shared on 60-40 ratio (60% for ICPB & 40% to agency)

Content:

- Message from ICPB
- MICE related information (international & domestic)
- Industry News
- Members zone (information received from members)
- Buyer's zone (Information from meeting planners regarding conferences finalized)
- New appointment/movements
- Important MICE Statistics – India/worldwide
- ICPB activities
- MICE infrastructural facilities (Venue/Hotels etc.) at important destinations in the country including new upcoming venues.
- Overseas MICE trade shows/activities etc.
- Calendar of MICE events (international & domestic).
- Any other relevant information



Eligibility:

- A minimum of 2 years' experience in designing, content development, publication and management of digital online newsletter
- A minimum turnover of Rs 25.00 lacs (Rupees Twenty Five Lacs) per annum average during the last 2 financial years.
- The bidder should be a bona fide registered company having proper accreditations.
- The Firm/Agency must have a minimum of 3 experienced professionals
- The Firm/Agency should have experience of social media activities for Travel Trade.



Process for submitting bid:

Bids are to be submitted through the Two Envelope Competitive bidding procedure. Bids received after the stipulated date and time (15th September 2023 at 16:00 hrs) will be rejected.

The ICPB reserves the right to cancel the whole or part of the tender or vary the conditions of the tender at any time without assigning any reason whatsoever at its sole discretion.

1. Preparation of Bid:

The proposal is to be submitted on two bids basis i.e., **Technical Bid (with supporting annexures) & Financial Bid**. The Bid needs to be submitted in ONE Large sealed overall Bid envelope containing two separate sealed covers – one each for the Technical and Financial bid.

The EMD & Tender fee should be placed with the Technical bid envelope. A covering letter in the form of undertaking (on the letterhead of bidder organisation) confirming their eligibility along with documentary proof for each specific requirement must be submitted by the bidder for prequalification criteria.

Bid Envelope must be addressed to the following:

Madhu Dubey
Executive Director
India Convention Promotion Bureau
Sponsored by Ministry of Tourism
Room No 233 A, The Ashok Chanakya Puri, New Delhi 110021
+91 26110101/ extn 3186
Email- connect@icpb.in / Web- www.icpb.in



2. Method of Selection:

In deciding the final selection of the Organization, the technical quality of the proposal will be given a weightage of 70% on the basis of criteria for evaluation and financial weightage will be 30%. ***The price bids of only those organizations who qualify technically will be opened for which minimum marks 45 out of 70 are to be scored.*** The proposal with the lowest cost will be given a financial score of full marks i.e. 30 and the other proposals will be given the financial scores that are inversely proportional to their prices.

The job will be awarded to the agency scoring the highest total marks on technical and financial evaluation.

3. **Criteria for Evaluation of Technical Proposal:**

Criterion breakup with marks:

Sl. No.	Technical Parameters	Max. Marks
A	Profile and technical knowledge	15
B	In-house design team	10
C	Creativity and Innovative approach	10
D	Experience in social media/e-newsletter for client promotion	10
E	No. of assignments handled	10
F	Experience in the field of tourism/MICE/trade shows projects	15

Note.: International Tie-up is desirable and will be given additional weightage.

The Technical Bid must include information on the above A, B, C, D, E and F parameters.

The criteria defined in above would be followed for evaluation of technical proposals.

Only bidders obtaining a total score of 49 out of 70 marks i.e 70% or more on the basis of technical evaluation given below would be declared technically qualified for opening financial bids.

Technical Format		
Sl. No.	Particular	
1.	Name of the firm	



2.	Address / Office in Delhi	
3.	E-mail	
4.	Telephone	
5.	Name of Contact person with telephone/mobile number	
6.	Date of establishment of Firm (enclose evidence)	
7.	Total work experience (in years) and technical knowledge	
8.	Is your firm a Proprietorship/ Partnership or registered under the Companies Act. Please give details & enclose Certificate.	
9.	Date of establishment of Firm (enclose evidence)	
10.	Details of Income Tax Registration: Enclose	
11.	Photocopy of PAN	
12.	GST Registration	
13.	List of present clients (enclose details)	
14.	Processing fee Rs. 10,000/- (Cheque details)	
15.	Refundable EMD Rs.- 10,000/- (Cheque details)	
	<u>MARKS TO BE ALLOCATED FOR THE FOLLOWING :</u>	
16.	Profile and technical knowledge	
17.	In-house design team	
18.	Creativity and Innovative approach	
19.	Experience in social media/e-newsletter for client promotion	
20.	No. of assignments handled	
21.	Experience in the field of tourism/MICE/trade shows projects	
22.	International Tie-up, if any.	Preferable Qualification

Please Note: Marks will be awarded from Sl. No. 16 to 21 as indicated above.

Signature

Name

Name of Firm & address (Seal)



4. Financial Bid:

Amount in words and figures, giving breakup clearly indicating the tax component

S.No	Description Amount	Rupees
(a)	Engagement of an organization for Social Media Management and E-newsletter – Retainership monthly charges	
(b)	Taxes** (provide breakup, rate)	
	Total (Amount in words)	

Signature

Name

Name of Firm & address (Seal)

5. Contract / Work Order

On selection of the agency and acceptance of financial quote submitted by the selected agency, a Letter of Intent (LOI) would be issued to the agency. On receipt of LOI, the agency would submit a letter of acceptance. Thereafter, a detailed work orders incorporating all deliverables as per the concept / strategy of the agency presented and accepted by ICPB will be issued from time to time.

The Technical and Financial Bid should be addressed to:

Madhu Dubey
Executive Director
India Convention Promotion Bureau
Sponsored by Ministry of Tourism
Room No 233 A , The Ashok Chanakya Puri, New Delhi 110021
+91 11 26873612 , 26112264,26110101/ extn 3186
Email- connect@icpb.in Web- www.icpb.in

Interested agencies may submit bids as per the requirements stipulated in this document latest by 16:00 hrs on 15th September 2023.



Terms & Conditions applicable for selected agency

1. Period of Contract

The period of contract will be for an initial period of two years, extendable for another one year (i.e., total 3 years) **subject to a yearly review.**

2. Terms of Payment:

- i. Payment to be made monthly.
- ii. On completion of activity, the agency would submit an invoice with supporting documents/report to ICPB for payment. After completion of the due procedures, in the ICPB, payment will be made by cheque.
- iii. Taxes as applicable will be paid on actuals.

3. Force Majeure:

Neither party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or by or of such Partys agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder. Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract. A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

4. Termination:

In the event of unsatisfactory performance, ICPB may cancel the agreement after giving 30 days' notice period. If found that the agency is indulging in unethical practice, ICPB may terminate the contract with immediate effect.

ICPB may terminate the Contract of the agency in case of the occurrence of any of the events specified below:

- a. If the Agency becomes insolvent or goes into compulsory liquidation.



- b. If the Agency, in the judgment of ICPB, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- c. If the Agency submits to ICPB a false statement which has a material effect on the rights, obligations or interests of ICPB.
- d. If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to ICPB.
- e. If the Agency fails to provide the quality services as envisaged under this Contract. Reasons for the same would be recorded in writing.
- f. If the agency violates the non-disclosure agreement or engages in any unethical activity whereby ICPB interest, data is adversely affected.
- g. The agency will be responsible for any unethical, malpractice of its employee in handling the ICPB accounts. In case of such an occurrence, ICPB shall terminate the contract immediately and take further action.

5. Arbitration:

In event of any dispute or difference between ICPB and the Agency, such disputes or differences shall be resolved amicably by mutual consultation. If such resolution is not possible, then the unresolved dispute or difference shall be referred to arbitration of the sole arbitrator to be appointed by the Joint Secretary, Tourism Govt. of India. The Venue of such arbitration shall be at Delhi or any other place, as may be decided by the arbitrator. The language of arbitration proceedings shall be English. The arbitrator shall make a reasoned award (the "Award"), which shall be final and binding on ICPB and the Agency. The cost of the arbitration shall be shared equally by ICPB and the Agency to the agreement. However, expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself.

Pending the submission of and /or decision on a dispute, difference or claim or until the arbitral award is published; ICPB and the Agency shall continue to perform all of their obligations under this Agreement without prejudice to a final adjustment in accordance with such award.

6. Jurisdiction:

The contract shall be governed by laws of India/Delhi and all Delhi Government rules on purchase matter issued from time to time and are in force for the time being are applicable to this contract tender.



Additional Information to the Bidders: -

- a. Period of validity of the tender is 120 days from the closing date of the proposals.
- b. ICPB reserves the right to reject or accept any or all the bids in part or full without assigning any reason whatsoever.
- c. The bids should be clear in all respects. Conditional, erroneous and incomplete bids will be rejected outright.
- d. ICPB reserves its right to summarily reject offer received from any agency on national security considerations, without any intimation to the bidder.
- e. ICPB reserves the right to place an order for the full or part quantities under any items of work under scope of work.
 - i. Agencies submitting proposals will not be permitted to alter or modify their bids after expiry of the deadline for receipt of bids.
 - ii. ICPB reserves its right not to accept bids from agencies resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government Investigating Agencies / Vigilance Cell or by a private client.
 - iii. Any amendments / corrigendum to the RFP document would be uploaded on the official website of ICPB, www.icpb.in
 - iv. Proprietorship / copyright of Images, videos and any other contents used in the Social Media Sites of ICPB, would rest solely with ICPB, Government of Delhi at all times / perpetuity.
 - v. The agency would indemnify ICPB against any claim of copyright violation / plagiarism, etc.
