

PUBLIC/TENDER NOTICE

SR. NO.	NAME OF DEPARTMENT/BOARD/CORP./ AUTH	NAME OF WORK/ NOTICE/ TENDER	OPENING DATE CLOSING DATE (TIME)	AMOUNT/ EMD (APPROX.) in Rupees	WEBSITE OF THE DEPARTMENT	NODAL OFFICER/CONTACT DETAILS/EMAIL	TENDER REF.NO / TENDER NO
I.	HARYANA TOURISM CORPORATION LIMITED	Hiring of agency for Managing Social Media Platforms and setting up IVR System and Photography & Videography	Start Date 02.01.2025 at 09.00 AM End Date 08.01.2025 at 05.00 PM	0.25 Lakh	haryanatourism.gov.in	9317838638 haryanatourism@gmail.com	SICM-2025/Social Media/Agency /01

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Key information

Date of publication of tender	02.01.2025
Download start date & time of e-tender document	02.01.2025
Tender submission end date & time (Online)	08.01.2025 upto 05.00 PM
Opening of Technical Bid (Date & Time)	09.01.2025 at 09.00 AM
Venue for opening of Tender	Haryana Tourism Office SCO 17-19, Sector-17B, Chandigarh-160017

Schedule of Processing Fee, Tender Fee and EMD
(To be submitted Online as per the Procedure mentioned in
etenders.hry.nic.in)

Processing Fee to be charged by NIC (Non-refundable)	Rs.1000/-+ GST @18%= Rs. 1180/-
Tender Fee + GST @18% (Non-refundable)	Rs. 2000/- + GST @ 18%= Rs. 2360/-
EMD (Refundable)	Rs.25,000/-

Schedule for Minimum Turnover and Work done

(Figures in lacs)

Annual Average turnover during three financial years i.e. upto 2023-24.	Experience of having successfully completed similar works during last 3 years upto 2023-24		
	Three similar completed works costing not less	Two similar completed works costing not less	One similar completed works costing not less
100.00 Lakh	1.60 Lakh	2.00 Lakhs	3.20 Lakhs

Information Regarding Online Payment of Tender Document, eService (Processing Fees) & EMD

1. The Bidders can download the tender documents from the Portal : <https://etenders.hry.nic.in> and <https://haryanaturism.gov.in>
2. The Bidders shall have to pay for the Tender document, EMD Fees & e-Service Fee (Processing Fees) online by using the service of secure electronic payment gateway. The secure electronic payments gateway is an online interface between contractors and online payment authorization networks. The Payment for Tender Document Fee and eService Fee (Processing Fees) can be made by eligible bidders/ contractors online directly through Debit Cards & Internet Banking Accounts and the Payment for EMD can be made online directly through RTGS / NEFT. For online payments, Home page of the e-tendering portal <https://etenders.hry.nic.in> may be referred.

Note: -

1. If the tenders are cancelled or recalled on any grounds, the tender document fees & e-service fee will not be refunded to the agency.
2. Tenders not accompanied with the prescribed EMD/Cost of Tender shall be rejected. EMD/Cost of Tender shall be in the prescribed mode of payment as asked in the NIT; otherwise, the tender shall be liable to be rejected.
3. The bidders shall upload their technical offer containing documents, qualifying criteria, technical specification, schedule of deliveries, and all other terms and conditions except the rates (price bid). The bidders shall quote the prices in price bid format.
4. Submission of bids will be preceded by submission of the digitally signed and sealed bid (hash) as stated in the time schedule (key Information) of the tender.
5. The Tenderer can submit their tender documents (Online) as per the dates mentioned in the key Information

Instructions to bidder on Electronic Tendering System

1. E-Tenders (**Online Bids**) are invited from the Bidder for Providing Services for **38th Surajkund International Crafts Mela 2025** to be held from **7th Feb., 2025 to 23rd Feb., 2025** at Surajkund, Faridabad, Haryana strictly on conditions mentioned in Tender document.
2. **Registration of bidders on e-Procurement Portal:-**All the bidders intending to participate in the tenders processed online are required to get registered on the centralized e-Procurement Portal i.e. <https://etenders.hry.nic>. in Please visit the website for more details.
3. **Obtaining a Digital Certificate:**
 - a) The Bids submitted online should be encrypted and signed electronically with a Digital Certificate to establish the identity of the bidder bidding online. These Digital Certificates are issued by an Approved Certifying Authority, by the Controller of Certifying Authorities, Government of India.
 - b) A Digital Certificate is issued upon receipt of mandatory identity (i.e. Applicant's PAN Card) and Address proofs and verification form duly attested by the Bank Manager / Post Master / Gazetted Officer. Only upon the receipt of the required documents, a digital certificate can be issued. For more details please visit the website - <https://etenders.hry.nic.in>.
 - c) Tenderers may contact for any support regarding tender submission / obtaining digital signature etc. at following nos. / email ids:- E - mail: support-eproc@nic.in OR eproc.nichry@yahoo.com Help Desk: 0120-4001002, 05, 0120-4200462, 0120-6277787, 0172-2700275
 - d) The prospective Bidder may also contact Haryana Tourism for any query/ process regarding e-tendering. Contact

Head Office	0172-2702955-57 Mob: 9417441127, 9417111072
Surajkund Mela Secretariat	Tel:0129-2513000/ 2988666 Mob: 8816040444, 9818590913

- e) Bid for a particular tender must be submitted online using the digital certificate (Encryption & Signing), which is used to encrypt the data and sign the hash during the stage of bid preparation & hash submission. In case, during the process of a particular tender, the user loses his digital certificate (due to virus attack, hardware problem, operating system or any other problem) he will not be able to submit the bid online. Hence, the users are advised to keep a backup of the certificate and also keep the copies at safe place under proper security (for its use in case of emergencies).
- f) In case of online tendering, if the digital certificate issued to the authorized user of a firm is used for signing and submitting a bid, it will be considered equivalent to a no-objection certificate/power of attorney /lawful authorization to that User. The firm has to authorize a specific individual through an authorization certificate signed by all partners to use the digital certificate as per Indian Information Technology Act 2000. Unless the certificates are revoked, it will be assumed to represent adequate authority of the user to bid on behalf of the firm in the department tenders as per Information Technology Act 2000. The digital signature of this authorized user will be binding on the firm.
- g) In case of any change in the authorization, it shall be the responsibility of management / partners of the firm to inform the certifying authority about the change and to obtain the digital signatures of the new

person/user on behalf of the firm / company. The procedure for application of a digital certificate however will remain the same for the new user.

- h) The same procedure holds true for the authorized users in a private/Public limited company. In this case, the authorization certificate will have to be signed by the directors of the company.
 - i) Bidders participating in online tenders shall check the validity of his/her Digital Signature Certificate before participating in the online Tenders at the portal <https://etenders.hry.nic.in>.
 - j) For help manual please refer to the 'Home Page' of the e-Procurement website at <https://etenders.hry.nic.in> and click on the available link 'How to .?' to download the file.
 - k) Before submitting tenders the instructions may be read carefully regarding submission of tender. If any bidder finds discrepancies or omissions in the tender documents or is in doubt as to the true meaning of any part, he shall clarify same from tender issuing office in writing before the due date of submission of the bid. No arguments on this account whatsoever shall be entertained after the last date & time of submission of tenders.
4. **Opening of an Electronic Payment Account : Tender document can be downloaded online. Bidders are required to pay the tender documents fees online using the electronic payments gateway service.**
 5. **Pre-requisites for online bidding : In order to bid online on the portal <https://etenders.hry.nic.in> , the user machine must be updated with the latest Java. The link for downloading latest java applet is available on the Home page of the e-tendering Portal.**
 6. **Online Viewing of Detailed Notice Inviting Tenders : The**

bidders can view the detailed

N.I.T and the time schedule (Key Information) for all the tenders floated through the single portal e-Procurement system on the Home Page at <https://etenders.hry.nic.in>

Download of Tender Documents : The tender documents can be downloaded free of cost from the e-Procurement portal <https://etenders.hry.nic.in> or <https://haryanatourism.gov.in>

7. **Key Dates :-** The tenderers can submit their tender documents (Online) as per the dates mentioned in the Key Information. The bidders are strictly advised to follow dates and times as indicated in the online Notice Inviting Tenders. The date and time shall be binding on all bidders. All online activities are time tracked and the system enforces time locks that ensure that no activity or transaction can take place outside the start and end dates and the time of the stage as defined in the online Notice Inviting Tenders. If bidder fails to complete the Online Bid Submission stage on the stipulated date and time, his/her bid will be considered as bid not submitted, and hence not appear during tender opening stage.
8. Bid Preparation (Technical & Financial) Online Payment of Tender Document Fee, eService fee (Processing Fees), EMD fees of online Bids:
 - a) The bidders shall have to pay for the Tender document fee, EMD fees & eService Fee (Processing Fees) as per the details mentioned in Key Information online by using the service of secure electronic payment gateway. The secure electronic payments gateway is an online interface between contractors and online payment authorization networks. The Payment for Tender Document Fee and eService Fee can be made by eligible bidders/ contractors online directly through Debit Cards & Internet Banking Accounts and the Payment for EMD can be made online directly through RTGS / NEFT. For online payments guidelines, Home page of the e-tendering portal <https://etenders.hry.nic.in> may

- be referred.
- b) The bidders shall upload their technical offer containing documents, qualifying criteria, technical specification, schedule of deliveries, and all other terms and conditions except the rates (price bid) in the part-I (Technical envelope). The price bid shall be submitted in separate part-II format supplied by authority online. The committee members shall open only the part-I on schedule date of opening of technical bid. As per system settings, Part-II cannot be opened on that date.
 - 8 If the tenders are cancelled or recalled on any ground, the tender document fees & e-service fee will not be refunded to the agency. However, EMD shall be refunded.
 - 9 Bidder shall ensure that payment shall be made at least 2 days prior to last date of submission of the bid.
 - 10 Rates shall be quoted by the tenderer in the format supplied by HTC. No deviation in terms shall be allowed.
 - 11 Earnest money deposited by the unsuccessful tenderers will be refunded. In the case of successful tenderer, earnest money will be converted in the form of Security Deposit and it will be forfeited in case the successful tenderer refuses to accept the award of contract or fails to complete the required formalities and fails to deliver the work assigned within the specified and permitted time. The security will be refunded only after the Mela is over provided there is no contravention in running of the contract and no violation of the terms and conditions of the contract.
 - 12 The bidder can revise his price bid any number of times but only before last date of submission of bid. All previous quotes are deleted & only the latest price quoted is visible to the purchasing authority on date of opening of price bid.
 - 13 The bidders shall observe the highest standards of ethics during the submission of tender and execution of the contract. In case of evidence of cartel formation by the bidder(s) EMD is liable to be forfeited.
 - 14 The bidder shall bear all costs of bank charges, if any, associated with the preparation and submission of his bid and the purchaser will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

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- 15 Managing Director, HTC reserves the right to cancel the NIT or to change qualifying requirement or to reject any or all the tenders so received without assigning any reason.

SECTION-I ELIGIBILITY CRITERIA FOR Bidder

The bidder must possess the requisite experience, strength and capability in providing the services necessary to meet the requirements as described in the tender documents. The bidder must also possess the technical know-how and the financial wherewithal that would be required to successfully provide the services during the 38th Surajkund International Crafts Mela 2025.

The invitation to this Tender is open to all bidders who qualify the eligibility criteria as given below:

1. The Bidder should be a single business entity (the “Single Business Entity”). The term bidder used herein would apply to a Single Business Entity.

A Single Business Entity shall mean a company incorporated under Companies Act, 1956/2013 or a Sole Proprietorship firm registered under Proprietorship Act, 1908 or a partnership firm registered under the Indian Partnership Act, 1932 or a Limited Liability Partnership firm registered under Limited Liability Partnership Act, 2008.

Note:

- a) Consortium or Joint Venture is not allowed to participate in the bidding process.
- b) If the bidder is:
 - i) A Company should furnish copy of the certificate of incorporation and memorandum of association as a proof of identity.
 - ii) A sole proprietorship firm, and a limited liability partnership firm should furnish copy of the registration certificate, GST and IT return for the last three financial years preceding the bid due date as a proof of identity.
 - iii) A registered partnership firm, it

should furnish a copy of the IT returns for the last three financial years preceding the bid due date copy of the registration certificate under the registrar of firms and a copy of the partnership deed executed between the partners as a proof of identity.

2. A Bidder is required to fulfil the criteria specified below. Any bidder who does not meet the criteria set out below shall be disqualified.
 - (a) The Bidder must have an average Annual Turnover as mentioned in **“Eligibility Criteria for Minimum Turnover and Work done”** in the last three financial year i.e. 2021-22, 2022-23 and 2023-24. A Copy duly certified by Chartered Accountant to be submitted as a proof of Average Annual Turnover as per Annexure I (Section V).
 - (b) Experience of working in Event/Mela/Fair/Seminars/ Conferences/ Exhibitions, Forums/ Conclaves/ or any combination of the same related to fields of Infrastructure Sector/ Tourism/Crafts or any other similar field for a State Government/Central Government/ National apex chamber/PSU’s or any Government of India event Inside/outside India having successfully completed similar work during last 3 years upto 2023-24 should be either of the following: -
 - a) Three similar completed works more than or equal to amount as mentioned in **“Eligibility Criteria for Minimum Turnover and Work done”**
 - b) Two similar completed works more than or equal to amount as mentioned in **“Eligibility Criteria for Minimum Turnover and Work done”**
 - c) One similar completed works more than or equal to amount as mentioned in **“Eligibility Criteria for Minimum Turnover and Work done”**
 - (c) The Bidder must be registered in India. (Supporting document must be furnished)
 - (d) The Bidder should have valid GST and PAN registration.
 - (e) The Bidder shall be single entity.

Consortium/Joint Venture are not allowed to participate in the bidding process.

3. The Bidder should not have been blacklisted by any Government/ Semi-Government Department or PSU/ Institution / corporation / federation and not connected to any firm who has been so blacklisted in the past five years. An affidavit in this regard duly certified by the Bidder should be submitted.

Note :- All the above mentioned required registrations / licences must be valid on the date of publication of this tender and in case any of registrations/ licence is under renewal, the same must be completed before the award of the contract.

Requisite self attested copies of documents as proof with reference to above eligibility criteria.

SECTION-II

TEHCNICAL BID FORMAT for Bidder

(Bidder should upload the technical Bid alongwith annexure as per the Technical Bid Format ONLY (Sequentially) in One PDF file or zip/rar format clearly mentioning the Annexures enclosed). If there is more than one document, they can be clubbed together and can be provided in the requested format.)

S.No.	Particulars	Details
1.	Name of the Bidder/ Tendering Company/ Firm/Agency	
2.	Full Address of the Registered Office with Proof	
a)	Telephone No. & Mobile No.	
b)	Fax No.	
c)	E mail address	
d)	Website (if any)	
3.	Address of Correspondence with Proof	
a)	Telephone No. & Mobile No.	
b)	Fax No.	
c)	E mail address	
d)	Website (if any)	
4.	Detail of Contact Person	
a)	Name of Contact Person	
b)	Mobile Number of Contact Person	
c)	Passport/Adhaar Card/Driving License/ Voter Card Number (any One)- Attach Documentary Proof	
5.	Whether Proprietorship/Partnership/ Private Limited/ Limited or any other (Documentary evidence should be attached as Proof)	
6.	Processing Fees (as per Schedule Mentioned in Tender Document)	
a)	Debit Card/Net Banking/ RTGS/NEFT or Over The Counter (OTC) in Online Biding System	
b)	Transaction Number	
c)	Amount in Figures	
d)	Amount in Words	
7.	Tender Fee (as per Schedule Mentioned in Tender Document)	
a)	Debit Card/Net Banking/ RTGS/NEFT or Over The Counter (OTC) in Online Biding System	

S.No.	Particulars	Details	
b)	Transaction Number		
c)	Amount in Figures		
d)	Amount in Words		
8.	EMD (as per Schedule Mentioned in Tender Document)		
a)	Debit Card/Net Banking/ RTGS/NEFT or Over The Counter (OTC) in Online Biding System		
b)	Transaction Number		
c)	Amount in Figures		
d)	Amount in Words		
9.	Valid PAN No. & Year (Documentary evidence should be attached as Proof)		
10.	Valid Goods & Service Tax Registration No. & Year (Documentary evidence should be attached as Proof) The bidder will have to obtain provisional GST No. (PAN INDIA) for Providing the Services during the Mela		
11.	A Certificate may be submitted for Average Turnover for the last three Years i.e. 2021-22, 2022-23 & 2023-24 duly Audited by the Chartered Accountants. The Following Proofs are to be enclosed herewith a) The balance-sheets duly audited by a Chartered Accountant to be attached. In case balance sheet for the financial year 2023-24 has not been finalized, provisional balance sheet. b) In case of Proprietorship firm copies of ITRs for the last three Assessment Years i.e. Years i.e. 2021-22, 2022-23 & 2023-24.	Year	Turnover (In lacs)
		2021-22	
		2022-23	
		2023-24	
12.	The details of the Works of similar nature handled by the Tendering firm/Agency upto 2023-24 to any CPSUs/State PSU/ Mega Fair or Festival shall be submitted in the format enclosed at Annexure I (Documentary Proof of the same is enclosed)	•	
13.	The Bidder should not have been blacklisted by any Government/ Semi-		

S.No.	Particulars	Details
	Government Department or PSU/ Institution/ corporation/ federation and not connected to any firm who has been so blacklisted in the past five years. An affidavit in this regard duly certified by the Bidder should be submitted.	

I/We hereby declare and certify as under:-

1. That I/We have gone through the tender documents read and understood all the Terms and Conditions and therefore, agree to abide by the same.
2. That I/We have gone through the tender documents containing the scope of work, quantity, specifications, general terms and conditions and the specific terms and conditions mentioned at the bottom of each individual item in the enclosed schedule.
3. The company has technical & financial resources to provide services & have a contingency plan to meet manpower/ equipment requirement in Fairs/Festivals/Events etc.
4. The company abides by the prevailing Labour laws, statutory obligations & Law of land.
5. That, I /We understood that Initially Technical Bid will be opened and short listing will be made on the basis of Technical eligibility criteria. Financial bid of only those applicants will be opened who will be found technically qualified as per Technical eligibility criteria given in the tender document.
6. It is further certified that the submitted tender is unconditional and strictly as per the schedule.

Signature of the authorized representative
Name (in Capital letters)
Seal of the Bidder/Tendering Company/
Firm/Agency/Service provider

SECTION-III TENDER PROCESSING AND EVALUATION

The selection of bidder will be on the basis of L-1 of those Bidder/
Tendering Company/ Firm/ Agency those have qualified eligibility
criteria.

SECTION-IV
Scope of Work

I	Hiring of Agency for Managing Social Media Platforms and Setting up IVR System with Photography & Videography.
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Period of Hiring	15th January, 2025 to 27th February, 2025
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Social Media Platforms and Setting up IVR System	
Digital Marketing and Promotion on Social Media from their Office	1 month before the start of Mela
Digital Marketing and Promotion on Social Media from Mela Ground	One day before Mela upto the completion of Mela
Setting/Managing the Toll Free number from their Office	10 days before the start of Mela
Setting/Managing the Toll Free number from Mela Ground	One day before Mela upto the completion of Mela

Photography & Videography			
S.No	Description	No.	Unit
	<p>Digital Still Photography in HD format with at least 45 Megapixels & above Camera with Mirrorless technology support along with telephoto zoom & wide angles lenses. A team of three professional Photographers (wearing uniform dress code)</p> <p>a) For Overview Photography. b) To Shoot and compose the photo set of important schedule of complete event date wise, VVIP Visit, VIP Visit, different activities by said guests/tourist, Stalls of Crafts Persons, Performers (Indian and Foreigners) and photogenic tourist and so on.</p>	1	Job

Photography & Videography			
S.No	Description	No.	Unit
	Raw Data (Softcopy) of all Digital Photography will be in tiff as well as in high resolution with all required digital enhancement like JPEG in Hard Disk whenever required (for VVIP/VIP and guests) will have to be provided.		
	<p>Video film shoot with full HD Cameras of reputed brands/make. Team consisting of two professional Video Photographers (Wearing uniform Dress code)</p> <p>To shoot, edit and compose the video film set of important schedule of event date wise, VVIP visit, VIP visit, different activities, Stalls of Craftsperson's, cultural Performers (Indian & Foreigners), Art & Craft, candid Photography of visitors/tourist.</p> <p>Raw Data (Softcopy) of all Videography will be provided in Hard Disk whenever required (for VVIP/VIP and guests) will have to be provided.</p>	1	Job

The agencies shall be responsible for following activities:

- a) Managing the existing social media handles like Facebook, Twitter, Youtube, Instagram etc. to promote the festival and to disseminate the information to the target Audience.
- b) Content Creation – The agency would be solely responsible for the creation of all the contents required for digital marketing and promotion of the said event. The content would be uploaded after approval from Authority.
- c) The Agency will prepare creatives (both video and still) as well as do copywriting for all the social Media handles and after approval from the Authorities the same will be posted.
- d) The Agency will Setup and Manage the Toll Free Cloud Telephony System and depute the Manpower accordingly. The Cost of Toll Free and call expenses will be borne by the Agency.

- e) Paid Digital Promotion – The agency would undertake the Paid Digital Promotion to target the relevant pan India audience with demographical, geographical, interest based audience etc. to Haryana Tourism/Surajkund Mela Authority and after approval from authorities the plan would be executed.
- f) The agency will post at least 4-5 Posts daily (including video) on Social Media handles during the Mela and ensure that all the Activities like Culture, Craft, Cuisine, visiting Dignitaries, craft, food Stalls and other ongoing daily activities during the Mela.
- g) The agency will engage Popular Social Media influencers who have a large following and can promote Surajkund Mela through their pages on Social Media as well.
- h) The agency will provide LIVE Feed of the Evening Cultural programme on Social Media handles.
- i) The drones will be provided by the agency.
- j) The agency/ bidders will provide photo & video for social media platforms as per requirement.
- k) The bidder/ agency will provide live feed to social media team and the accessories required will be arranged by the Photography/ Videography vendor.
- l) The Agency will provide the Online feed of Videography to the LED Vendor after laying the Wire and requisite equipment.
- m) The Agency has to install its own requisite Computer System/ and Laptop, UPS, Printer and accessories (as required) alongwith requisite Software in the Media Centre for Editing alongwith Editors.
- n) The duly uniformed teams for Still Photography and Videography will have to report daily at **8:00 a.m.** and be available in the Mela till the end of all activities and events of particular day.
- o) The Soft copy of selected photographs is to be given in Media Centre for purpose of issue of Press releases for the day.
- p) The Still and Videography will be the property of Haryana Tourism/SKMA and same is to be handed over back
- q) The service provider has to be taken for proper coverage of all activities/events of the Mela.
- r) In case more/extra teams for Still Photography and Videography are required on any particular day or work, approval in writing be obtained for the same otherwise any claim for extra payment will not be entertained.
- s) The record of the coverage of the Mela is required to be preserved by

- the service provider at least for 3 years.
- t) The service Provider will keep a Cordial Relation with Activity Incharge and take day to day briefing.
 - u) The original & unedited still / video shoots are the property with of the Surajkund Mela Authority/ HTC and are supposed to be handed over to the Mela Authority immediately after the mela is over.
 - v) Final still copies/duly edited & Voice over etc are required to be given within 21 days of the last day of the Mela.
 - w) The staff deputed for the Photography and for Videography will be in uniform wearing Photo I/cards etc for quick identification.
 - x) Two sets of the selected still photographs (Soft copy in the form of DVD & Hard Disk) and two sets of the DVD & Hardisk of the entire Videography are to be given free of cost after the mela is over.
 - y) The Lodging / Boarding arrangement will be made by Service provider himself.

Post event Content & Report

Submit summary of the event to Haryana Tourism through a post event report along with good pictures of the event in both hard and soft copies within 15 days from the close of the event

Scope of Work:

Creative/ Brand related Activities:

1. Design all communication material for the event;
 - a. Event Logo
 - b. Posters/ Flyers
 - c. Print Ad
 - d. Hoarding/ Signage & other OOH media
 - e. Venue branding like backdrops/ banners/ arch gates and other similar works
 - f. Promotional GIFs/ Animations/ Videos
 - g. All work similar to this but not limited to the works mentioned above
2. Design a communications strategy plan for the event.
3. Conceptualize and develop media and promotional strategy and suggest tools to execute the same.
4. Designing of creatives / illustrations on various aspects of the event for release of advertisements, etc.

Social Media related Activities:

1. Creation and Maintenance of event's separate Accounts/Handles/Channels on Twitter, Facebook, YouTube, Instagram etc, if required. Existing handles of Haryana Tourism may also be used.
2. New Look, Updates and Engage with users
 - a. Give all Social Media Platforms a new look by putting up new creatives in line with overall theme/strategy approved by HTC, for the period of engagement.
 - b. Uploading creative on daily basis in form of infographics, images, gifs, text, videos, promos of events and programs etc on various social media platforms creation of interactive content like surveys, quizzes, contests etc in consultation with HTC.
 - c. Daily informative and promotional updates (at least three per day average for the duration of the contract) in the form of relevant text, photos, audio, interactive content, interviews, news, organize online surveys, quizzes, contests and others on all the social media platforms in consultation with HTC.
 - d. Publicize all events/ exhibitions on all the social media platforms.
 - e. Create relevant tagging & linkages of content on the all platforms.
 - f. Live streaming of all special/ cultural events on social media.
3. The agency must have its own team for the Photography and videography of entire event for the purpose of content curation and rebranding/ re editing the same to be used on social media.
4. Content and designing of Post Event Report, Brochures, Folders, Newsletter, Posters, Advertisements, etc. in consultation with Haryana Tourism.
5. Paid Digital Promotion – The agency would undertake the Paid Digital Promotion to target the relevant pan India audience with demographical, geographical, interest based audience etc. to Haryana Tourism and after approval from authorities the plan would be executed. A budget of Rs. 50,000/- has been fixed for the same that will be reimbursed to the agency. (This will not be part of the financial bid)
6. Influencer/ Brand Ambassadors Engagement- Agency will help HTC in engaging relevant Influencer/ Brand Ambassadors to promote the event. A budget of Rs. 3,00,000/- has been fixed for the same that will be reimbursed to the agency. (This will not be part of the financial bid). Plan will be executed after due approval from the HTC.
7. Agency will ensure that all the Activities like Culture, Craft, Cuisine, visiting Dignitaries, craft, food Stalls and other ongoing daily activities during the Mela.
8. Query Management, Media Tracking and Reporting
 - a. All the queries received on the all platforms must be replied to and addressed within 24 working hours in consultation with HTC.

- b. Moderation of the all platforms with a frequency of 3 times a day in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- c. The agency must submit weekly Effectiveness Analysis Report to HTC on the effectiveness of the social media strategy. The agency must submit a detailed analysis on the steps undertaken for overall promotion of HTC on the Social Media Platforms and the results achieved.
 - i. The components of the report would include:
 - ii. Social presence analysis
 - iii. Social channel analysis/ Social Traffic analysis
 - iv. Fan / follower growth
 - v. Comparative FB/Twitter Engagement Analysis
 - vi. Content Analysis of the most engaging type of post which led to success on brand page
9. Providing feedback on best practices in marketing and promotion in countries across the world on Social Media as and when required by the HTC.
10. Providing on resources during the event;
 - a. Social Media Expert- 1 (on event site, during full duration of event)
 - b. Photographer- 1 (on event site, during full duration of event)
 - c. Videographer- 1 (on event site, during full duration of event)
*Photography / Videography team must have latest camera/ lenses/ microphones (wireless/ collar/ handheld) / sound & light equipments, camera stands/ gimbals etc. for effective coverage of the event/ shoot of video stories/ testimonials and interviews.
 - d. Anchor/ video blogger/ interviewer - 1 (whenever required)- for covering interviews of dignitaries/ testimonials of visitors & exhibitors and production of video stories/ bytes.
 - e. Graphic Designer- 1 (whenever required)
 - f. Video Editor/ Animator- 1 (whenever required)
11. Post event Content & Report
 - a. Submit summary of the event to Haryana Tourism through a post event report along with good pictures of the event in both hard and soft copies within 15 days from the close of the event.
12. Scope not exhaustive The Scope of Services specified in the above Paragraphs are not exhaustive and the agency shall undertake such other tasks as may be necessary to appraise and make the Mela more successful.

IVR & TollFree Number:

1. Agency has to operate and maintain a tollfree number on behalf of HTC from 7th January 2025 to the end of the mela.

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2. Agency has to depute a team of agents well experienced in inbound call operations/ query management to handle the queries received at the tollfree number.
 3. Agency has to made sure that there are enough agents so that calls are not missed.
 4. Agency has to maintain record of the calls and recordings also.

SECTION-V

General Terms and Conditions

1. Each activity/job has to be provided and made operational strictly as per specifications and schedule mentioned in Tender Document.
2. No subletting will be permitted.
3. The bidder must give rates as per Financial Bid (ONLINE ONLY).
4. The rates can be negotiated as per the Technical Evaluation criteria and the payment will be made accordingly.
5. If Bidder fails to supply the ordered quantity or fails to make the services fully operational as per the requirements, specifications and time schedule all the equipments lying at site will be confiscated and alternate arrangement will be made at the risk and cost of the Tenderer. Further, the EMD alongwith security deposit, if any, will also be forfeited. The said firm will also be blacklisted.
6. Every Bidder will supply a list, atleast 25 days before start of the mela, of its team members/employees showing their names, addresses and photographs for the purpose of issue of photo identity cards as well as for Police Verification. No substitution of the employees will be allowed except in emergent cases and that too with the prior approval of management in writing. Further, a list of its employees as well as the substituted/changed employees to be deputed for the Mela duty, showing their names, addresses and photographs has to be supplied for the purpose of Police Verification.
7. The Bidder will also ensure that each employees/worker should have adhaar card engaged by them for the Surajkund Mela purposes.
8. The Bidder will solely be responsible for maintaining the proper record of employees/persons provided for various activities for the Mela and for payment of all emoluments/wages as per the statutory requirement/labour laws. The HTC/SKMA will not be responsible for payment of the wages and compensation etc., if any, to the manpower deployed by the Service provider.
9. The rates will remain valid till the Mela is over or for six months duration whichever is higher.
10. The Bidder get all the materials i.e. items of scope of work counted from the physical verification committee (PVC) before the fixing/installation at site, otherwise no payment will be made for the same.
11. The service provider should Coordinate with concerned Activity heads and if needs coordinate with other activity heads for synchronizing the smooth implementation of all activites.
12. The Bidder will pay all taxes and levies in force at present or that may be levied by the appropriate authorities at any time during the Contract period and the HTC/SKMA will not bear any liability on this account.
13. **Situations of Dispute:** In case of dispute and difference in connection with the terms of agreement the said dispute shall first be referred to the Managing Director, Haryana Tourism Corporation/Chief Administrator, SKMA for conciliation, on event of failure in conciliation the dispute shall be referred to **Sole Arbitrator** who shall be from the panel of Arbitrator as prepared by Govt of Haryana from time to time which notification is adopted herein mutually by parties by reference only for the purpose of choosing the Arbitrator and shall

be construed as part and parcel of this agreement, to which the parties shall have not objections whatsoever "OR"

Competent Courts of law situated in Chandigarh/ Panchkula/Faridabad

14. HTC/SKMA may, at its sole discretion, extend the Bid Due Date and amend the Tender by amending the Tender documents. In such a case, all rights and obligations of HTC and Bidders previously subject to the Bid Due Date will thereafter be subject to the Bid Due Date as extended. At any time prior to the Bid Due Date the Authority may, for any reason, whether at its own initiative or in responses to clarifications request by any Bidder, modify the Tender by the issuance of Addenda. In order to facilitate the Bidder reasonable time for taking an Addendum into account, or for any reason, the Authority may, in its own discretion, may extend the Bid Due date.
15. During evaluation of Bids, HTC may, at its discretion, ask a Bidder for further clarifications and/or information. The request for clarification and the response thereto shall only be in writing or email. The Bidder shall have to reply to the clarification within 7 Business Days from the date of receipt of the request failing which the Bid of such a Bidder shall be rejected and HTC shall have the right to forfeit the EMD of such Bidder.
16. Incomplete, conditional tender and the tenders without Tender Fee, Processing Fee and EMD in specified mode are liable to be rejected out rightly.
17. Each activity/job has to be provided and made operational as per specifications and schedule or otherwise instructed by HTC/SKMA
18. Smoking, consumption of liquor, and chewing of tobacco etc. by the staff of the service providers are totally banned.
19. That the Service Provider/ Agency will engage trained staff for the conduct of business and will bear their salaries/wages etc and will ensure due compliance of the applicable Labour Laws and other applicable laws. The said staff has to be courteous and well mannered with the customers/ visitors. The Service Provider/Agency will be fully responsible for the conduct and behaviour of his employees and loss of reputation or property if caused by the nuisance created by the Service Provider or his employees in relation to the running of business and dealing with customers the same will be indemnified by the service provider to the HTC/SKMA. Child labour will not be permitted.
20. HTC/SKMA can increase/decrease the Scope of Work.
21. The State Government has decided that all the Department should 'encourage' receipt of payments of more than Rs. 5,000/- only through cashless methods.
22. The agency will provide the details of manpower with aadhar card etc one month prior to the start of mela for incorporating the data on the desk system of SKMA/HTC failing which the tender may be rejected.
23. **Penalty Clause** : If agency fails to meet the requirement or provide inferior quality product/service, and delay in execution of services as per the scope of work in stipulated time frame as mentioned in Tender document. The penalty will be imposed @10% minimum of the tender cost and @20% maximum of tender cost as recommended by Activity Head. MD/ HTC-cum- Chief Administrator will be the final authority to impose the Penalty.

24. Indemnification Clause :

The agency will indemnify the Licensor, against any claim, loss, damage occurred, or caused to the Surajkund Mela Authority, due to willful acts or omissions or carelessness or negligence of the manpower employed by the agency, while on duty during the contract period.

25. Note: The Management reserves the right to accept or reject any one or all the tenders, without assigning any reason.

SECTION-VI

Annexure-I

Details of the Works as per the eligibility criteria

S.No.	Name of Office/ Event	Name of Event (if any)	Order No. and Date	Period		Tendered Amount (without GST)
				From	To	

Note : Documentary Proof of Work Order/Performance certificate is to be enclosed.