



**Tender for Hiring of Agency for the work of Social Media Management/ Digital Media Management/ Creative Content Generation for Haryana Tourism Corporation for 2 Years
Extendable for 1 more year i.e. 2 years+1 year=3 years**



**Haryana Tourism Corporation Limited
SCO-17-19, Sector 17B, Chandigarh-160017
Tel : 0172-2702956-57
Email:haryanatourism@gmail.com**

**Website : haryanatourism.gov.in
Etender Website : etenders.hry.nic.in**



PUBLIC NOTICE

Haryana Tourism Corporation invites the E-Bids for “Hiring of Agency for the work of Social Media Management/ Digital Media Management/ Creative Content Generation for Haryana Tourism Corporation for a period of 2 Years Extendable for 1 more year i.e. 2 years+1 year = 3 years from prospective bidders. The complete scope of work, eligibility criteria and evaluation criteria are mentioned in E-Tender document available on www.haryanaturism.gov.in and www.etenders.hry.nic.in. The E-bids can be submitted online up to 04.12.2025 till 11.00 A.M. The Managing Director, HTC reserves the right to accept or reject any or all the bids without assigning any reason.

Issued by Managing Director,
Haryana Tourism Corporation Limited

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Key information

Date of publication of tender	20.11.2025 at 11:00 A.M.
Download start date & time of e-tender document	20.11.2025 at 11:00 A.M.
Tender submission end date & time (Online)	04.12.2025 up to 11.00 A.M.
Opening of Technical Bid	04.12.2025 at 12.00 Noon
Venue for opening of Tender	Haryana Tourism Office SCO 17-19, Sector-17B, Chandigarh-160017
Technical Presentation	Will be informed after opening of Technical Bid
Financial Bid	Will be opened after evaluation of Bid.

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.5000/- + GST @ 18% =Rs.5900/-
Earnest Money (Non-refundable)	Rs 5,00,000/-

Section I

PROCEDURE FOR BIDDING

1. E-Tenders (**Online Bids**) are invited in two-tier system (Technical Bid and Financial Bid) from the Bidder/Tendering Company/Firm for **Tender for Hiring of Agency for the work of Social Media Management/ Digital Media Management/ Creative Content Generation for Haryana Tourism Corporation for 2 Years Extendable for 1 more year i.e. 2 years+1 year=3 years basis** strictly on General Terms and Conditions mentioned in Tender Document
2. **The Bid Document** can be downloaded from the website of <http://etenders.hry.nic.in> or haryanatourism.gov.in
3. The Bidder/Tendering Company/Firm shall have to submit their Bids (Technical Bid & Financial Bid) **online ONLY** in Electronic Format with Digital Signatures. For participation in the e-tendering process, the Bidder/Tendering Company/Firm need to register themselves on <http://etenders.hry.nic.in>. On registration they will be provided with a User ID and a system generated password enabling them to submit their Bids online using Digital System Certificate (DSC).
4. The Bids shall be uploaded in Electronic Format on the website <http://etenders.hry.nic.in>, within prescribed time limit as mentioned in Key Information.
5. The Processing Fees, Tender fees & EMD will be submitted online as per the procedure mentioned in <http://etenders.hry.nic.in>
6. The Bidder/Tendering Company/Firm has to produce the original documents as and when asked for by Haryana Tourism Corporation. The failure to furnish the said original documents will entail summarily rejection of its tender.
7. Initially the technical bids will be opened electronically and the financial bid will be opened electronically only of Technically Qualified Bidder/Tendering Company/Firm as per the Technical Evaluation Criteria mentioned in Tender Document.
8. The 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 contract is over provided there are no contravention in running of the contract and no violation of the General terms and conditions of the contract.
9. Instructions to Bidder/Tendering Company/Firm regarding e-tendering process:
 - a) Tenders without digital signatures will not be accepted by the Electronic Tendering system.
 - b) Technical Bid as per the Technical Bid format and Financial Bid will accepted **ONLINE** Only. In case it has been submitted in the physical form it shall be rejected summarily.
 - c) Bids will be opened online as per time schedule mentioned in Key Information.
 - d) Before submission of online Bids, Bidder/Tendering Company/Firm must ensure that scanned copies of all the necessary documents have been uploaded with the Bid.
 - e) The Bidder/Tendering Company/Firm are required to have Class-3 digital signature certificates from the authorized digital signature issuance company.
 - f) It will be mandatory for all the Bidder/Tendering Company/Firm to upload all the documents mentioned under 'Tender Details' template
 - g) HTC will not be responsible for any delay in online submission of the Bids due to any reason whatsoever.
10. **The Start/End date for downloading e-tender, submission of e-Tender (Online), Financial Bid (Online) and opening of Technical bid is as per the details mentioned in "Key Information"**
11. The server time indicated in the Bid Management window on the e-procurement website <http://etenders.hry.nic.in> will be the time by which the bid submission activity will be allowed till the permissible date and time schedule in the bidding. Once the bid submission period is over, the Bidder/Tendering Company/Firm cannot submit their bid. Bidder/Tendering Company/Firm has to start the Bid Submission well in advance so that the submission process is completed

within the scheduled period, failing which it shall be the Bidder/Tendering Company/Firm responsibility.

12. Tender shall be uploaded as per guidelines indicated in e-procurement portal i.e. **<http://etenders.hry.nic.in>**. The prospective Bidder/Tendering Company/Firm are expected to examine all **General Terms & conditions mentioned in Tender document as well as amendment issued during the Tender process**. Failure to furnish all information/documents as asked for in the bid document or submission of a bid not substantially responsive to the bid document in every respect will be at Bidder/Tendering Company/Firm risk and may result in rejection of its bid.
13. The bids are required to be uploaded as per the guidelines indicated for e-procurement as given on website **<http://etenders.hry.nic.in>**. The validity of the bid will be for a period of 180 days from the date of opening of bids or for an otherwise specified time.
14. The prospective Bidder/Tendering Company/Firm are required to quote for all the items given in the Financial Bid and the tender will be awarded as per the Technical Evaluation Criteria mentioned in Tender Document
15. In order to participate in the tender, the Bidder/Tendering Company/Firm has to register with e-tendering service providers **<http://etenders.hry.nic.in>**. The prospective Bidder/Tendering Company/Firm is requested to contact Haryana Tourism Corporation for any query/ process regarding e-tendering. Contact **Haryana Tourism Corporation. SCO-17-19, Sector 17B, Chandigarh-160017. Tel.: 0172-2702956-57**
16. The Conditional tenders will be rejected.
17. Managing Director, Haryana Tourism Corporation and Chief Administrator, Surajkund Mela Authority, reserves the right to cancel any or all Bids without assigning any reason.

SECTION II

ELIGIBILITY CRITERIA

1. The Bidder/Tendering Company/Firm should be Proprietorship Firm/Partnership/Company registered under Central Act/Act of Haryana or Indian Partnership Act. 1932 and should be in operations for minimum 7 years.
2. Must be registered with relevant copies of registration:
 - a) Income Tax Department. (having PAN number)
 - b) GST; etc.
3. The Average turnover for the Financial Year 2022-23, 2023-24 and 2024-25 should not be less than Rs.1,00,00,000.00 (Rs. One Crore) as **certified by Chartered Accountant**.
4. The Bidder/Tendering Company/Firm must be a registered in India should have been in the business of providing Communication Design Services (Social Media/ Digital Marketing/ Digital Media/ Digital Publicity etc.) for at least 5 years.
5. The agency should have in-house qualified manpower consisting of commercial artists & graphic designers, photographers, motion designer, social media manager, media planning team and adequate infrastructure to take up assignments on its own. (Documentary Proof needs to be submitted)
6. The agency should have executed at least two Social media/ digital marketing/ media management/ Public Relations/ Creative Agency/ Corporate Communications assignments (excluding event management/ artist management etc) for State/Central Government department/organization/ PSU in last 3 years (FY 2022-23, FY 2023-24 and FY 2024-25). The value of work orders executed should not be less than INR 10 Lakhs. In case of ongoing works/ empanelment the value of completed part of assignment should not be less than INR 10 Lakhs.
7. The Sole agency will be responsible for end to end scope of work given in this tender. Any proposal submitted as part of a consortium or joint venture shall be disqualified and rejected.
8. The Service Provider/Agency 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 notarized on stamp paper of Rs.10/- is required.

Note :-

1. All the above mentioned required registrations / licenses must be valid on the date of publication of this tender and in case any of registrations/license is under renewal, the same must be completed before the award of the contract. The Requisite self attested copies of documents as proof with reference to above eligibility criteria.
2. In case any false information is provided or information is concealed then the proposals of such agencies shall be cancelled, and authority will have the rights to initiate appropriate action against the agency.

Period of Contract:

The Agency would be appointed for a period of 02 (Two) years, subject to an annual review and with the provision that services of the agency may be dispensed with at any time, giving a maximum of three months' notice, in the event of nonperformance, under performance or any other reason which would be specified. The contract may be extended on mutual consent for a maximum period of two years on same terms and conditions of payment.

SECTION III

TEHCNICAL BID FORMAT

(Bidder should upload the technical Bid along with 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									
2.	Full Address of the Registered Office									
a)	Telephone No. & Mobile No.									
b)	Fax No.									
c)	E mail address									
d)	Website (if any)									
3.	Detail of Contact Person									
a)	Name of Contact Person									
b)	Mobile Number of Contact Person									
4.	Whether Proprietorship/Partnership/ Private Limited/ Limited (Documentary evidence should be attached as Proof)									
5.	Valid PAN No. & Year (Documentary evidence should be attached as Proof)									
6.	Valid Goods & Service Tax Registration No. & Year (Documentary evidence should be attached as Proof)									
7.	A Certificate may be submitted for Average Turnover for last three years i.e. FY 2022-23, 2023-24 and 2024-25 duly Audited by the Chartered Accountants.	<table border="1"> <thead> <tr> <th>Year</th><th>Turnover (In lacs)</th></tr> </thead> <tbody> <tr> <td>2022-23</td><td></td></tr> <tr> <td>2023-24</td><td></td></tr> <tr> <td>2024-25</td><td></td></tr> </tbody> </table>	Year	Turnover (In lacs)	2022-23		2023-24		2024-25	
Year	Turnover (In lacs)									
2022-23										
2023-24										
2024-25										
8.	The details of the relevant experience – work order details for projects previously executed should be submitted in the format enclosed at Annexure I (Documentary Proof of the same should be enclosed)									
9.	The Detail of in house qualified manpower consisting of commercial artists & graphic designers, photographers, motion designer, social media manager, media planning team and adequate infrastructure to take up assignments on its own in the format enclosed at Annexure II. (Documentary Proof needs to be submitted)									
10.	The Bidder/Tendering Company/Firm 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 notarized on stamp paper of Rs.10/- is required.									

I/We hereby declare and certify as under:-

1. That I/We have gone through the tender documents read and understood all the General 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, General terms and conditions mentioned in the Tender document.
3. The company has in house studio with technical & financial resources to provide the services.
4. 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 evaluation criteria mentioned in the tender document.
5. 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

Section IV
TENDER PROCESSING AND EVALUATION

The selection process will be as under:

1. Screening based upon qualification Technical Eligibility criteria
2. Technical evaluation

The selection process would be Quality and Cost Based Selection (QCBS). **A duly constituted Evaluation cum Selection Committee will scrutinize and evaluate the bids for selection of an agency.**

Sr. No.	Evaluation Criteria		Max. Marks
Agency Profile			
1.	Average Annual Turnover for last three years (FY 2022-23, 2023-24 & 2024-25)		15
	More than Rs.1.00 crore to Rs.2.00 Crore	08 Marks	
	More than Rs.2.00 Crore to Rs.3.00 Crore	12 Marks	
	More than Rs.3.00 Crore	15 Marks	
2.	Empanelment as Multimedia Agency with Central Bureau of Communications (CBC) (Erstwhile DAVP)		5
Past Experience and Team Composition Proposed			
3.	Experience of handling assignments of value equal to or more than Rs.10 Lakhs (minimum value of completed order or value of the completed part of assignments in case of ongoing/ empanelment contracts) each for Social media/ digital marketing/ media management/ Public Relations/ Creative Agency/ Corporate Communications assignments (excluding event management/ artist management etc) during past three years (FY 2022-23, 2023-24, 2024-25) for any State/Central Government department/ organization/ PSU.		15
	Upto 2 Assignment	5 Marks	
	3 Assignment	10 Marks	
	More than 3 Assignment	15 Marks	
4.	Similar work experience in Tourism Sector (The tourism sector is the industry that includes all the economic activities related to travel for leisure, business, or other purposes) (similar works means Social media/ digital marketing/ media management/ Public Relations/ Creative Agency/ Corporate Communications assignments) (excluding event management/ artist management etc)		15
	Up to 2 Assignment	5 Marks	
	3 Assignment	10 Marks	
	More than 3 Assignment	15 Marks	
5.	Similar work experience of promoting at least 1 (one) International event. (International event means an event of international repute attended by/ participation of more than 1 (one) country other than India (similar works means Social media/ Digital marketing/ media management/ Public Relations/ Creative Agency/ Corporate Communications assignments) (excluding event management/ artist management etc)		10
	Up to 2 Event	5 Marks	
	03 or more Events	10 Marks	
6.	Similar work experience of promoting at least 1 (one) national event. (national event means an event of national repute attended by/ participation of more than 2 (two) States or more than 2 (two) union Territories. (Similar works means Social media/ Digital marketing/ media management/ Public Relations/ Creative Agency/ Corporate Communications assignments) (excluding event management/ artist management etc which will not be considered)		10
	Up to 2 Event	5 Marks	
	03 or more Events	10 Marks	
Technical Presentation			
7	Technical Presentation (Project Understanding, Approach, Methodology, Monthly key tasks, Communication strategy, Innovation for implementing the Assignment, Communication Strategy and plan related to SoW including sample creatives)		30
	Total		100

Bidder securing 70% marks in Evaluation Criteria i.e. 49 or higher out of 70 will be called for Technical Presentation.

After the technical evaluation by the committee, the HTC/ SKMA would prepare a list of pre-qualified Bidders for opening of their Financial Bids. The opening of Financial Bids shall be done in presence of Bidders who choose to be present. HTC/ SKMA will not entertain any query or clarification from Applicants who fail to qualify at any stage of Selection Process.

Clarifications: To facilitate evaluation of Tender Bid the HTC/ SKMA may, at its sole discretion, seek clarifications from any Bidder regarding its Bids. Such clarification(s) shall be provided within the time specified by the HTC/ SKMA for this purpose. Any request for clarification(s) and all clarification(s) in response thereto shall be in writing. If a bidder does not provide clarifications sought above within the specified time, its bids shall be liable to be rejected. In case the Bid is not rejected, the HTC/ SKMA may proceed to evaluate the Bid by construing the particulars requiring clarification to the best of its understanding.

Technical Presentation will be accepted only in PPT form and no hard copies will be accepted

Evaluation of Technical Bids: Only those proposals with a minimum technical score of 70 shall be considered for financial evaluation. QCBS method shall be adopted for selection.

The technical score will be computed by adding the marks of technical evaluation multiply by 0.70

i.e. STECH = (Technical Score of the Agency under consideration x 0.70)

After computing the STECH, SFIN will be calculated as follows:-

SFIN = L1 Lowest Financial Quote Among All Bidders x 0.30

Technical and Financial Bid weightage are as under:-

Sr. No.	Assignment Name	Technical weightage	Financial Weightage
1	Tender for Hiring of Agency for the work of Social Media Management/ Digital Media Management/ Creative Content Generation for Haryana Tourism Corporation for 2 Years Extendable for 1 more year i.e. 2 years+1 year=3 years	70	30

As the evaluation is to be done on Quality and Cost based Selection (QCBS) Method, the Financial Proposal with lowest evaluated price (L1) shall be awarded Maximum Financial Score of 30. The Financial Score, SFIN of other Financial Proposals shall be computed as follows:

Lastly, the composite Score, SFINAL of the bidder shall be computed as follows;

SFINAL = STECH + SFIN

The composite score (SFINAL) would be used to determine the successful Agency. The Agency with the highest composite score would be awarded the contract.

Section-V

Scope of Work

Background: Haryana Tourism Corporation has a network of 42 Tourist Complexes spanning across State and Multipurpose halls/Banquet/Conference hall; Multi cuisine Restaurants; Bars, Fast Food Corners.

Many Fairs & Festivals are being organized by Haryana Tourism Corporation out of which the Surajkund International Crafts Mela and Surajkund Diwali Mela are two annual mega events organized at Surajkund in the month of February and October respectively. Further each year 10-15 Fairs & Festivals and Events are being organized by the Department along with many State Government functions. The Fairs & Festivals tentative list may be seen at **Annexure – IV**.

Project Concept/Scope of Work : Haryana Tourism Corporation (HTC) is having the largest chain of Tourist Resorts in the state of Haryana, in its endeavour to provide better services to the tourists has intended to **Hiring of Agency for the work of Social Media Management/ Digital Media Management/ Creative Content Generation for Haryana Tourism Corporation for 2 Years Extendable for 1 more year in total not more than 3 years** through E-Tenders (Online Bids).

1. Brand strategy Related Activities:-

- i) Build and strategize the brand identity and positioning of HTC as a leader in tourism space through appropriate use of the websites, social media by improving the volume and quantity of traffic to the HTC website from various sources (social media, search engines etc.), website/ mobile app usability and website/ mobile app accessibility.
- ii) Build content strategy to refine sections, current and future road map.

2. Content Generation:-

- i) Design all promotional material for HTC;
 - a. Logos/ Event Logos/ Program Logos/ Mascots etc.
 - b. Posters/ Flyers/ Cultural Event Calendar
 - c. Print Advertisements and other type advertisements required for publicity.
 - d. Hoardings/ Signages & other OOH media
 - e. Venue branding like backdrops/ banners/ arch gates and other similar works
 - f. Promotional Reels/ GiFs/ Animations/ Videos
 - g. All work similar to this but not limited to the works mentioned above
- ii) Design a communication strategy plan to establish HTC as a brand.
 - a. Conceptualize and develop media and promotional strategy and suggest tools to execute the same.
 - b. Designing of creatives / illustrations on various aspects for release of advertisements, etc.
 - c. Content and designing of Press Releases, Post Event Reports, Brochures, Folders, Newsletter, Posters, Advertisements, etc. in consultation with Haryana Tourism Corporation.
 - d. Providing feedback on best practices in marketing and promotion in countries across the world on Social Media as and when required by the HTC.
 - e. Designing of Coffee Table Booklet and other content as per requirement.
- iii) Proper coverage of events organized by HTC and propagate publicity through all social media platforms i.e. govt., corporate and private. Increasing the viewership, followership and subscribers on all platforms, thereby increasing the outreach through print media, radio/ FM, Television etc., and influencers.

3. Manage the Social Media Monitoring plan

List of all official social media handles of Haryana Tourism Corporation, with its followership (as on 10th November, 2025) is listed below:-

Social Media Platform	Handle/ Web Link	Followers (As on November 2025)
Facebook Haryana Tourism/ SICM	https://www.facebook.com/haryanatourismindia https://www.facebook.com/share/1D2LYD6eQd/	61K 76K
Instagram Haryana Tourism/ SICM	https://www.instagram.com/haryanatourism.official/?hl=en https://www.instagram.com/surajkundcraftsmela/	7736/ 19K
Twitter	https://twitter.com/haryanatourism	14935
Youtube	https://www.youtube.com/user/haryanatourism	1225

Note:- Present status of the followers on Social Media handles of HTC. The Social Media agency will increase the outreach on all social media handles exponentially and by a minimum of 4 times during the 1st year and same parameters may be targeted for the next years.

- i) The Social Media Monitoring Program will undertake monitoring across 150-200 keywords.
- ii) Creating buzz about HTC by providing coverage on significant news on topics decided in discussion with the Authority.
- iii) Monitor and track relevant news media reports and disseminate information for the press at large.
- iv) Content research to be done by the Agency in terms of –
 - Latest relevant content updates
 - HTC specific updates
 - Keeping a check on trending news and updates to flow in content calendar on a daily basis
 - Measuring and monitoring key performance metrics such as, but not limited not to, page followers count, increase in overall reach of social media posts, increase in mentions, shares and re-tweets, views.
- v) Manage the Search Engine Optimization and Search Engine Management for HTC website and social media platforms.
- vi) Provide on-site support for creating and curating content for HTC events and initiatives. This includes providing Live Streaming for all the important events of HTC, ensuring all the important moments are captured. Agency should cover any live event/ live streaming with a high-end camera to ensure high video quality and make sure that the streaming is run smoothly with a proper Internet connection.
- vii) Moderation of all the platforms with a frequency of minimum but not restricted to 2-3 times a day in order to deal with spam, unauthorized advertisements, inappropriate content and corrective action etc. with adequate and appropriate firewall.
- viii) Agency should safely protect/secure the sensitive information such as passwords, content, images/ video bank/ archives and any-other information related to the social media management of HTC. Any updation/change of passwords or any other sensitive information during the contract shall be duly intimated to the Authority.
- ix) Copyright: All the material, artwork used in management of Social Media shall belong to HTC exclusively. Content shared online must be copy right protected and unauthorized use of this must be monitored for appropriate action and reported to HTC.
- x) The Agency should provide 24x7 Technical supports for maintenance of various Social Media Platforms through in-house staff.

4. Digital Media/ Social media Promotional Support to HTC Resorts, Restaurants and Banquet

Develop, Revamp and manage social media handles of all the properties (Resorts) of HTC.

5. Website/ Mobile App Integration

- i) Promotional Website Integration
- ii) Updation/ Maintenance of the website including updation of existing pages/ banners etc so that the same is in sync with the social media environment
- iii) Mobile App Integration

iv) Updation/ Maintenance of the mobile app including updation of existing pages/ banners etc so that the same is in sync with the social media environment

6. Dedicated Team for Social Media of Haryana Tourism Corporation (required in Head Office)

- i) Team Leader/ Social Media Member - 01
- ii) Marketing & Operations Manager-01
- iii) Content Writer - (English and Hindi) -01
- iv) Graphic Designer- 01

Technical requirement on site for coverage of Events/ sites/ Tourist complex as & when required:-

- i) Photographer – 01 (whenever required) (Onsite)
- ii) Videographer – 01 (whenever required) (Onsite)
- iii) Drone with Operator-01 (whenever required) (Onsite)
- iv) Video Editor- 01 (whenever required) (Onsite)

Note:-

- i) **HTC shall be the sole owner of the Social Media Platforms and other promotional channels. The social media agency shall share the relevant passwords etc., with the relevant Officers/ Officials of HTC.**
- ii) **This is the minimum tentative number of professionals required. The same may be increased / decreased as per the requirement of Haryana Tourism Corporation from time to time. The agency will be given a notice to increase / decrease and provide the professionals of the required number within the given time period. Additional requirement will be there during the mega events of Haryana Tourism Corporation.**
- iii) **The dedicated social media team to be provided by the agency shall be scrutinized and approved by the management of Haryana Tourism Corporation.**

General Terms and Conditions

1. The bidders must give rates as per Financial Bid (ONLINE ONLY).
2. The rates can be negotiated with the H-1 bidder only and the payment will be made accordingly.
3. The Agency/Service provider 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.
4. **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 and 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
5. 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/ SKMA 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.
6. During evaluation of Bids, HTC/ SKMA 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/ SKMA shall have the right to forfeit the EMD of such Bidder.
7. In case of delay in execution of the assigned work and unsatisfactory performance by the Selected Agency/Bidder, HTC/SKMA may impose a penalty of 5% of the Service Fee or part thereof (subject to maximum of 10% of the Service Fee).
If repeated incidence of unsatisfactory performance by the Selected Agency/Bidder occurs, the services of agency may be terminated and the agency may be blacklisted for 5 years.
8. The agency will sign a non-disclosure agreement with the Haryana Tourism Corporation after the issuance of Work Order.

Terms & Conditions (Inclusions & Exclusions):-

- a. Paid Media/ Social Media Boosts/ Push SMSs/ Push Whatsapp Messages shall not be part of the monthly retainerhip fee. HTC/ SKMA may decide additional budget for the same that will be reimbursed to the selected agency.
- b. Charges/ expenses incurred on influencers/ artists/ actors/ celebrity endorsements/ bloggers shall not be part of the monthly retainerhip fee. HTC/SKMA may decide additional budget for the same that will be reimbursed to the selected agency.
- c. If agency is required to travel outside Haryana for the coverage of events/ seminars/ workshops/ festivals of HTC/SKMA, then travel, boarding & lodging cost will be reimbursed to the agency as per pre decided travel rules/ policies of the HTC/SKMA.
- d. Cost of Production of documentaries/ radio jingles/ songs/ anthems/ films shall not be part of the monthly retainerhip fee. HTC/SKMA may decide additional budget for the same that will be reimbursed to the selected agency.
- e. HTC/SKMA may seek additional services from the selected agency like resources for events/ technical manpower for events/ actors/ anchors/ voice over artists/ musicians for its events. Cost of these additional services shall be reimbursed to the agency by HTC/SKMA.

ANNEXURES

Annexure-I

Relevant experience of the Bidder

Sr. No.	Name of Work & Location	Client Details (Name, Address & Contact no.)	Work Order Ref. No. &Date	Work Order Amount	Work Status (completed,in-progress, unfinished)	Any Other Information

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

Proposed Team for Project

S.No.	Name of Team Member	Project Manager / Team Lead/ Creative Director, Social Media Specialist, Graphic Designer, Video Editor, Content Writer, Manager- Operations, Videographer, Photographer	Educational Qualification as per TOR	Experience as per TOR
1.				
2.				
3.				
4.				
5.				

Annexure-III

Term of Reference (TOR)

A) DEDICATED TEAM FOR SOCIAL MEDIA OF HARYANA TOURISM CORPORATION (REQUIRED IN HEAD OFFICE)

S.N.	Position	Qualification	Experience	Professionals required
1.	Team Leader /Social Media Member	Graduate in Tourism & Travel Management/ Mass Communication/ Certification in Digital Marketing or related field along with graduation having knowledge of social media / media analytics with relevant work experience in designing and managing digital media solutions and campaigns.	05 years' of relevant work experience	01
2.	Marketing & Operations Manager	Graduate/ Post Graduate in Marketing / Operation Management/ Bachelor in Business Administration or related field with relevant experience in the operations, marketing, social media and management for events.	05 years' of relevant work experience	01
3.	Content Writer - (English and Hindi)	Post Graduate in English/ Hindi/ Mass Communication with relevant work experience in conceptualizing/ managing content for campaigns, copywriting etc. with Govt./ Corporate/ Private agency with strong writing ability and deep understanding of digital platforms.	05 years' of relevant work experience	01
4.	Graphic Designer	Diploma / Graduate in Multimedia/ Graphic Designing/ graphics & animation or related field with relevant work experience in designing/ creating creatives/ videos/ GiFs for advertising/ media and communications campaigns. Well versed with designing softwares like Coral/ Photoshop etc.	05 years' of relevant work experience	01

B) TECHNICAL PROFESSIONALS REQUIRED AT SITE FOR COVERAGE OF EVENTS / SITES/ TOURIST COMPLEXES AS AND WHEN REQUIRED.

S.N.	Position	Qualification	Experience	Professionals required
1.	Photographer	Graduate/ Diploma in relevant field with required experience. Not required permanently, Shall be deployed as and when required for coverage of events/ functions etc.	5 years' of relevant work experience	01
2.	Videographer	Graduate/ Diploma in relevant field with required experience. Not required permanently, Shall be deployed as and when required for coverage of events/ functions etc.	5 years' of relevant work experience	01
3.	Drone with Operator	Graduate/ Diploma in relevant field with required experience. Not required permanently, Shall be deployed as and when required for coverage of events/ functions etc.	5 years' of relevant work experience	01
4.	Video Editor	Graduate/ Diploma in Multimedia and Graphic Designing or relevant field with experience in editing of videos/ motion graphics for similar assignments.	5 years' of relevant work experience	01

Note:

- This is the minimum tentative number of professionals required. The same may be increased / decreased as per the requirement of Haryana Tourism Corporation from time to time. The agency will be given a notice to increase / decrease and provide the professionals of the required number within the given time period. Additional requirement will be there during the mega events of Haryana Tourism Corporation.
- The dedicated social media team to be provided by the agency shall be scrutinized and approved by the management of Haryana Tourism Corporation.

Annexure- IV
Tentative List of Fairs & Festivals of Haryana Tourism Corporation

Sr. No.	Month/Year	Event/Fair & Festivals	Places
1.	February	Surajkund International Craft Mela	Surajkund, Faridabad
2.	April	Baisakhi Festival	Pinjore & Karnal
3.	July	Mango Mela	Pinjore Garden, Pinjore
4.	August	Teej Festival	Haryana Raj Bhawan & other Resorts
5.	September	1st September (Haryana Tourism Day) 27th September (World Tourism Day)	Tourist Resorts of HTC
6.	October	Surajkund Diwali Mela	Surajkund, Faridabad
7.	November/ December	Bhakti/ Sufi Festival	Jyotisar, Kurukshetra/
8.	December	Haryanvi Culture Festival	Karna Lake, Karnal
9.	November/ December	Food Festival	In selected Tourist Complexes of HTC
10.	December	Christmas Day/ New Year Celebration	In selected Tourist Complexes of HTC

Other events like Fairs & Festivals, exhibition, conferences, Government Schemes etc., will be added for coverage and promotion as and when required by Haryana Tourism Corporation.

Annexure - V

FORMAT FOR FINANCIAL BID

(Financial Bid should be submitted on etenders.hry.nic.in)

Sl. No.	Item Description	Quantity	Units	BASIC RATE In Figures To be entered by the Bidder in Rs. P	TOTAL AMOUNT excluding taxes in Rs. P (2 years=24 months)	TOTAL AMOUNT including taxes Rs. P	TOTAL AMOUNT In Words
1	E-Tender for Hiring of Agency for the work of Social Media Management/ Digital Media Management/ Creative Content Generation for Haryana Tourism Corporation for 2 Year (As per the scope of work mentioned in the tender document)						
1.01	Hiring of Agency for the work of Social Media Management/ Digital Media Management/ Creative Content Generation for Haryana Tourism Corporation for 2 Year	1.00	per Month		0.00	0.00	INR Zero Only
Total in Figures					0.00	0.00	INR Zero Only

Payment will be made on monthly after the submission of satisfactory performance report by the Designated Officer of Haryana Tourism Corporation.