

**Request for Proposal for Selection of
Solution Provider & Integrator for
Design & Development of Website & Mobile App for
Assam Tourism Development Corporation**

RFP no: ATDC/2445/2017/



Assam Tourism Development Corporation Ltd.

AK Azad Road, Paltan Bazar, Guwahati - 8

Phone: +91-361- 2633654

Disclaimer

The information contained in this RFP Document or subsequently provided to Bidder(s) or applicants whether verbally or in documentary form by or on behalf of The Assam Tourism Development Corporation Ltd. or any of their employees or advisors, is provided to the Bidder(s) on the terms and conditions set out in this RFP Document and all other terms and conditions subject to which such information is provided.

This RFP Document is not an agreement and is not an offer or invitation by the Tendering Authority to any party other than the bidder who are qualified to submit the Bids (“Bidders”). The principle of this RFP Document is to provide the Bidder(s) with information to support the formulation of their Proposals. This RFP Document does not purport to contain all the information each Bidder may entail. This RFP Document may not be apposite for all persons, and it is not possible for Tendering Authority, its employees, or advisors to consider the investment objectives, financial situation, and particular needs of each Bidder who reads or uses this RFP Document. Each Bidder should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP Document and where necessary obtain independent advice from appropriate sources. The Tendering Authority, its employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the RFP Document. The Tendering Authority may in its absolute discretion, but without being under any obligation to do so, update, improve or supplement the information in this RFP Document.

CONTENTS :

Sl. No.	Contents	Page No.
1.	ABOUT THE ATDC (ASSAM TOURISM DEVELOPMENT CORPORATION LTD.)	5
2.	ATDC'S CURRENT WEBSITE & MOBILE APP	5
3.	ABOUT THE WEBSITE & mobile App – STATEMENT OF INTENT	6
3.1	DESIGN AND CONSTRUCTION	7
3.2	CONTENT MIGRATION	8
3.3	TRAINING	8
3.4	IDENTIFICATION OF HARDWARE AND SOFTWARE FOR HOSTING	8
3.5	MAINTENANCE AND SUPPORT SERVICES	8
4.	WEBSITE OBJECTIVES & REQUIREMENTS	9
4.1	STRATEGIC REQUIREMENTS	9
4.2	FUNCTIONAL REQUIREMENTS	9
4.3	TECHNICAL REQUIREMENTS	11
5.	TARGET MARKET	12
6.	SCOPE OF WORKS	12
7.	TIMELINE OF TENDERING PROCESS	13
8.	SUPPLIER BACKGROUND	13
8.1	FIRM INFORMATION	13
8.2	FIRM DESCRIPTION AND EXPERIENCE	13
8.3	PROJECT TEAM	13
9.	PROPOSAL	14
9.1	PROJECT APPROACH AND MANAGEMENT	14
9.2	OUTLINE PROJECT PLAN	14

9.3	PROJECT COSTS		15
10.	QUALIFICATION OF BIDDER		15
10.1	EVALUATION MATRIX		17
10.2	EVALUATION CRITERIA		17
11.	PROPOSAL SUBMISSION INSTRUCTIONS		18
12.	SELECTION		18
13.	CONTRACTURAL TERMS AND CONDITIONS		18
13.1	TERMS OF ENGAGEMENT BY AGREEMENT		18
13.2	CONFIDENTIALITY		19
13.3	ASSIGNMENT		19
13.4	DISPUTES		19
13.5	INSURANCE AND LIABILITY		19
13.6	CHANGES		20
13.7	ACCEPTANCE TESTING		20
13.8	CONSIDERATION		20
13.9	ELECTRONIC COMMUNICATION		20
13.10	WARRANTY		21
13.11	ENTIRE UNDERSTANDING		22
13.12	NOTICE		22
13.13	GOVERNING LAW		22
13.14	TERMINATION		22
14.	COVERING LETTER & QUALIFICATION		23
15.	FINANCIAL PROPOSAL		24

1. ABOUT THE Assam Tourism Development Corporation Ltd. (ATDC) :-

The Assam Tourism Development Corporation Ltd., a Government of Assam is the nodal agency under the Tourism Department of for promoting the tourism in Assam. Assam Tourism since its inception has been working towards the development and promotion of tourism in the State.

Main objective of the Assam Tourism

- To take over and develop and manage the tourist lodges, tourist hotels, restaurants, guest houses, entertainment projects etc. from the State Govt. of Assam and also to purchase, acquire, develop, construct, sell, lease etc. for the purpose of promotion and growth of tourism.
- To acquire, operate and maintain cars, buses, coaches, launches, rope ways and other modes of transport for communication of tourists.
- To provide entertainment to tourists, organize tourism related activities such as cultural shows, fairs and festivals etc.
- To take over and develop and manage places of tourist interest, parks, lakes, avenues, beaches and recreational places, spots etc.
- To promote tourism by all desirable means and take up such other incidental and / or ancillary works for the growth of tourism and enter into agreements with associations, individuals, companies, bodies etc. for any purpose conducive to the growth of tourism.

Over the years, Assam Tourism Development Corporation Ltd. has been creating facilities and promoting the tourism destination of the State nationally and globally and as a result the State is seeing a continuous boom in inflow of the tourist both domestic and foreigner to the State. In order to provide quality services in terms of accommodation, food, site seeing and other logistic supports to the tourist, necessary infrastructure have been developed in major tourist destination across the important destinations, which are managed and operated through different PPP or other arrangement.

2. ATDC's CURRENT WEBSITE:-

Current Challenges :

- ❖ Since it was developed in 2003, the website has retained its original look and feel with no structural changes to keep up with current styles or ergonomic experience to the end user.

- ❖ Although provides content updates, the website looks old and feels old; does not attract or retain visitor's attention.
- ❖ Navigating experience not very user friendly. It is difficult to navigate through the website.
- ❖ Difficult to understand coding at the backend – no clear comprehensive map / picture of database structure.
- ❖ The predominance of text-heavy pages.
- ❖ There are too many static (rather than dynamic) financial and economic charts and graphs.
- ❖ Absence of interactive engagement tools. The site has a long way to go to be considered on the cutting edge of social media.
- ❖ Lack of integration with the statistical enterprise solution which is required for dynamic on-demand information.
- ❖ No online payment features to facilitate commercial transactions.
- ❖ Absence of up-to-date analytical tools to track visits to the site, session duration and interaction with the various platforms.
- ❖ No Mobile App

Current Assets :

- ❖ Institutional support for increased visibility through rebranding,
- ❖ Strong support for social media engagement,
- ❖ Impactful projects carried out by the ATDC that can provide content,
- ❖ Wealth of financial, economic and business data,
- ❖ Technically skilled staff in the area of videography, photography and ICT

3. ABOUT THE WEBSITE & MOBILE App – STATEMENT OF INTENT :-

This Request for Proposal seeks submission of proposals from all interested suppliers to Provide :

- (a) **Design and Construction** of a creative, interactive and professional website & mobile App that appeals to the identified audiences and meet the objectives outlined;
- (b) **Content migration.** Transfer of approved content from the current site;

- (c) **Training** of assigned staff of the ATDC on how to complete regular maintenance and updating;
- (d) **Identification of applicable software and hardware for self-hosting** (it must leverage the ATDC's on premise infrastructure with possible use of cloud infrastructure as a service model); and
- (e) **Maintenance and Support Services** (supported by a services contract).

3.1. Design and Construction :-

- (a) Work closely with the ATDC at each stage of the design to identify user needs and corresponding user interface requirements, workflows, and functionalities.
- (b) Ensure integration of all elements including content, information format, compatibility with software platforms used by the ATDC and standards for content management.
- (c) Select a platform that allows easy integration of multimedia products (video/video streaming, podcasts, video podcast & webcast, audio) and user-friendly administrator interface.
- (d) Select a platform that allows users to search content of the website easily and quickly without the need for extremely high speed devices (desktop, laptop and mobile) and high speed internet access.
- (e) Create wireframes, storyboards and prototypes to propose options for implementation. Provide three (3) template designs for review in order to select a concept. Concepts should reflect the Tourism's colours, nature and purpose.
- (f) Develop corresponding user interface components (web templates, style sheets, scripts, images, dashboards, social media interfaces) as needed.
- (g) Use simple, cost-effective techniques to test designs with representatives of target audience prior to launch of site.
- (h) Submit the final concept to ATDC for review prior to 'going live.'
- (i) Secure the existing website prior to transitioning to the new platform.
- (j) Keep a full backup of the website through the duration of the project.
- (k) ATDC will own and host the new site design and will be provided with a full backup copy of the site design and code at the closing of the project.

3.2. Content Migration :-

- (a) The complete migration of the new website to existing ATDC URL
- (b) Deployment of new content.

3.3. Training :-

- (a) Structured training plan specific to website support staff.
- (b) Training of appointed ATDC staff to conduct regular uploads and postings of content to the new website. The site must include a technology solution that allows our staff to easily and cost effectively update content and modify site design after the initial launch.
- (c) Training of appointed ATDC staff on how to conduct basic maintenance updates to the site architecture and design.
- (d) Training of appointed ATDC staff on performing site performance analyses on a regular basis using various cutting edge web analytics tools (a minimum of three).
- (e) Multi-Tier level support for training of ATDC support staff to troubleshoot and maintain the website.
 - (i) **Tier 0 (or self-help)** - FAQs that allow for ATDC website support staff to access and resolve information on their own
 - (ii) **Tier 1** - an online help which will aid in self-training of website support staff. This can include a knowledge base with solutions related to the subject matter. In addition, it should include links to related help support forums.
 - (iii) **Tier 2** - In-depth technical training

3.4. Identification of Hardware and Software for Self-Hosting :

- (a) Identification of hardware and software requirements for hosting of the website.

3.5. Maintenance and Support Services :-

- (a) Provide a detailed description of the standard support and maintenance required.
- (b) Provide an annual support contract which includes the software support required.
- (c) Provide an annual budget for software updates (security updates within the selected software version), and on-going technical support of ATDC administrators in their content management activities.

4. WEBSITE & MOBILE App OBJECTIVES AND REQUIREMENTS:-

The ATDC website & mobile App should serve as a cutting edge communication tool that clearly conveys its mission, vision, offerings and purpose. The site should help persons to better understand and engage with the ATDC's mission. It should also build and excite a community of supporters regionally and internationally by serving as a key tourism resource.

Ideally, the website & mobile App should be a useful tool for the target audience, while being visually appealing, user-friendly, and state-of-the-art. See notes below on "Target Market" in Section (Kindly refer to the Business Requirements, Integration Requirements and the Publications documents)

4.1. Strategic Requirements :-

The website & mobile App should draw the target audience in through visual appeal and an interactive nature. It must allow easy navigation. It must provide relevant information in a user-friendly manner and allow for dynamic two way communication.

- a. Optimize the website to provide a platform for deepening relations between the ATDC and its domestic and international constituents.
- b. Increase traffic and visitor engagement through architecture, design, and other features such as social media integration.
- c. Help visitors easily understand the ATDC's mission and obtain information about its work.
- d. Build a community of supporters by delivering ATDC-generated content concisely and clearly. This content includes a podcast, webcast and other ongoing projects. See notes below on "Target Market" in section 6.

4.2. Functional Requirements :-

The ATDC encourages creativity in the proposals submitted; however there are certain requirements for the website project. Proposals must account for all of the requirements as set out below.

- (a) **Home Page:** A clean, visually compelling home page that quickly conveys to the visitor, the ATDC's mission and what the ATDC does. This should include dynamic 'Call-Outs' which highlight what's new on the website.
- (b) **Corporate Branding:** Clearly communicates a sense of 'regionalism' among the neighboring state of the country at first glance.

- (c) **Visual appeal:** The site must have an attractive mix of text, images, audio and video.
- (d) **Fast Loading Pages:** Optimisation of web pages for a faster browsing experience.
- (e) **Responsive Design:** The site must be mobile-optimised through responsive design methods. Therefore, it should detect that a mobile device is being used and present the user with the mobile version first. The user should be able to switch to the desktop version.
- (f) **Simple and clear navigation:** The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information thus creating a clean, clear, easy and satisfying user experience. This should include drop down menus, so that the visitor can easily find what they are looking for with a few clicks of the mouse.
- (g) **Search Tools:** Provide search capabilities using key words or phrasing that will provide access to content from throughout the site. Additionally, make it possible to download historical and recent data. There should also be search engines that will enable specific groups e.g. children and students to conduct online research in a safe, efficient and effective manner.
- (h) **Links:** Links should be placed within the website to allow individuals to contact institutions affiliated with the Tourism as well the respective Ministries of Tourism, Govt. of India (can be called Useful Links).
- (i) **Easy access to statistical data:** Seamless integration with ATDC’s statistical system to provide continuously updated graphs and charts.
- (j) **Downloadable resources:** Provides a resource section with links to downloadable documents and templates appropriate to the audiences.
- (k) **News / Update feed :** Constant and dynamic update feed on site home page. Displays announcements and notifications for new content additions on front page of site which can be pushed via podcast.
- (l) **Calendar:** A dynamic calendar that displays events as well as filters for Searching / sorting events.
- (m) **Users-Only Content :** Certain content will be available ONLY to authenticated users. Account creation is limited to site administrators. User password recovery and profile management functionality is required.
- (n) **Contact Form:** Provides a web-based contact form with anti-spam controls.
- (o) **Automated e-mails:** automatically send follow-up emails to our stakeholders (subscribers) if they visited a specific web page, or completed some specific task (e.g. survey) on the website.

- (p) **Services Transactions:** Facilitate online purchases of ATDC collectibles, and facilitate online fundraising initiatives. The user experience must be friendly.
- (q) **E-Training :** webinars and webcasts functionalities.
- (r) **Social Media Engagement Tools:** New tools to improve interaction with social media.
- (s) **Blog:** The site should have a Blog section to facilitate discussions on various topics.
- (t) **Career:** The site should have a career section which should accept online job application that would be fed directly into the HRM of HQ system.
- (u) **Language Options:** The website ought to be easily translated into other languages even if documents remain in English.
- (v) **ATDC Website app:** The site should allow for the download the ATDC website app. The App should be compatible with Android and iPhones.

4.3. Technical Requirement

The ATDC encourages creativity in the proposals submitted; however there are certain requirements for the website project. Proposals must account for all of the requirements as set out below.

- (a) **Compatibility:** Site must be compatible with Google Chrome, Microsoft® Internet Explorer 8.0 or higher, Microsoft Edge, Mozilla Firefox, and Safari 5.0 or higher.
- (b) **Mobile Access:** Site must be “responsively designed” to accommodate mobile users. This must include accommodations for slower, cellular internet connections.
- (c) **Settings:** Website must not require plug-ins as a default.
- (d) **Web Accessibility International Standards:** The site must be built in accordance to the Web Content Accessibility Guidelines 1.0, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.
- (e) **Payments Systems:** Site must work seamlessly with online payment systems –Must accept payments from all major credit cards and PayPal. All payment transactions should be done through SSL certificate with Extended Validation to ensure security of all transactions using encryption between the client and website.
- (f) **Performance:** Site must be able to handle multimedia (video) with high performance.
- (g) **Web Metrics:** Must be able to have a wide range of web analytics functionality that can track and analyze how people use the website and produce meaningful reports.
- (h) **HTML Compliance:** Full compliance with HTML latest version.

- (i) **Levels of Access:** Role-based member permissions must be used to determine user access to various pages and content types.
- (j) **Users-Only Content:** Certain content will be available ONLY to authenticated users. Account creation is limited to site administrators. User password recovery and profile management functionality is required.
- (k) **Content Migration:** Contractor will transfer existing content into the new site template. ATDC will develop new content as required.
- (l) **Parallel sites:** After 'Go Live' there should be two (2) sites running parallel, one (1) for testing purposes and the other for production. All maintenance should be carried out in the test environment and be approved before migrating to the live environment.
- (m) **Easy Maintenance:** Site should be easy to maintain by current 1-2 person team :
 - ❖ site should not require significant investment of time to keep site up and
 - ❖ working with quick and easy fixes site should be easy to update with new content.

5. TARGET MARKET :-

The website should be a useful tool for the target audience while being visually appealing, user-friendly, and state-of-the-art. The target audiences include the general public and also for the following :-

- ❖ Academics (students, teachers, college professors, researchers etc.)
- ❖ Government bodies
- ❖ Regional and international tour operators etc.
- ❖ Business sector
- ❖ Media
- ❖ ATDC staff

6. SCOPE OF WORKS :-

The scope of work for designing of the website & Mobile for Assam Tourism will include the following:

- ❖ Creating the sitemap/menu names.
- ❖ UI/UX design.
- ❖ Developing the architecture & flow.
- ❖ Developing the wireframe.
- ❖ Design Template of the Home Page & Inner Section page.
- ❖ HTML-ization of the pages.
- ❖ Form integration like feedback/query form.
- ❖ Social Media Integration.

7. TIMELINE OF TENDERING PROCESS:-

Sl. No.	Schedule	Timeline
1	Publishing date	05.10.2017
2	Bid download	Start: 07.10.2017 11:00 AM End: 16.10.2017 02:00 PM
3	Pre-bid meeting	10.10.2017 02:00 PM
4	Corrigendum	11.10.2017 (if required)
5	Bid submission	End: 16.10.2017 02:00 PM
6	Opening of Technical bid	16.10.2017 02:00 AM
7	Interview and Presentation	Will be informed
8	Opening of Financial bid	Will be informed

8. SUPPLIER BACKGROUND :-

The proposal should include the following and information should be as concise as possible.

8.1 Firm information :-

- ❖ Company name, address, and website
- ❖ Contact person full name, email, and phone number

8.2 Firm Description and Experience :-

Provide a description of the firm, including type of business, years in business and office location(s). Summarize the firm's qualifications for website design, including its experience in using top industry recognized website software. Suppliers are required to provide, as references, at least three (3) hyperlinks to websites that the firm has designed as well as the following :

- ❖ Name of website worked
- ❖ Name of Company or organization
- ❖ Year of completion
- ❖ Name & Phone of the contact person of the concern organization

8.3 Project Team :-

Identify the key staff members who will be assigned to the project. Briefly describe each member's responsibility and relevant work experience as it relates to the project. Attach CV/resumes where available.

9. PROPOSAL:-

Provide an executive summary of the proposed solution that would demonstrate why your company is the best one for this project. The proposed solution should identify the project approach and management and implementation plan detailing the objectives, milestones and deliverables of each phase and a mock up page for the new design of the ATDC's website and / or homepage. The plan should also define the staffing for each phase and the responsibilities of each project participant as well as the level of effort and resources required from ATDC.

The Proposal must have a Title Page, signed by a person or persons authorised to submit the proposal. The Title Page must clearly identify the firm and indicate specific points of contact for discussions and clarifications of the proposal. Such points of contact will include names, titles, address (including email), telephone and facsimile numbers.

The Title Page must explicitly indicate if the firm does or does not accept the ATDC's standard contractual terms and conditions as identified in Section 13. In the event that the firm does not accept or wishes to discuss alternative terms and conditions, the firm must explicitly indicate which terms are not accepted and propose specific alternative language as appropriate.

The solution being proposed should be described in detailed and may be categorized as Follows :

9.1 Project Approach and Management :-

Suppliers should provide an outline of the approach which they will follow to achieve the project objectives. Each phase of the proposed approach should be described and a plan for meeting the timeline outlined above. It should detail the objectives, milestones and deliverables of each phase. Project management and staffing should be clearly described. The responsibilities of each project participant should be defined.

9.2 Outline Project Plan :-

An outline project plan which reflects the project approach should be provided.

9.3 Project Costs :-

Project costs need to be described. Costs should contain the following:

- ❖ Initial costs
- ❖ Website Development costs
- ❖ Hardware costs
- ❖ Software costs
- ❖ Training costs
- ❖ Staffing costs
- ❖ Administrative Costs

The above information must be provided for :

- ❖ Core Solution
- ❖ Options

Supplier must state all proposed pricing to complete the work. Project cost shall exclude cost of ongoing maintenance, third-party tools and services, etc. Pricing for such should be included as a separate line item. Pricing information should not appear in any other section of the proposal. The pricing proposal must state the period of validity of the stated prices, which must be no less than a period of 120 days from the date of submission of the proposal. The ATDC will not be responsible for any costs incurred by the firm in the preparation of its submissions.

Pricing of any professional fees as part of the solution is to be quoted on a specific basis (i.e. fixed or cost plus, based on hours worked etc.). The composition of the proposed professional fees must set out a schedule listing, for each category of personnel included in the proposed project team, the total estimated hours, hourly rate and estimated total professional fees. The supplier should also provide in the relevant sections, estimates of project-related expenses (for example, travel, courier), including a not-to-exceed amount representing a percentage of total proposed professional fees, and should propose a formula for assessing the amount of progress payments on a phase completion basis.

All pricing must be quoted in Rupees and must represent the actual price to be paid (please show all Taxes separately.)

10. QUALIFICATION OF BIDDER:-

- (i) **Expertise in recommending and communicating appropriate technical and aesthetic solutions** as evidenced by the proposal and references.
- (ii) **Suitability of the Proposal** – the proposed solution meets the needs and criteria set forth in the RFP
- (iii) **Aesthetic Capabilities** – Prior work demonstrates artistic and innovative, user-friendly interfaces that engage communities and viewers.

- (iv) **Company Experience** – Firm has successfully completed similar projects and has the qualifications necessary to undertake this project during last 7 years (supported by copy of work orders and completion certificate from concern Departments / Organizations along with contact details)
 - a) Three similar completed works costing not less than amount equal to ₹ 15.00 lakh. or
 - b) Two similar completed works costing not less than amount equal to ₹ 20.00 lakh. or
 - c) One similar completed work costing not less than amount equal to ₹ 30.00 lakh. or
- (v) **Financial capability** – Achieved an average financial turnover of ₹50.00 lakh (related works) only over the last 3 years (certified by CA supported by Balance Sheet, Audit Report).
- (vi) **Value / Pricing Structure and Price Levels** – The price is commensurate with the value offered by the proposer.
- (vii) **Bid Security** - Bidder must be submitted Bid Security ₹1:00 lakh, drawn in favour of Managing Director, ATDC Ltd., Guwahati – 8 along with the Financial Bid sealed envelope in any one of the form of DD/FDR/Banker Cheque/BG. The Bid Security of all rejected and non-shortlisted bidders will be returned after completion of bidding process and the Bid Security of all shortlisted and selected bidders will be returned after completion of the entire work.
- (viii) **Depth and Breadth of Staff** – The supplier has appropriate staff to develop the site within the time frame needed.
- (ix) **Proposal Presentation** – The information is presented in a clear, logical manner and is well organized.
- (x) **Ability to Meet Required Timelines or Other Deadlines.**
- (xi) **Conformity to the Necessary Principles and Functional Requirements** listed above.
- (xii) **Proposed approach**, including clarity of understanding of the scope of services to be provided and appropriateness of the solution / services to accomplishing the objectives mentioned in section.
- (xiii) **History** of successfully managing other contracts with public or private agencies. The bidder must be a profit making one for the last seven years.
- (xiv) **Information regarding any litigation**, current or during the last five years in which the bidder involved, the parties concerned and disputed amount type the dispute and should be submitted in the form of AFFIDAVIT (even if there is no litigation then the bidder has to submit an affidavit regarding no litigation).

10.1 EVALUATION OF MATRIX

Category	Marks
1. Financial standing as certified by Bankers, Audited Profit & Loss A/C statement and Balance Sheet, Annual Turnover in last three year, evidence of access to adequate working capital. 2016-17 2015-16 2014-15 2013-14 2012-13	20
2. Experience on similar work(s) during last 7 years with details including year wise monetary value supported by copy of work order and completion certificate from the authorized personnel of concern organization/ department along with complete contact details of the issuing authority with contact number.	20
3. Work force – Key personnel available and proposed to be engaged for management and supervision of the project their qualifications and experience.	10
4. National / International Award in similar work	10
5. Presentation of the proposal for selection of solution provider & integrator for design & development of website & mobile app for ATDC.	40
Total	100

The assessment will be done on above basis. Hence, bidder must submit authenticated information with supporting documents as above.

10.2 EVALUATION CRITERIA

10.2.1. Technical:- To become eligible for short listing in the technical bid, bidder must secure at least 60 percent marks in aggregate. Based on highest score Technical score will be worked out

10.2.2. Financial:- Based on lowest quote as 100%, the financial score in percentage will be worked out.

10.2.3. The Final Evaluation for selection will be based on combine evaluation of Technical + Financial score. Weightage for Technical and Financial score will be 70:30.

Final score: $F = 0.7XTs + 0.3XF_s$ (Ts= Technical Score, Fs= Financial Score)

11. PROPOSAL SUBMISSION INSTRUCTIONS :-

Questions regarding the RFP are due by 10.10.2017. Please direct these questions to mdatdc@gmail.com. Hardcopy of the proposals with all related documents must be submitted no later than 16.10.2017. The subject line of this proposal should be in all capital letters and begin with the words: "ATDC WEBSITE DESIGN AND IMPLEMENTATION" followed by whatever other desired text you would like. Please submit proposal with an outline of cost and a plan for meeting the timeline outlined above. Project cost shall exclude cost of ongoing maintenance, third-party tools and services, etc. Please include pricing for such in a separate line item.

12. SELECTION

- ❖ Proponents will be interviewed along with their presentation and the most qualified firm will be selected based on the above evaluation criteria and reference checks.
- ❖ ATDC reserves the right to reject any or all proposals, to issue addenda to the RFP, to modify the RFP or to cancel the RFP.
- ❖ Any proposal that includes terms and conditions that do not conform to this RFP is subject to rejection as non-responsive.
- ❖ ATDC reserves the right to waive any informalities or minor irregularities in connection with proposals received. ATDC reserves the right to permit a consultant to withdraw non-conforming terms and conditions from their proposal prior to taking action.
- ❖ There is no expressed or implied obligation for ATDC to reimburse consultants for any expenses associated with this RFP. The proposals received will not be returned.

13. CONTRACTURAL TERMS AND CONDITIONS

13.1 Terms of Engagement by Agreement

13.1.1 The ATDC will engage the supplier for a fixed term and the supplier shall in accordance with the terms and conditions outlined in an agreement provide to the ATDC the services described therein.

13.1.2 The supplier shall perform the services as set out in the agreement solely as an independent contractor of the ATDC and neither the supplier nor any of its agents, employees or servants shall be considered an agent or employee of the ATDC.

13.2 Confidentiality :-

- 13.2.1 The supplier will be required to abide by non-disclosure requirements :
- (i) not to disclose, deliver to, or use for the benefit of any person other than the ATDC or its authorised agents, any restricted or confidential information or material he or she receives from the ATDC, other than material or information previously in the public domain.

- (ii) to adhere to any policies or instructions provided by the ATDC as to the classification, use or disposition of any restricted or confidential information or materials;
- (iii) not to use any restricted or confidential information or material for personal gain and;
- (iv) to adhere to the non-disclosure and confidentiality requirements after the completion or termination of the agreement.

13.3 Assignment :-

13.3.1 The supplier shall not assign or sub-contract the agreement, in whole or in part, without first obtaining the ATDC's written consent and it shall be a condition of any consent to any sub-contract of the agreement that the supplier shall:

- (i) ensure and be responsible for the compliance by any sub-contractor with the terms of the agreement;
- (ii) include in the sub-contract, provisions consistent with the terms and conditions of the agreement for the benefit of and enforceable by the ATDC; and
- (iii) furnish the ATDC with copies of any sub-contract upon the ATDC's request at any time.

13.4 Disputes

13.4.1 Any difference that may arise between the supplier and the ATDC as to any claim against the supplier or as to any matter touching the rights, duties and liabilities of the supplier or the ATDC or otherwise in any way relating to or arising out of the agreement shall be referred to arbitration in accordance with the provisions of the Arbitration Act, thereof.

13.5 Insurance and Liability

13.5.1 Under the agreement the Supplier would be required:

- (i) indemnify the ATDC from and against any and all loss, damage, liability (whether criminal or civil) suffered including any legal fees and costs incurred, resulting from a breach of agreement by the supplier and/or arising in connection with the performance of the agreement by the Supplier.
- (2) to maintain at its own expense such insurance as will fully protect both the supplier and the ATDC from any and all claims of whatever kind or nature for the damage to property including monetary loss or for personal injury, including death, made by anyone whomsoever, that may arise from operations carried on under the agreement by the firm.

- (3) to maintain such insurance at the sole responsibility of the supplier, and the ATDC shall not be required to bear any of the cost thereof.
- (4) to submit Certificates of Insurance evidencing the coverages required herein upon execution of this agreement.

13.6 Changes

13.6.1 The ATDC may, at any time, by written order, require changes in the services to be performed by the supplier. If such changes cause an increase or decrease in the supplier's cost of or time required for performance of any services under the agreement, an equitable adjustment shall be agreed by the ATDC and the supplier and the agreement shall be modified in writing accordingly. In addition, the ATDC must pre-approve all work which is beyond the scope of the Proposal. No services for which an additional cost or fee will be charged by the supplier shall be furnished without the prior written authorization of the ATDC.

13.7 Acceptance Testing :-

14.7.1 The ATDC will reserve the right to undertake acceptance testing at each phase of the Project to determine whether the product satisfies the ATDC's requirements under the terms of the agreement.

13.8 Consideration :-

13.8.1 In full consideration for the services performed by the supplier under the Agreement, the ATDC shall pay to the supplier in installments as specified in the agreement.

13.8.2 All payments will be made against original invoices delivered to the ATDC at its principal office by the supplier to the following :

The Managing Director
Assam Tourism Development Corporation Ltd.,
A.K. Azad Road, Paltanbazar, Guwahati,
Pin 781008, ASSAM

13.9 Electronic Communication :-

13.9.1 Notwithstanding any other provision in the agreement, the Supplier and the ATDC acknowledge that any emails or other electronic transmissions dispatched by one party to the other for the purposes of the agreement, shall be subject to the following terms :-

- (1) neither party makes any warranty to the other that any information or other notice, instruction or document sent by email or the electronic transmission shall be free from viruses

or other harmful defects or components or that it will be secure or confidential and each party acknowledges that information sent by email or other electronic transmission may be intercepted, lost or destroyed, falsified, corrupted or delayed in transmission;

- (2) each party undertakes to the other to take such steps as are reasonably within its power to ensure that its computer systems do not contain or include viruses and defects but do include firewalls, screening mechanisms and other software designed to identify and prevent contamination of its computer systems by viruses and other defects, and that it will not knowingly send an email or other electronic transmission to the other party containing any such virus or defect;
- (3) neither party shall be liable to the other, whether in contract, tort or otherwise for any direct, indirect or consequential loss arising solely from its use of email or other electronic transmission to send information to the other or the inability of either party to use the information sent by email or other electronic transmission, or for damages or injuries caused by any computer virus, theft or unauthorised access or any power, equipment or software failure or malfunction; and
- (4) each party shall be entitled to use email to provide to the other advice, instructions, valuations, reports, data, information and generally to communicate on any matter for the purposes of the agreement save that in the event that any email is sent by one party to the other which contains information of an important nature, the party sending the email shall additionally and promptly communicate with the other by facsimile.

13.10 Warranty :-

13.10.1 The ATDC would require that the supplier warrants that :

- (i) all services provided under the agreement would be furnished in a manner consistent with industry standards and the level of professional skill generally acceptable in the industry with regard to services of this kind
- (ii) any material (hardware or software) used shall be fit for the intended purpose and of good quality and workmanship and that all services, materials, and workmanship used shall be free from errors and defects and shall conform to all applicable specifications.

13.11 Entire Understanding :-

14.11.1 The agreement would embody that the entire understanding of the parties in respect of the matters contained or referred to in it and there are no terms, conditions or obligations, oral or written, express or implied other than those contained in the Agreement.

13.12 Notice :-

14.12.1 A notice under the agreement shall be in writing and may be delivered personally or sent by airmail, email or by fax, as follows :

(i) if to **the ATDC**, to :

Assam Tourism Development Corporation Ltd.,
Asom Paryatan Bhawan, A.K. Azad Road,
Paltan Bazar, Guwahati – 781008 (Assam), India'
Ph. No. +91 0361- 2633654
E-mail :- mdatdc@gmail.com

(ii) if to **the supplier**, to:
(fill in address)

Marked for the attention of:

(fill in name)

or to another person, address or fax number specified by the relevant party by written notice to the other.

13.13 Governing Law :-

14.13.1 The governing laws shall be laws prevailing in India and the courts in Guwahati, Assam shall have exclusive jurisdiction to entertain any dispute between the Parties.

13.14 Termination :-

14.14.1 The agreement may be terminated by either party upon sixty (60) days written notice to the other party.

14. FORMATE FOR COVERING LETTER

(On the letter head of the bidder)

Date:

To,

Managing Director
Assam Tourism Development Corporation
Paltan Bazaar
Guwahati - 781008

Sub: Request for Proposal for Selection of Solution Provider & Integrator for Design & Development of Website & Mobile App

Ref: ATDC.2445/2017/5455 dated 26.09.2017

(Body of Covering letter)

QUALIFICATION INFORMATION OF BIDDER

1.	Name of the Bidder / Firm	:-	
2.	Profession	:-	
3.	Registration No.	:-	
4.	Principal Place of Business	:-	
5.	Date of starting business	:-	
6.	Copy of PAN card	:-	
7.	GST No.	:-	
8.	Profile / Credentials	:-	
9.	Turn over 2012-13 2013-14 2014-15 2015-16 2016-17	:-	₹...../- ₹...../- ₹...../- ₹...../- ₹...../-
10.	Past experience of similar Works / Services in Govt. / PSU or Private Companies	:	

Seal & Signature of the Bidder

15. FORMAT FOR FINANCIAL PROPOSAL

(On the letter head of the bidder)

Date:

To,

Managing Director
 Assam Tourism Development Corporation
 Paltan Bazaar
 Guwahati - 781008

Sub: Request for Proposal for Selection of Solution Provider & Integrator for Design & Development of Website & Mobile App

Ref: ATDC.2445/2017/5455 dated 26.09.2017

Sir,

We are pleased to quote our professional fee as below. We have reviewed all the terms and conditions of the ‘Request for Proposal’ including the ‘Draft Agreement’ and confirm that, we would abide by all the terms and conditions. We hereby declare that there shall be no deviations from the stated terms in the RFP. We further declare that, any State Government, Central Government or any other Government or Quasi Government Agency has not barred us from participating in any Bid.

Professional Fee of the Agency in Indian Rupees (INR) per Annum:

Year	Professional Fee (INR)	Professional Fee in words (INR)
1st Year	Rs/- (rate including all taxes)	Rs (rate including all taxes)

The Professional Fee of the Agency quoted as above shall cover all expenses incurred by us in fulfilling our commitments.

We further certify that we shall follow the Scope of Services, without any deviations, enumerated in this RFP, if the Assignment is awarded to us. We understand that, ‘One (1) Year’ each, subject to an yearly review and with the provision that services of the agency may be dispensed with at any time, giving 3 months’ notice, in the event of non-performance, under-performance or any other reason which would be specified.

Sincerely,

Name of the Bidder:

.....

Signature of the Authorised Person :

.....

Name of the Authorised Person:

.....