



**PUDUCHERRY TOURISM DEVELOPMENT
CORPORATION LIMITED**

(A Government of Puducherry Undertaking)

02, Lal Bahadur Shastri Street,

Puducherry – 605 001. South India.

Phone: Admn. Off: 91-0413-2335371 | 2339497

E-mail: tours.ptdc@gmail.com | ptdc.corporate@gmail.com

**Short Quotation for
Development of
Web Portal | Digital Presence**

Disclaimer

All information contained here is in good interest and faith.

The Puducherry Tourism Development Corporation Limited, Puducherry reserves the right to reject any or all of the applications submitted in response to this document at any stage without assigning any reasons whatsoever. Puducherry Tourism Development Corporation Limited, Puducherry also reserves right to withhold , withdraw the process at any stage change/modify/amend any or all of the provisions of this document without assigning any reason.

1. Pre-Qualification Criteria

Sl. No.	Criteria	Documentary Evidence to be produced
1.	The bidding agency should be a registered company and must have been in operation for a minimum period of three years as on 31st March 2021.	Certificate of Incorporation/Registration
2.	The bidding agency must have a valid PAN and GST Number	Copy of the PAN card and GST Registration certificate
3.	The Agency must have experience in Content creation related projects for Government, PSU or leading MNC's	Relevant document Work Orders
4.	The bidder should not have been blacklisted by any Government / Semi Government organizations in India as on date of submission of bid.	

2. Period of Contract:

The Digital Media Agency would be appointed for a period of One year, subject to a yearly 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 non-performance / under performance or any other reason which would be specified. The contract may be extended on mutual consent for a maximum period of one year on same terms and conditions of payment.

3. Scope of Work

SCHEDULE – I

Domain – Structure

SCHEDULE – II

Website Development

SCHEDULE – III

Content Creation for Online Sales

SCHEDULE – IV

Event Permissions for PTDC as nodal agency.

SCHEDULE – V

Design and development to integrate tourism services.

- Boat Booking
- Room Reservations
- Guide Services
- Food and Beverage Outlets
- Tours
- Other Tourism Services
- Parking Slots

SCHEDULE – VI – Search Engine Optimization

Domain Security

SCHEDULE – VII

Payment Gateway Integration

PHASE – II

- Products of Puducherry – The Pandy Store – an online sales counter of 25 customized products to be created and maintained. Concept to implementation to integration (Including Visuals, Content and Technical Interphase)
- (a) The Agency shall create and maintain the website and social media handles including but not limited to Facebook, Instagram, Pinterest, Twitter and Youtube for a period of 2 years.
- (b) **Updates** by a weekly social media calendar.
- (c) **Conceptualize and design** print materials like brochures, booklets, primers, guidelines, folders, leaflets, posters, calendars and video clippings to be viewed at Theatres, Television and local channels.
- (d) **Content creation/ Creative:**
 - Developing creative units like photographs, videos, banners and posters on events, achievements etc., for posting on Digital media handles as and when required.
 - Developing and producing creative and videos of upto five minute duration for promotion of sites, campaigns, thematic subjects like Adventure Tourism/ Spiritual Tourism of Puducherry, Culture of Puducherry, Heritage sites, Beaches of Puducherry etc., Such content would be produced with fresh shoots.
- (e) **Live coverage:** Providing for live coverage of events, festivals etc., on the Digital media handles of the Corporation as and when required.
- (f) Media tracking | Tagging | Reporting | Feedback | Query Marketing

NOTE:

- (I) The selected Agency shall actively engage in Content Creation & Marketing during the period of Contract and all such content created will be the Intellectual Property of the Puducherry Tourism Development Corporation Limited, Puducherry.
- (II) The Agency will at no time resort to plagiarism. The Puducherry Tourism Development Corporation Limited will not be a party to any dispute arising on account of plagiarism resorted to by the agency.
- (III) The Digital Media Platforms Content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, Tabs etc., failure of any one of which shall be considered as incomplete execution of Work Order.

4. Guidelines for Preparation of Proposals

The Bidder must comply with the following instructions during the preparation of Proposals:

1. The Proposal and all associated correspondence shall be written in English and shall conform to prescribed formats and online presence.
2. In addition to the identification, the envelopes containing the Proposals shall mention the name and address of the Bidder to enable the Proposal to be returned in case it is declared late pursuant and for matching purposes.
3. No Bidder is allowed to modify, substitute or withdraw the Proposal after its submission.
4. Hard copy of the documents should be sealed, super scribed and should reach to the Managing Director, Puducherry Tourism Development Corporation Limited, Puducherry by “Development of Web Portal and Digital Presence”.

5. To be submitted

1. Bid form on the bidder's letter head as per Format 1: Bid form
2. Bidder/company profile as per Format 2: Bidder's profile
3. Complete Details of Project undertaken by the bidder. Project Experience (Details of Work Order(s)/Client Completion Certificates for relevant experience in Government / MNC's / PSU.

Format: 3

4. Team composition: Details of Team identified to work on the project for Tourism Department, Puducherry :
 - Name of the Team Member
 - Designation
 - Work being handled
 - Qualifications
 - Number of years of relevant experience
 - Experience in the Agency

Format: 4

5. Approach and Methodology including but not limited to the following:
 - Proposed brand vision and Online Presence strategy for Puducherry Tourism Development Corporation Limited, Puducherry
 - Content Development Strategy
 - Innovative ideas and suggestions for Online Reservation | Sales.

Note

1. The Puducherry Tourism Development Corporation, Puducherry may ask bidder(s) for additional information, and/or arrange discussions with their professional/technical resource to verify claims made in bid documentation. If the bidder fails to submit the additional supporting documents, the bid shall be rejected.
2. Only the bidders who have submitted all the necessary documents will be qualified for evaluation.

7. Financial Proposal

1. The Commercial Proposal should be submitted as per the format of Commercial Bid in Format 5: Commercial Bid format.
2. The financial quote must cover all costs/expenses of the Agency for undertaking work as detailed in the Scope of Work.
3. The cost quoted will be firm and fixed for the duration of performance of the contract. At no point of time will there be any deviation from the quoted rate be entertained.
4. The financial bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.
5. Financial Bids of the shortlisted agencies will be opened in the presence of authorized representatives of the Agencies on a date/time to be specified by the Puducherry Tourism Development Corporation Limited, Puducherry.
6. All payments shall be subject to deduction of taxes at source as per Applicable laws.

8. Contract/Work Order

On selection of the agency and acceptance of financial quote submitted by the selected agency, a Letter of Intent (LOI) would be issued to the agency. On receipt of LOI, the agency would submit a letter of acceptance along with a performance guarantee. Thereafter, a detailed Work Order will be issued to the selected agency.

9. Terms of Payment

- (I) Advance payment will not be allowed
- (II) Payment to the selected agency would be made on quarterly basis for those activities completed.

- (III) On completion of activity, the agency would submit an invoice in triplicate with supporting documents, if any, to the Managing Director, Puducherry Tourism Development Corporation Limited, Puducherry.

The Puducherry Tourism Development Corporation Limited, Puducherry is however not bound to accept any tender or assign any reason for non-acceptance.

Managing Director,

Puducherry Tourism Development Corporation Limited
Puducherry.

11. Format 1:

(To be submitted on letterhead of the Bidder)

Dated _____, 2022

To

The Managing Director,
Puducherry Tourism Development Corporation Limited,
Puducherry.

Dear Sir,

In response to the short quotation notice and having read the details provided in the document, we hereby submit our offer for “Development of Website Portal and Digital Presence” of PTDC.

We confirm acceptance to execute the works in specified time frames and at rates quoted by us.

Thanking you,

Yours faithfully,

(Authorized Signature of the Bidder)

Printed Name

Designation Seal

Date:

Business Address:

Place:

Date

12. Format 2: Bidder's Profile

(To be submitted on letterhead of the Bidder)

Technical proposal submission form	
Section 1 : Organizational Details / Personal details	
1.1 Name of the Firm/ Organization/ Individual	
1.2 Address of the Registered Head Office	
1.3 Address of the Project offices	
1.4 Telephone, Fax and Email details	
1.5 Name and Designation of the Authorized Representative of the to whom all the references shall be made along with mobile/phone/email etc.,	
1.6 Type of Entity <input type="checkbox"/> Partnership <input type="checkbox"/> Company <input type="checkbox"/> Proprietorship <input type="checkbox"/> Other (Please specify)	
1.7 Are you on the panel of any Govt. agency Corporates	
Section 2 : Subject Area	
2.1 Area of Expertise:	
Section 3 : Registration Details	
3.1 Registration no. and date:	
3.2 PAN / TAN card number details	
3.3 GST registration	
3.4 Any other registration	
3.5 Name of the Bank with Account no.	

Section 4 : Experience & Profile

4.1 Summary of similar projects executed successfully in the past years; focusing on brief descriptions of assignments and experience in similar conditions

(i) Project title	
(ii) Source of funding	
(iii) Implementing partners (if any)	
(iv) Project duration	
(v) Project budget	
(vi) Project brief	

Section 5: Turnover of last three years (submit audit report/balance sheet/ P&L account statement) and Net worth

5.1 Turnover of last three years (submit audit report / balance sheet and P&L statement)	
Year 1 (FY 2018-19)	
Year 2 (FY 2019-20)	
Year 3 (FY 2020-21)	

Authorized Signature of the Bidder with Stamp and Date

(Attach documentary evidence pertaining to all the points above and mention the pages in the column above)

13. Format 3:

Name of Agency :

Details of Team :

Name of Designated Team Member:

Designation

Signature and Seal of Bidder

14. Format 4:

Name of Agency

- Proposed Brand Vision | Online Strategy
- Content Development Strategy
- Innovative Ideas and Suggestions

Signature and Seal of Bidder

15. Format 5: Commercial Bid

Name of Work:

Name of Bidder:

SL. NO.	PARTICULARS	TIME	RATE	TOTAL
1.				
2.				

Signature and Seal of Bidder