



सत्यमेव जयते

**India Tourism
Beijing Invites Quotations**

For

Running/ managing Social media account of India Tourism, Beijing.

Tender Number: ITO Social Media 2021

Last Date of Submission: 16 April 2021 (before 5 PM)

India Tourism, Beijing

File no/Social Media/2021

Dated: 26 March 2021

TENDOR NOTICE: Inviting quotations for handling social media accounts for India Tourism, Beijing.

Introduction:

India Tourism, Beijing, is one of the overseas Tourism offices under the Ministry of Tourism, Government of India functioning as a "wings" of Mission with a mandate to promote and marketing of India as a preferred tourism destination in entire China, Magnolia, Hong Kong and Macau.

Proposal:

India Tourism, Beijing invites Quotations from reputed social media agency having experience in tourism fields; to run social media account to create awareness about Indian culture and tourism in China. We chat and Weibo will provide a platform to India Tourism where we can address to Chinese travel trade, tourism industry and Indian Diaspora about regular activities of India Tourism Beijing and Embassy of India. Wechat and Weibo, are the most important social media channels in China through that we can reach to targeted audience. As India Tourism is promoting India as tourism destination in China therefore social media channels are important tools to reach the public, audience and in travel trade market for branding India as preferred destination.

A. Scope of Work —Terms - Conditions

SI No.	Service Digital/ Social Media management
1	Manage we Chat account (minimum 3 posts per week + one major social media campaign quarterly on We Chat / Weibo)
2	Manage Weibo blog account (minimum 3 posts per week + One major social media campaign quarterly on Wechat or Weibo)
3	Manage Youku video account (create official India Tourism Youku account + Uploading current video material of India Tourism)

4	Interaction with other social media platform
5	The agency is responsible for preparing and editing valuable content under various themes for India Tourism' post on social media, as well as selecting pictures from other relevant sources and partners with authorized copyright according to our marketing plan. The selected content should be creative, attractive and informative. The pictures should be appropriate and attractive. Required picture material can be collected from India Tourism Office. The contents material and post should be in Chinese and English.
6	<ul style="list-style-type: none"> ● Active social media channels for interacting followers with positive proper reply and comments. ● Create social media fans/followers database. ● Agency will control and manage followers if there are any negative comments of trends. ● Monthly reports will be submitted. ● Agency will responsible for publishing any article and pictures on social media platform for authentication of copyright issue and will make sure publishing any image and article is not violation of local rule and low. India Tourism will be not libel for any copyright issue and it will be resolved by the only agency on their expenditure.

B. Minimum eligibility criteria.

- a) The bidder should be a registered company in China.
- b) The agency should have experience of providing services for at least past 5 years.
- c) The agency should have done work with tourism board.
- d) The agency should neither be blacklisted / debarred by the Chinese Government nor by Indian Government from doing business in India or China as the case may be, on the date of submission of bid.

C. Documents: Eligible bidder shall submit the following documents:

- a. Copy of Business License, duly stamped and signed.
- b. Self-declaration of experience, legality, certification of authority, duly stamped and signed, as per the format at **Annexure A**.
- c. Financial Bid as per the format at **Annexure A & B**, submitted in the agency's letter head duly stamped and signed by an authorized representative of the company. The quotation should be inclusive of all taxes. The quotation should be all inclusive. No separate payment will be made for content, art work, images creation of material or any kind of related expenditure which is not clearly mentioned in the Scope of Work.

D. Submission of Bids:

- a. The company scans all the documents mentioned above in para C can be submitted by sealed envelope with Subject " Quotation for Tender: Inviting quotations for handling social media accounts for India Tourism, Beijing, send this to "Assistant Director India, Tourism, 709, East Tower, LG Twin Towers, B-12 Jian guo Men wai Avenue, Chaoyang District, Beijing 100022, China before last date.
- b. All documents, except business license, should be submitted in English
- c. The last date for submission of bid is: 16 April 2021 till 17:00 hrs Beijing time.

E. Selection Process and other terms and conditions :

- a. Bids only received on or before the due date will be considered.
- b. Bid should be complete in all aspects and should include all necessary documents as have been mentioned in Para "D" above.
- c. The lowest bid of the qualified bidders will be considered for award of work.
- d. Bidder should mentioned monthly fees to handle work of scope as mentioned in Para "A"
- e. India Tourism, Beijing reserves the right to reject or accept any offer without assigning any reasons whatsoever.
- a) India Tourism, Beijing will be not responsible for payment towards accommodation, travel, etc expenses of the agency for their staff for any kind of work related to social media coverage etc.
- b) Termination by default: India Tourism, Beijing reserve the right to terminate contract of any agency in case of change in the Government procedures or for unsatisfactory services at any time.
- c) India Tourism, Beijing holds the rights to cancel assignment at any stage without assigning any reasons therefore for any of the administrative or other regions.
- d) India Tourism expects good quality of services from the selected agency. If India Tourism is not satisfied with assigned work, the services of agency may be terminated at anytime with a notice of 15 days.

F. Payment Terms:

- a. No advance payment will be made.
- b. Initially contract will be for six month that may be extended for next six months


- c. Monthly or quarterly payment will be made (payment will be paid within 1 -2 months after submission of payment invoice by the company).
- d. Payment can be made only in mainland China in RMB only by bank transfer.
- e. Making payment may be delayed sometimes as depend on the fund received from India HQ.

G. Termination

- a. India Tourism, Beijing may terminate the tender process anytime, without giving any explanation for the termination.
- b. India tourism, Beijing may terminate the agency service to discontinue with a notice of 15 days without any reason in the interest of India Tourism, Beijing

H. Force Majeure

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


26/03/2021
(Assistant Director)
India Tourism, Beijing